



**Panorama**



Company Profile 2019

**PANORAMA GROUP**



# About Panorama

Panorama was established in 1972 initially as a tour & travel company. Since then Panorama are dedicated to innovation, excellent services, and sustainable values. Today, with 45 years of experience, Panorama Group has grown into an integrated group of companies with line of businesses covering the area of Destination Management, Travel & Leisure, Media, Hospitality and Transportation

Panorama Group has positioned itself as the most dynamic and innovative group of companies in Indonesia with effective market-entry strategies. It responds to trends and technology, transforming digitally yet never cease increase professionalism through human touch.



# Panorama Group: 2018 Business Performance



Served more than **6,530,000** Domestic tourists  
**1,330,000** International tourists



Sell more than **2,750,000** Air  
Flight and Hotel Voucher per  
year



Organized **7,100** Group-trips



Handle **5,100** Corporate  
Agreements; and **5,800** Travel  
Agent Agreement



Own and Operate more than  
**565** transportation fleets and  
sold **146,000** running days



Own and Manage **12** hotels  
with more than **1,599** rooms



Sold **2,590,000** Room Nights



Published book and magazine  
more than **50.000** copy per year



Supported with **132** Offices &  
Branches



Own and manage **9** big  
exhibitions for B2B, B2B2C, and  
B2C with 20,000 sqm



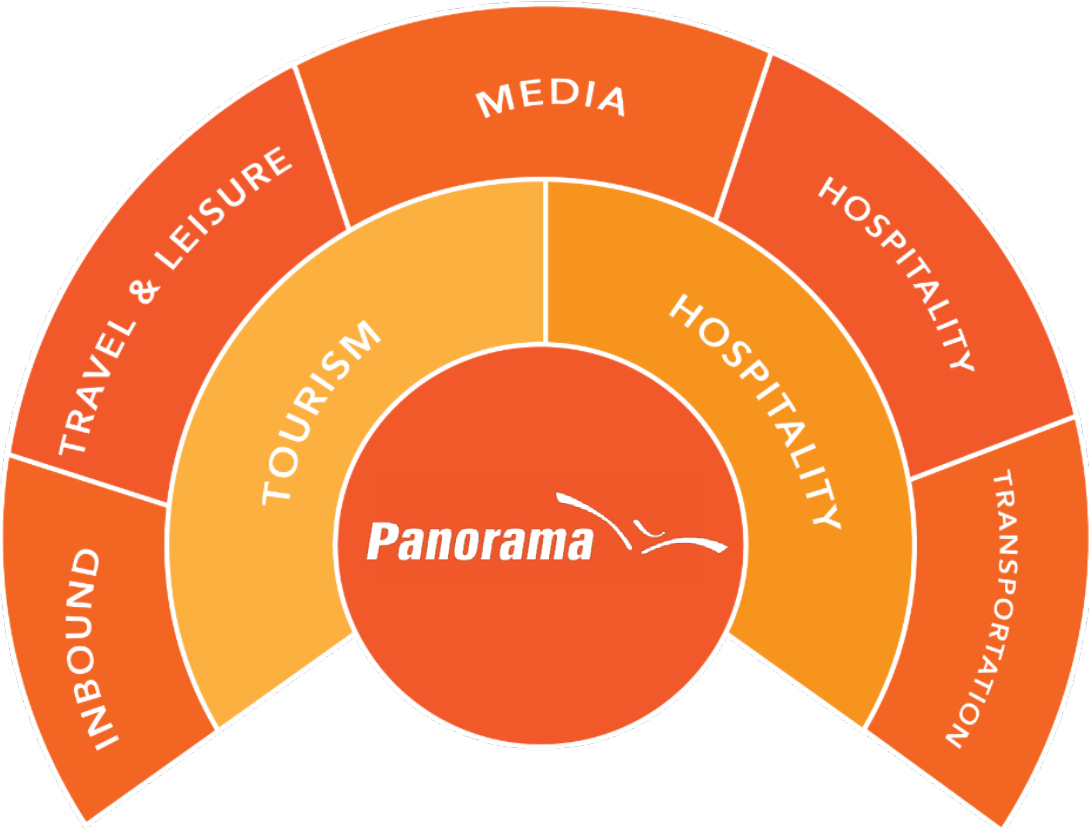
Employed **4,400** professionals



Own **3** public listed companies  
in Indonesia Stock Exchange



# Scope of Work



BUSINESS PILLAR



BRAND RADIANCE

# Business Network



Strategic  
Partners:



