

EXECUTIVE SUMMARY

Special Interest Tourism (SIT) has emerged as a significant trend in modern travel, reflecting a shift in consumer preferences towards personalized and immersive experiences. Rather than opting for conventional leisure trips, modern travelers are increasingly drawn to activities that align with their specific interests, providing deeper engagement and unique insights. In response, Kelana, a historical tourism organizer, has embraced an experience-based approach to deliver authentic and immersive storytelling experiences. Kelana offers a variety of interactive events, including Immersive Exhibition, Walking Tours, Theater, Gastronomy Dinner Theater, Tour Packages, and Culinary Festivals.

Kelana's comprehensive industry analysis—including five forces analysis, strategic group analysis, demand-supply analysis, and business scenario analysis—highlights significant growth potential in the future. Insights gained from market surveys and research, combined with support from the Ministry of Tourism and Creative Economy, position Kelana to seize emerging opportunities in the market. This strategic foundation underscores Kelana's readiness to drive growth in the historical events sector.

To strengthen Kelana's position as a leading creator of historical events in Indonesia, Kelana has adopted strategies aimed at boosting brand awareness and enhancing product appeal through innovative marketing campaigns and streamlined operations. Its operational strategy focuses on building a skilled workforce, investing in continuous training, implementing benchmarking practices, and developing a robust supplier network. These efforts are designed to enhance product competitiveness and establish Kelana as a premier player in the historical events sector.

Based on business feasibility analysis, Kelana presents a compelling investment opportunity. With a Net Present Value (NPV) of 237 billion rupiah in the most likely scenario, coupled with a Modified Internal Rate of Return (MIRR) of 141%, highlights the venture's strong financial potential. Additionally, a payback period of just 4 years suggests that Kelana is poised to be a profitable and promising endeavor. These positive financial indicators underscore the importance of effective and efficient management to fully realize the venture's potential.

In conclusion, Kelana stands out as a promising venture with significant potential for both returns and growth. The company's robust market analysis, innovative strategies, and effective operational management lay a solid foundation for success. By prioritizing brand awareness, product appeal, and leveraging a talented workforce, Kelana is strategically positioned to capitalize on the burgeoning trend of Special Interest Tourism. This unique focus on delivering immersive historical experiences positions Kelana as a strong contender in the market, ready to meet the evolving demands of its customers and drive future success.

