

# **LAND FOR SALE**

## **KALALA BEACH, WAINGAPU, EAST SUMBA**

### **I. OVERVIEW:**

We are pleased to offer an exclusive opportunity to acquire prime beachfront land located on the stunning Kalala Beach in East Sumba. Known for its crystal-clear waters, perfect surf breaks, and untouched natural beauty, Kalala Beach is an ideal location for real estate investment. Whether you are looking to build a private getaway, a boutique hotel, or a surf resort, this land offers tremendous potential.

### **II. LOCATION**

Kalala Beach is located in the eastern part of Sumba Island, specifically in the Waingapu district, which is the capital of East Sumba Regency. Sumba itself is part of the Nusa Tenggara Timur (East Nusa Tenggara) province of Indonesia. The area is renowned for its untouched natural beauty, with stunning coastlines, rolling hills, and rich cultural heritage.

Land Area : 72.249 M<sup>2</sup>  
Road Access : accessible by private vehicle and very close to the main road.  
Location Distance: 2 hours from Waingapu City centre or Umbu Mehang Kunda airport  
Google Map : -10.238794647049094, 120.56951831213425  
Price : Rp 120.000,- / M2  
Land Zoning : Not yet integrated into the RDTR (Detailed Spatial Plan).  
Legal Status : Freehold Title (SHM / Sertifikat Hak Milik).

#### **1. Proximity to Waingapu:**

##### **a. Distance to Waingapu Town:**

Kalala Beach is about 30–40 minutes from the town of Waingapu by car. This makes it accessible to both locals and tourists, offering the perfect balance between seclusion and convenience.

##### **b. Waingapu:**

As the capital of East Sumba, Waingapu is a key commercial and cultural center on the island. The town has basic amenities such as markets, schools, healthcare facilities, and government offices. Waingapu also has an airport (Waingapu Airport), making it relatively easy to access from other parts of Indonesia, including Bali and other major cities.

#### **2. Surrounding Natural Features:**

##### **a. Kalala Beach:**

Known for its pristine environment, Kalala Beach boasts clear waters, sandy shores, and ideal surf conditions. It is an unspoiled area with relatively low tourism development, which is a key attraction for eco-tourism and surf enthusiasts.

##### **b. Coral Reefs and Marine Life:**

The waters off Kalala Beach are rich in marine biodiversity, making it an excellent spot for snorkelling, diving, and fishing. The region's untouched coral reefs and sea life add to the area's appeal for nature lovers and adventure tourists.

##### **c. Rolling Hills and Savanna:**

The surrounding area of Kalala Beach is characterized by its hilly terrain and expansive savanna landscapes, which give the area a unique aesthetic. The hills provide scenic views of the coastline and are perfect for trekking or enjoying the local flora and fauna.

### **III. WHY INVEST IN KALALA BEACH?**

1. Perfect for Surfing:

Kalala Beach is renowned for its world-class surfing conditions. With consistent waves throughout the year, it attracts surfers from across the globe, making it a prime destination for surf tourism. The beach's pristine environment offers great potential to develop tourism-focused ventures such as surf schools, resorts, or eco-friendly accommodations.

2. Growing Tourism Destination:

East Sumba is a rising star in Indonesia's tourism landscape. The government is investing heavily in infrastructure and promoting the region as a sustainable tourism hub. This influx of visitors is expected to continue growing, providing strong demand for quality tourism accommodations and services. By purchasing land in Kalala Beach, you are positioning yourself at the forefront of this booming market.

3. Community and Security:

The surrounding community is warm and welcoming, with a mix of traditional Sumbanese culture and modern influences. The local people are primarily engaged in agriculture, fishing, and crafts, with growing involvement in tourism. Security in the area is reliable, with a sense of peace and tranquillity that is ideal for both residents and tourists. The community is supportive of development that benefits the local economy, and you will be able to build positive relationships with your neighbours.

4. Infrastructure Development:

The government has been making significant strides to improve the infrastructure in East Sumba. The area now has access to:

- a. Electricity: Reliable power supply with plans for further expansion.
- b. Water Supply: The region has water sources in place, and systems are being upgraded to ensure consistent availability.
- c. Internet: Increasing internet connectivity, with options for high-speed internet services to cater to the needs of both locals and tourists.

5. Investor already Come

Ronny Lukito, the owner of Eager, has already invested in a piece of land on cross plot (in the middle of that land) in Kalala Beach, Waingapu, East Sumba, it indicates that the area is becoming increasingly attractive to serious investors. Ronny Lukito's involvement highlights the growing interest from prominent entrepreneurs in the region, especially in light of its potential for tourism and sustainable development.

Given that Eager is known for its innovative approach to business and development, his investment could potentially pave the way for more sophisticated projects in the area, such as eco-friendly resorts, surf-related businesses, or other tourism-oriented ventures. His presence in the region could also help draw attention to Kalala Beach from other potential investors and tourists, further boosting the local economy and development prospects.

This kind of investment further underlines the promising future of the area, showing that it is not only a beautiful, but also a viable location for long-term investments.

#### **IV. THESE IMPROVEMENTS WILL CONTINUE AS PART OF THE GOVERNMENT'S COMMITMENT TO ENHANCING INFRASTRUCTURE TO SUPPORT TOURISM AND BUSINESS GROWTH.**

##### **1. Government Support and Growth Potential:**

The government of Indonesia is actively promoting East Sumba as a key tourist destination. Investment incentives are available for projects that align with the region's sustainable development goals, particularly in tourism and infrastructure. Additionally, efforts to develop transportation links (such as better roads and air connections) are underway, making it easier for tourists to access this stunning region. These government initiatives will increase the area's attractiveness for investors, leading to strong long-term returns.

##### **2. Investment Opportunities:**

###### **a. Resorts and Hotels:**

Develop luxury or boutique resorts to cater to the growing influx of surfers and eco-tourism enthusiasts.

###### **b. Eco-Friendly Ventures:**

Given the natural beauty of the area, there is significant potential for eco-tourism developments, including eco-lodges and sustainable accommodations.

###### **c. Surf Schools or Retreats:**

Kalala Beach's world-class waves present an opportunity to create surf schools, surf camps, or retreats for tourists seeking adventure and relaxation.

#### **V. CROPS AND NATURAL PRODUCTS FOR LIVELIHOOD AROUND KALALA BEACH, EAST SUMBA**

East Sumba is rich in natural resources, and the surrounding areas around Kalala Beach provide many opportunities for agricultural and natural product-based livelihoods. The local economy is primarily based on agriculture, fishing, and crafts, which can complement tourism development and create sustainable business ventures.

##### **1. Crops for Livelihood:**

###### **a. Cassava (Manioc):**

Cassava is a staple crop in Sumba and a valuable product for local consumption and market sales. It can be processed into flour, chips, or tapioca, which can be sold both locally and to tourists interested in trying traditional Sumbanese snacks. It's a hardy crop that can thrive in the region's tropical climate.

###### **b. Corn:**

Corn is another common crop grown by the local population. It's a versatile product used for food, as well as animal feed. There's also potential for value-added products like cornmeal and corn flour for both local consumption and tourism markets.

###### **c. Sweet Potatoes:**

Sweet potatoes are widely grown and an important food source. They are increasingly sought after for their health benefits, and there is room to promote them to health-conscious tourists. Value-added products such as sweet potato chips or flour could be developed for sale.

###### **d. Rice:**

Though not as widespread as in other parts of Indonesia, rice cultivation is still practiced in parts of East Sumba, especially in the more irrigated areas. Rice farming could be a key livelihood option in the region and used to supply local markets, including tourist establishments.

###### **e. Coconut:**

Sumba's warm tropical climate is perfect for coconut farming. Coconuts can be sold fresh or used to make coconut oil, coconut milk, and coconut-based products like soaps or lotions, which could appeal to tourists looking for locally made natural products.

- f. Tobacco:  
Sumba is known for growing tobacco, particularly in the southern parts. This crop has strong market value both locally and internationally, and could be another important source of income for farmers.
- g. Tamarillo (Tree Tomato):  
Known locally as "tomato," tamarillo grows well in the region and can be cultivated for fresh fruit or processed into sauces, jams, or juice. This could become a unique local product to offer visitors.
- h. Honey:  
Sumba's rich flora makes it an ideal location for beekeeping. Local honey has potential for export or for use in tourism-oriented businesses, such as eco-friendly resorts, as a premium product.