Reed Elsevier



# Vision & Mission



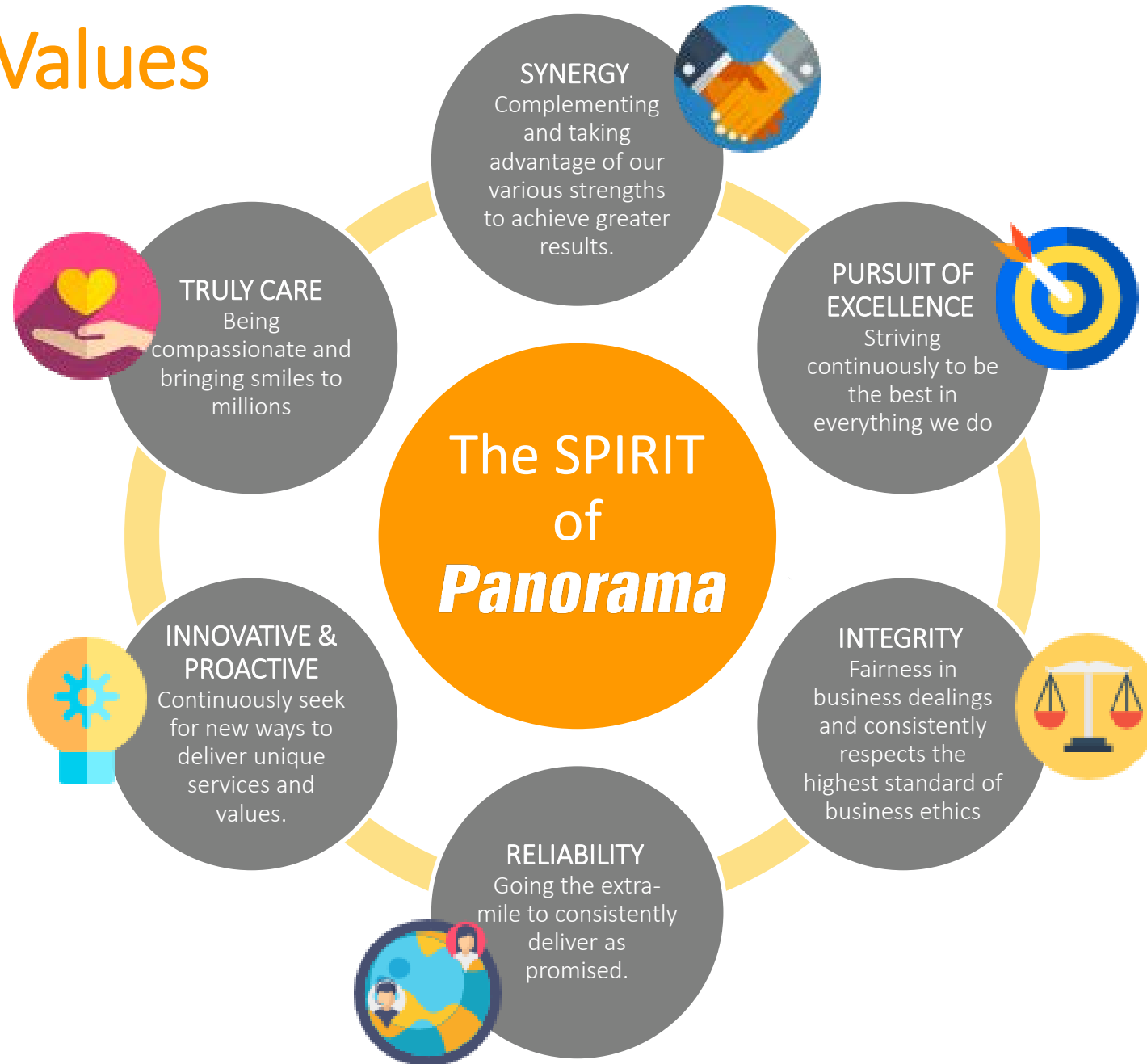
- We are an integrated group of companies, focusing on tourism, transportation, hospitality and related businesses.
- We smartly and passionately deliver unique and pleasant experiences through innovative and excellent services.
- We delight our stakeholders with sustainable growth and great values.

**We make “Panorama belong to the world”**

**“To make the world belong to Panorama”** by:

- Becoming the real industry leader in all the markets and businesses we enter.
- Having a strong local & global presence and competitiveness.
- Synergizing all our resources to maximize values to the stakeholders
- Contributing sustainable meaningful values to human life.

