

# Forward. Together.

## Public Expose

PT Destinasi Tirta Nusantara, Tbk.

26 Agustus 2020



**INDUSTRY UPDATE**

**COMPANY BUSINESS UPDATE**

**BUSINESS PERFORMANCE 2019 & 1H20**

**BUSINESS STRATEGIES**

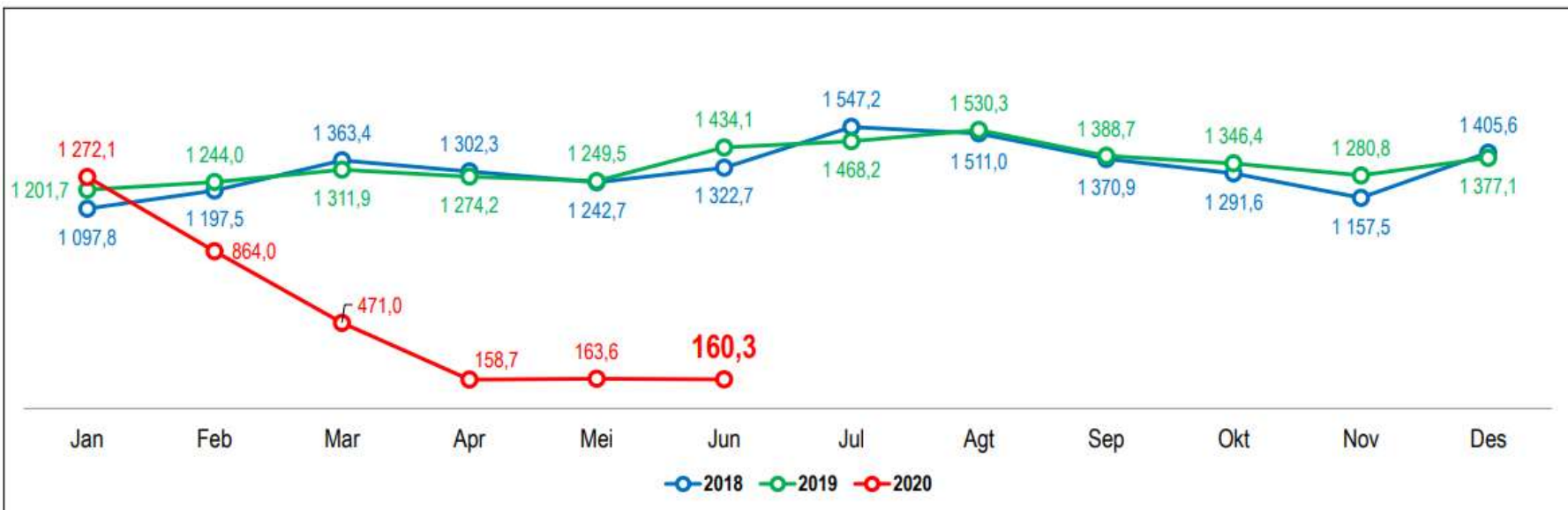
## Dampak COVID-19 bagi Pariwisata Global

- **UNWTO** memperkirakan waktu pemulihan sektor Pariwisata **antara 5 – 7 tahun** untuk kembali ke level sebelum Covid19.
- Global travellers turun dari 1,4 milyar sebelum Covid19 menjadi hanya 1 milyar (-30%) dengan kerugian dari sisi spending US\$ 30-50 miliar (sumber: UNWTO)
- **WTTC** memperkirakan waktu pemulihan sektor Pariwisata **hingga 35 bulan** dan ancaman pengangguran di sektor Pariwisata sebanyak 100 juta pekerja
- Terjadi interlocking antar kawasan disebabkan kebijakan negara-negara *me-lockdown* / pembatasan kedatangan foreign traveller, hal ini bisa bertahan hingga awal 1Q21 (tergantung situasi atau sampai dengan vaksin ditemukan dan disebarluaskan)

## Kondisi Pariwisata Nasional saat ini

- Border restriction diberlakukan untuk kunjungan ke Indonesia, pembukaan hanya untuk Bali (11 September 2020)
- Kondisi sourcemarket dan Indonesia yang belum dapat mengizinkan keluar/masuk (cross border restriction)
- Beberapa Hub penting masih belum dibuka mengakibatkan aksesibilitas menuju ID belum maksimal
- Destinasi-destinasi di Indonesia sudah mulai membuka untuk kunjungan wisnus


# PERFORMANCE WISMAN 2018 – 2019 – 2020



- Total kunjungan wisman (Jan-Jun20) hanya 3,089 juta orang atau turun 59,9% dibandingkan periode yang sama pada tahun 2019
- Kunjungan wisman ke Indonesia turun 88,8% (Jun19 vs Jun20)



Sumber: BPS, 3 Agustus 2020



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1972



## Panorama Founded

Panorama was founded by Mr. Adhi Tirtawisata in 1972. Over more than four decades since, the company has evolved and expanded into Panorama Leisure Group, integrating Tourism, Transportation and Hospitality as the core of the Group's business activities.



1976

## Road Fleet For Overland Transportation

Panorama operates its own fleet of air-conditioned vehicles for smooth and comfortable overland travel. All vehicles are driven by experienced and qualified professional drivers.



1999

## Panorama Destination Office & Branches

Panorama Destination has its Head Office in Jakarta, with branches strategically located in regional hubs throughout Indonesia.



2001

## Panorama IPO

In September 2001, Panorama Leisure Group launched an IPO on the Jakarta Stock Exchange, listed under the holding company PT. Panorama Sentrawisata Tbk., referred to as PANR.JK.



2016

## Panorama Destination Transformation

In 2016, the company launched a series of innovative new tours to tourism destinations throughout Indonesia. Specialised tours included white-water rafting, cooking classes, and rainforest & orangutan natural habitat tours. Other unique and personalised tours gave clients the perfect holiday experience, tailored to their interests and needs. Additionally, Panorama Destination continued its investment in new technology in order to serve clients more efficiently and attentively.



2018

## Panorama Destination Malaysia



2019

## Panorama Destination Vietnam

## OPERATION NETWORKS



- 1 **JAWA** : Jakarta
- 2 **JAWA** : DI Yogyakarta
- 3 **BALI** : Denpasar
- 4 **NTB** : Lombok
- 5 **FLORES** : Labuan Bajo
- 6 **SUMATRA** : Medan
- 7 **MALAYSIA** : Kuala Lumpur
- 8 **VIET NAM** : Ho Chi Minh City

# COMPANY STRUCTURE

**PT PANORAMA SENTRAWISATA Tbk**  
*Holding Company*

## PANORAMA DESTINATION / PDES GROUP (PT Destinasi Tirta Nusantara, Tbk.)

**PDES SINGAPORE**  
Panorama Destination (S) Pte Ltd

**ASIA WORLD INDONESIA**  
PT Buaya Travel Indonesia

**PT GRAHA DESTINASI**

**PT DESTINASI GARUDA WISATA**

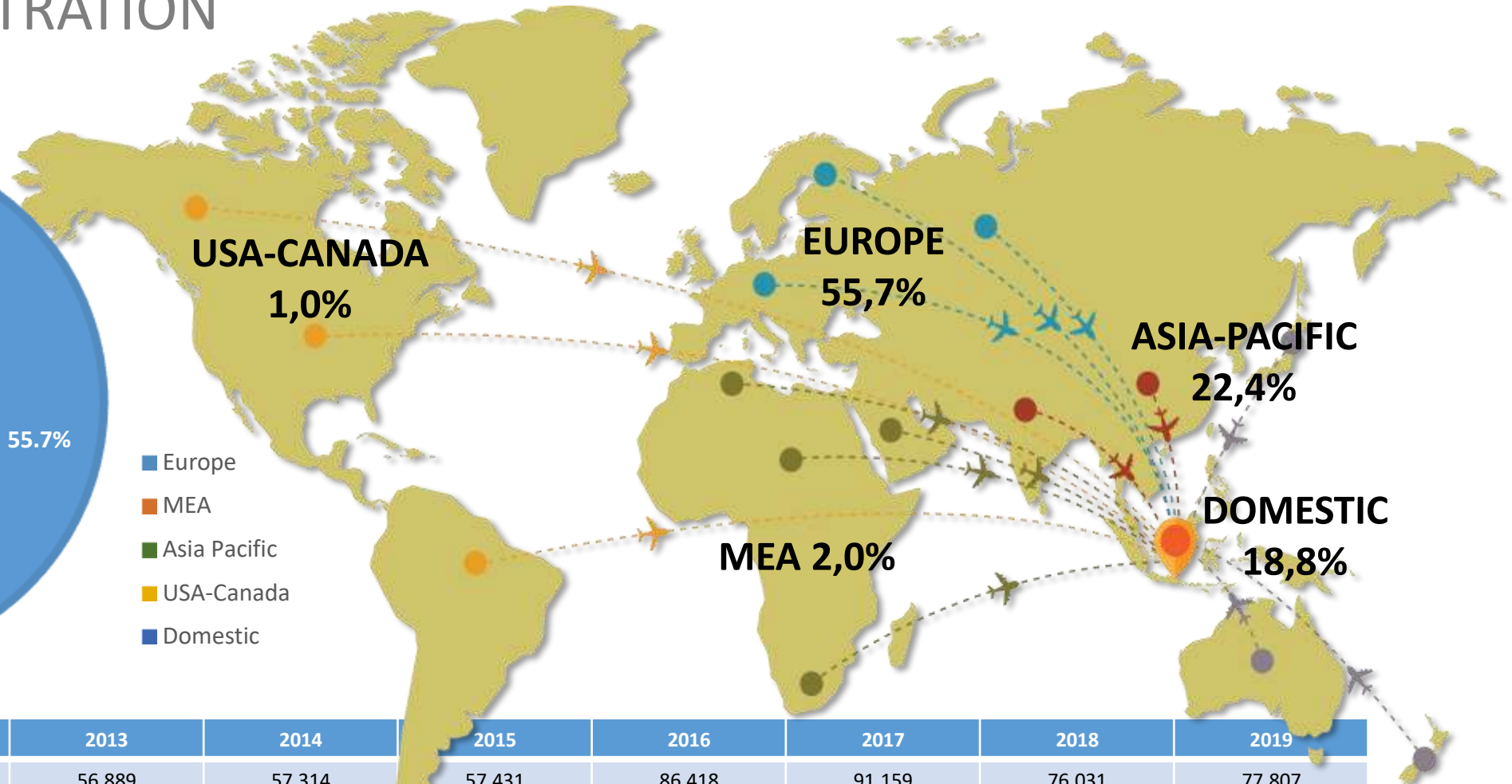
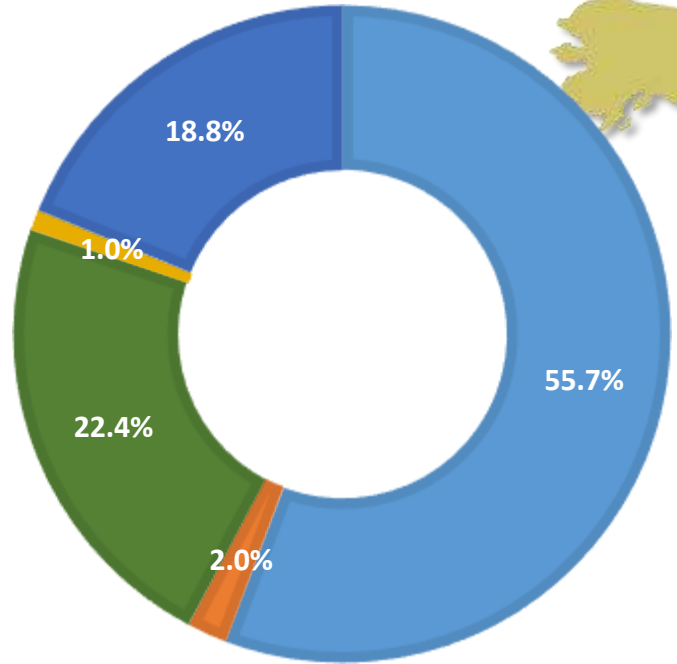
**PDES MALAYSIA**  
PANORAMA DESTINATION (M) Sdn Bhd

**PDES VIETNAM**  
PANORAMA DESTINATION (V) JV Ltd



# MARKET PENETRATION

(Des 2019)



- Europe
- MEA
- Asia Pacific
- USA-Canada
- Domestic

ORIGIN	2013	2014	2015	2016	2017	2018	2019
EUROPE	56.889	57.314	57.431	86.418	91.159	76.031	77.807
ASIA PACIFIC	37.203	38.742	49.601	52.685	65.171	32.267	31.239
MEA	891	1.637	1.586	2.139	2.885	5.744	2.819
US - CANADA	2.478	3.135	3.398	4.614	2.329	3.230	1.406
DOMESTIC	11.780	11.360	3.100	4.166	305	13.541	26.294
	<b>111.254</b>	<b>114.202</b>	<b>117.131</b>	<b>152.038</b>	<b>163.866</b>	<b>130.813</b>	<b>139.565</b>



**EXPLORATION**



**DIVING & SNORKELLING**



**CYCLING**



**SEAT-IN-COACH**



**TREKKING**



**WEDDING & HONEYMOON**



**GOLF**



**BEACH**



**FAMILY**



**TAILOR MADE ITINERARIES**



**WELLNESS & SPA**



**CRUISING**



**CULINARY**



**GROUP TOURS**

# Program Liburan di Indonesia

**Panorama destination**

**5 Days/4 Nights  
Bali Food & Temple Tour**

Start the morning with a traditional Balinese breakfast, visit the Bali's best temples, enjoy a private lunch at Semarajaya Bali - Ubud, enjoy the best sunset in Bali, enjoy the best Balinese dance performance in Bali.