## **2. Natural Products for Livelihood:**

- a. Handicrafts (Ikat Weaving):  
Sumba is famous for its traditional handwoven ikat textiles, which are a significant part of the local culture. These textiles can be sold as scarves, clothing, and home decor, providing a unique and marketable product for tourists. Setting up a craft center where visitors can watch the weaving process and buy local products would add an authentic experience.
- b. Timber:  
While timber from certain species should be harvested sustainably, East Sumba has forests with valuable wood, such as teak and sandalwood. These materials can be used to create artisanal wood products, furniture, or even eco-friendly construction materials for tourism projects.
- c. Sandalwood:  
Sandalwood, renowned for its aromatic properties, is native to the region. The wood can be used for essential oils, incense, and even perfumes. Sustainable harvesting and processing could turn this into a profitable business, especially catering to eco-tourists or those seeking high-end, natural products.
- d. Moringa:  
Moringa is a plant that has become increasingly popular due to its high nutritional value and health benefits. Cultivating moringa for its leaves, powder, and oil could offer a profitable opportunity, especially given the growing demand for natural health products.
- e. Seaweed:  
East Sumba is surrounded by beautiful waters rich in marine biodiversity. Seaweed farming could become an important livelihood, especially as the demand for seaweed-based products, including food and cosmetics, continues to grow.
- f. Medicinal Plants and Herbs:  
The region is home to a variety of medicinal plants and herbs, which can be harvested sustainably and used for creating health products such as essential oils, teas, or lotions. These could appeal to tourists looking for natural wellness products.

## **VI. Tourist Attractions Around Kalala Beach:**

In addition to its prime surfing conditions, Kalala Beach and its surroundings offer a variety of unique attractions that can be leveraged to enhance the local tourism industry:

### **1. Traditional Villages (Kampung Adat):**

Sumba is known for its unique culture, especially its traditional villages where visitors can experience the island's ancient customs and rituals. A visit to these villages can include viewing the iconic "uma" (traditional Sumbanese houses) and witnessing ceremonial events like weddings and funerals.

2. **Belo Waterfall:**

Located not far from Kalala Beach, the Belo Waterfall is a stunning natural attraction that offers opportunities for eco-tourism, hiking, and photography.

3. **Tarsius Nature Reserve:**

This nature reserve is home to the tiny tarsier primate, one of the smallest primates in the world. A visit to this reserve provides an educational experience and could attract nature and wildlife enthusiasts.

4. **Pasola Festival:**

The Pasola Festival, held annually in Sumba, is a traditional horseback festival where locals participate in a thrilling and colourful event. Tourists flock to Sumba to witness this cultural spectacle, which provides a unique opportunity for cultural tourism.

5. **Savanna Landscape:**

East Sumba is known for its vast, beautiful savanna landscapes. These areas provide great potential for eco-tours, trekking, and even camping experiences for nature-loving tourists.

6. **Luba Beach and Sumba's Best Beaches:**

Besides Kalala Beach, there are many other beautiful and secluded beaches along Sumba's coastline that are ideal for swimming, snorkelling, and relaxation. With clear turquoise waters and pristine sands, these beaches offer tourists a peaceful and scenic getaway.

7. **Sumba Island's Iconic Horseback Riding:**

Horseback riding is an integral part of the Sumbanese way of life. Offering tourists guided horseback rides through the island's landscapes, beaches, and villages can become an attractive activity that connects visitors with the island's culture.

Kalala Beach offers an exceptional opportunity to invest in one of Indonesia's most promising emerging destinations. With its perfect surf conditions, growing tourism sector, supportive community, and government backing, this location promises substantial returns for investors looking to capitalize on East Sumba's potential. Whether you are an investor seeking long-term growth or an entrepreneur aiming to develop a hospitality venture, Kalala Beach is the place to be.

The region surrounding Kalala Beach offers abundant natural resources and cultural products that can be used to create sustainable livelihoods. From agriculture (cassava, corn, coconuts) to unique natural products (sandalwood, honey, medicinal herbs), there are many opportunities for local entrepreneurs to create value-added products for tourists. Additionally, the area is rich in cultural and natural tourist attractions, making it an increasingly popular destination for eco-tourism and cultural tourism. By investing in this location, you can contribute to the region's growth while benefiting from its natural.





