

# Feasibility Study on Development of Investment FIVE STAR HOTEL in Bali, 2011 - 2015

The development of tourism sector in Bali in the last five years has increased significantly. It is indicated from the rising number of total foreign tourists visiting Bali. In 2006, total foreign tourists' visit reached 1.3 million people soared to 2.5 million people in 2010. In line with the rising flow of tourist visit to Bali, the number of star hotels in Bali has also multiplied. Up to end of 2010, the number of star hotels in Bali was 150 units consisting of 37 units of five star hotels, 28 units of four star hotels, 39 units of three star hotels, 35 units of two star hotels and 11 units of one star hotels.

The occupancy rate of star hotels in Bali has also kept on rising particularly the occupancy rate of five star hotels. In 2006, total foreign tourists staying in five star hotels reached 883,605 people boosted to 1.3 million people in 2010 and projected to rise to 1.4 million people in 2011. In line with the rising occupancy rate of five star hotels, it is expected that the construction of new star hotels will emerge.

According to a survey performed by CDMI, there are two new five star hotels which will be constructed namely Sahid Bali Hotel in Kuta, Bali by SAHID Group and The Regent Bali by Mayapada Group. The investment invested in these projects amounted to Rp. 700 billion. In addition, the management of the hotels will be in cooperation with Carlson's world hotel networks and aim European tourists.

Viewing the enthusiasm of both groups, PT. CDMI, a leading consulting company in Indonesia, is interested in producing an exclusive analysis output with the title

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Notes: overseas is added delivery cost

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| II. Standard Guidance of Star Hotel Construction.....  | 44. - A. |