Starting From USD 581/Person

**The SPIRIT of Panorama**  
Tourism | Transportation | Hospitality

Start your morning with a traditional Balinese breakfast, visit the Bali's best temples, enjoy a private lunch at Semarajaya Bali - Ubud, enjoy the best sunset in Bali, enjoy the best Balinese dance performance in Bali.

Starting From USD 789/Person

**Panorama destination**

**7 Days/6Nights  
Bali Lifestyle Retreat**

Join a private one-hour yoga session - Enjoy through the scenic landscape - Enjoy private lunch on-site - Enjoy the Bali's best sunset in Bali - Enjoy the best Balinese dance performance in Bali.

Starting From USD 789/Person

**The SPIRIT of Panorama**  
Tourism | Transportation | Hospitality

Join a private one-hour yoga session - Enjoy through the scenic landscape - Enjoy private lunch on-site - Enjoy the Bali's best sunset in Bali - Enjoy the best Balinese dance performance in Bali.

Starting From USD 789/Person

**Panorama destination**

**5 Days / 4 Nights  
Bali National Golf Villas - Made for Love**

Enjoy a romantic dinner at the villa - Luxury private villa with 24/7 Butler service - Private Swimming Pool - One-time afternoon snack at the club house per couple

Starting From USD 1,392/Couple

**The SPIRIT of Panorama**  
Tourism | Transportation | Hospitality

Enjoy a romantic dinner at the villa - Luxury private villa with 24/7 Butler service - Private Swimming Pool - One-time afternoon snack at the club house per couple

Starting From USD 1,392/Couple

**Panorama destination**

**4 Days / 3 Nights  
Sanak Bali - Made for Love**

Enjoy a romantic dinner at the villa - Luxury private villa with 24/7 Butler service - Private Swimming Pool - One-time afternoon snack at the club house per couple

Starting From USD 1,343/Couple

**Panorama destination**

**5 Days / 4 Nights  
Pulo Cinta Island of Love**

Join a private one-hour yoga session - Enjoy through the scenic landscape - Enjoy private lunch on-site - Enjoy the Bali's best sunset in Bali - Enjoy the best Balinese dance performance in Bali.

Starting From USD 1,125/Couple

**Panorama destination**

**4 Days / 3 Nights  
Sanak Bali - Family Package**

Enjoy a romantic dinner at the villa - Luxury private villa with 24/7 Butler service - Private Swimming Pool - One-time afternoon snack at the club house per couple

Starting From USD 1,238/Family

**The SPIRIT of Panorama**  
Tourism | Transportation | Hospitality

Enjoy a romantic dinner at the villa - Luxury private villa with 24/7 Butler service - Private Swimming Pool - One-time afternoon snack at the club house per couple

Starting From USD 1,343/Couple

**The SPIRIT of Panorama**  
Tourism | Transportation | Hospitality


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Starting From USD 1,125/Couple

**The SPIRIT of Panorama**  
Tourism | Transportation | Hospitality

Enjoy a romantic dinner at the villa - Luxury private villa with 24/7 Butler service - Private Swimming Pool - One-time afternoon snack at the club house per couple

Starting From USD 1,238/Family



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## Laporan Laba Rugi Komprehensif 2019

KETERANGAN	2018	2019	%	DESCRIPTION
Pendapatan	514,8	461,9	-10,28%	Revenue
Beban Pokok Pendapatan	399,8	371,4	-7,10%	Direct Cost
Laba Kotor	115,0	90,4	-21,39%	Griss Profit
Laba Usaha	17,3	-1,0	-105,78%	Operating Profit
Laba Sebelum Pajak	7,2	-15,4	-313,89%	Profit before Taxes
Beban Pajak	4,4	-0,3	-106,82%	Tax Expenses
Laba Tahun Berjalan	2,8	-15,0	-635,71%	Current Year Profit
Jumlah Penghasilan Komprehensif	3,4	-14,5	-526,47%	Total Comprehensive Income

dalam miliar rupiah in billion rupiah

## Aset 2019

KETERANGAN	2018	2019	%	DESCRIPTION
Aset Lancar	92,5	117,3	26,81%	Current Asset
Aset tidak Lancar	364,4	333,9	-8,37%	Non-current Asset
Jumlah Aset	465,9	451,2	-1,25%	Total Asset

dalam miliar rupiah in billion rupiah

## IKHTISAR KEUANGAN

### LAPORAN LABA RUGI


(Dalam Milyar Rupiah)