# Corporate Values





# Human Resources



We call ourselves Panoramanian, we build human resources;

**“Work Hard and Work Smart”**



# Accolades & Certifications



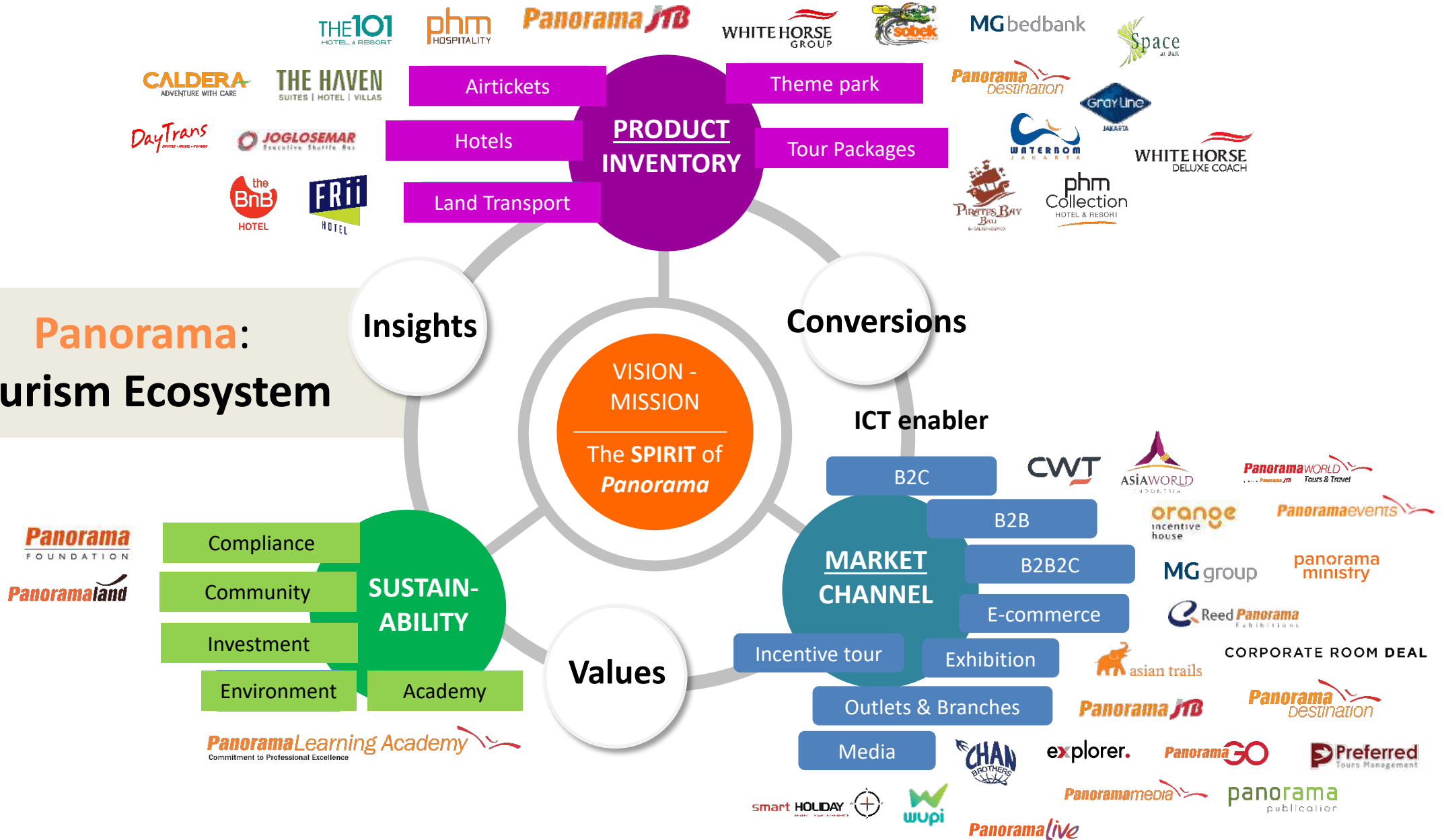
TRIFECTA AWARD  
2014 – 2015 – 2016





**MANAGING OUR BUSINESSES**

# Panorama: Tourism Ecosystem





# Inbound

Our inbound served packages covering a variety of themes; from beach holidays, to cruising, culinary experiences, cycling, trekking, diving & snorkeling, exploration journeys, golf holidays, honeymoon & weddings, luxury travel, MICE, family holidays, wellness & spa packages and tailor-made itineraries. Its services focus on various famous tourist destinations in Indonesia, