

## EXECUTIVE SUMMARY

### LocaCaravan : Integrated Travel Package Service in Java Island

Based on positive trend of traveling and camping in Indonesia, supported by the promising number of hidden gems of tourist sites that are surrounded by plethora of unexplored majestic cultures, **LocaCaravan**, offers a new remarkable travel and camping experience with campervan to explore picturesque tourism sites in remote Java Island conveniently.

The primary business product, branded as **LocaCaravan**, is an integrated travel package service using campervan. South Garut, Garut Regency, West Java Province is selected as the pilot project location. **LocaCaravan** offers not only a car-for-travel rental service, but also an integrated travel package which is thoroughly designed to ensure customers' convenience and excitement during the trip. The trip is complemented with an experienced driver that will guide the customers to explore interesting tourist attractions, enjoy local delicacies and cultures through memorable activities. In addition, an exclusive campground area is selected to allow customers to enjoy nature. With this tour package, customers might relish novel roadtrip experiences and revolutionary outdoor activities without the unpleasant hurdles of pretravel preparation.

From economic perspective, **LocaCaravan** business plan will provide new opportunities for economic growth in areas where campgrounds are built, in which many local artists or micro, small and medium enterprises (MSMEs) might benefit from tourist visits. In addition, **LocaCaravan** business model will potentially offer new possibilities for many local landlords in specified areas to increase their land's utilization rate and receive gains through partnership with **LocaCaravan**. From financial perspective, **LocaCaravan** would allow highly superior returns for its investors, indicated by its robust Net Present Value result (Rp. 33.5 Billion) and solid Internal Rate of Return (34.8%). In conclusion, **LocaCaravan** certainly offers an intense and promising business case, which not only it would deliver greater financial results for its shareholders, but will also leverage any local economic aspects in areas where it belongs.