KETERANGAN	30-JUNI-20	30-JUNI-19	△ %
PENDAPATAN	72	183	(60.66%)
BEBAN POKOK PENDAPATAN	82	129	(36.43%)
LABA/(RUGI) KOTOR	(9)	53	(116.98%)
BEBAN OPERASIONAL	51	42	21.43%
LABA/(RUGI) USAHA	(60)	10	(700%)
LABA/(RUGI) BERSIH	(67)	1	(6,800%)
EBITDA	(41)	29	(241.38%)

### NERACA

(Dalam Milyar Rupiah)

KETERANGAN	30-JUNI-20	31-DES-19
ASET LANCAR	67	117
ASET TIDAK LANCAR	320	333
<b>JUMLAH ASET</b>	<b>388</b>	<b>451</b>
LIABILITAS JANGKA PENDEK	88	69
LIABILITAS JANGKA PANJANG	153	187
<b>JUMLAH LIABILITAS</b>	<b>241</b>	<b>253</b>
<b>EKUITAS</b>	<b>146</b>	<b>197</b>
<b>JUMLAH LIABILITAS &amp; EKUITAS</b>	<b>388</b>	<b>451</b>



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# Staging Pemulihan PDES (ID)

## FASE – 1

### Consolidation & New Normal Preparation

Jul-Agt-Sep 2020

- *Persiapan protocol kesehatan untuk tour dan fleet*
- *Fokus penjualan pada **DOMESTIC MARKET***
- *Training internal khususnya pelaksanaan Protokol kesehatan*
- *Komunikasi aktif dengan supplier untuk memelihara trust dan hubungan baik*
- *Rekapitulasi group tour dan agent untuk 2021*
- *Aktif di organisasi untuk konsolidasi dengan industri*
- *Mengeluarkan special harga recovery untuk beberapa hotel di Bali untuk konsumsi mitra di Luar Negeri*
- *Mengupdate harga program paket wisata tahun 2021 ke mitra LN*
- *Aktif memberikan update ke agent LN melalui eNewsletter*

## FASE - 2

### Implementing New Normal

Okt-Nov-Des 2020

- *Operational inbound beroperasi di Bali (11 Sep)*
- *Reaktifasi operasional di Indonesia (bergantung kebijakan Pemerintah)*
- *Melakukan sales call serta mengikuti trade show untuk regaining market confidence bersama Kemenparekraf*
- *Aktif memberikan update ke agent LN melalui eNewsletter*
- *Konsolidasi dengan Regional offices*
- *Fokus penjualan pada **DOMESTIC MARKET***
- *Meluncurkan **PRODUCT BARU SESUAI TREND DAN KEBUTUHAN NEW NORMAL***

## FASE - 3

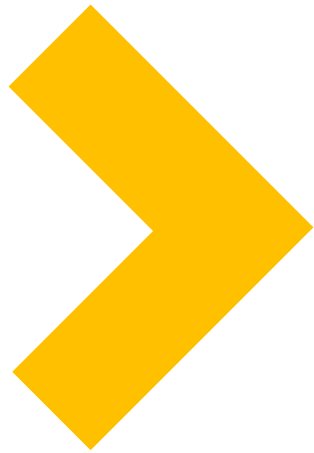
### Looking for Opportunity

Jan-Des 2021

- *Aktif memberikan update ke agent LN melalui eNewsletter*
- *Sales visit, trade show*
- *Menjual **PRODUCT BARU YANG SESUAI TREND DAN KEBUTUHAN NEW NORMAL***



# Local



# Regional



# Global



## Luhut Tegaskan RI Belum Terima Turis Asing Hingga Akhir 2020

CNN Indonesia | Kamis, 13/08/2020 12:45 WIB

Jakarta, CNN Indonesia -- Menteri Koordinator Bidang Kemaritiman dan Investasi (Menkomarves) **Luhut Binsar Panjaitan** mengatakan Indonesia belum akan membuka **sektor pariwisata** untuk **turis asing** hingga akhir 2020.

Ia mengatakan, pemerintah memutuskan mengoptimalkan turis domestik untuk memulihkan industri pariwisata yang roboh akibat pandemi covid-19.

"Kami mau turis domestik itu 70 persen. Masalah turis asing, kami sampai akhir tahun belum akan terima. Biar saja kami konsolidasi dulu," ujar Luhut dalam webinar yang digelar APINDO, Kamis (13/8).



## Mohon Maaf, Turis Asing Tak Bisa Wisata ke RI Sampai Akhir 2020

Vadhia - detikFinance

Kamis, 13 Agu 2020 11:45 WIB

**Jakarta** - Pemerintah menetapkan larangan bagi turis asing untuk berwisata ke Indonesia hingga akhir tahun 2020. Hal itu diungkapkan oleh Menteri Koordinator Bidang Kemaritiman dan Investasi (Menko Marves) Luhut Binsar Pandjaitan di hadapan para pengusaha dalam rapat kerja dan konsultasi nasional Asosiasi Pengusaha Indonesia (Apindo) yang digelar secara virtual.

Luhut mengatakan, saat ini pemerintah sedang fokus untuk menggenjot turis domestik untuk kembali berlibur di berbagai destinasi wisata di Indonesia.

"Kita mau supaya turis domestik itu 70%. Nah turis asing kita pikir sampai akhir tahun belum akan terima. Biar saja kita dulu konsolidasi sendiri," ujar Luhut, Kamis (13/8/2020).



## Erick Thohir Masih Tinjau Buka Turis Asing Masuk RI

NEWS - Linda Hasbuan, CNBC Indonesia | 15 August 2020 19:24

**Jakarta, CNBC Indonesia** - Ketua Pelaksana Satgas Covid-19 yang juga Menteri Badan Usaha Milik Negara (BUMN) Erick Thohir mengungkapkan bahwa akan membatasi turis yang akan melakukan wisata. Indonesia berencana membuka pintu pariwisata bagi turis asing pada 11 September nanti di Bali.

Melihat situasi terkini terhadap penyebaran COVID-19, pembukaan pariwisata internasional ini akan dilakukan secara hati-hati dan bertahap. Erick mengatakan akan melakukan koordinasi yang tepat agar tidak terjadi kesalahan.

"Tapi kita lihat yang tepat dan kita enggak mau Indonesia yang sudah sehat dibuat lalu dibuka terjadi kluster baru. Untuk sementara wisata asing masih ditinjau. Apalagi kita tahu imunisasi masih di buka tahun depan," ujar Erick Thohir saat meeting Zoom saat acara Optimis Bangkit dari Pandemi: Kesehatan Pulih, Ekonomi Bangkit, Sabtu (15/8/2020).





**Free Independent Travellers meningkat**



**Outdoor activities meningkat** (glamping, van, liveaboard)



**Interest-based Product** (hiking, diving, trekking, cycling)

# Strategi Q4 – 1H21 onward (New Products)



**OVERWATER BUNGALOWS & PRIVATE ISLANDS INDONESIA**



**Panorama Destination** | **TELUNAS RESORT** | **STANDARD CLASS** | Starting from **USD 80**

Private Island - Indonesia

**Panorama Destination** | **KOMODO RESORT** | **DELUXE CLASS** | Starting from **USD 162**

Private Island - Indonesia

**Panorama Destination** | **SERAYA BEACH** | **LUXURY CLASS** | Starting from **USD 315**

Private Island - Indonesia

# Strategi Q4 – 1H21 onward (New Products)



**Panorama Destination**

**CRUISING & LIVEBOARD VESSELS**  
Discover Indonesia in an adventure on the waves

Travelife, IAGTO, IDMC WORLD, OT&AI, USTOA



**Panorama DESTINATION**

**AQUA LUNA SELINI**  
www.aquilunaselini.com/indonesia.html

**STANDARD CLASS**  
Cruising & Liveboard Vessels

Starting from **USD 80**



**Panorama DESTINATION**

**KALIMANTAN EXPLORER**  
www.kalimantanexplorer.com

**STANDARD CLASS**  
Cruising & Liveboard Vessels

Starting from **USD 115**



**Panorama DESTINATION**

**MANTA MAE**  
www.mantamaefleet.com

**LUXURY CLASS**  
Cruising & Liveboard Vessels

Starting from **USD 435**

# CHS Protocol sebagai *operational mandatory*





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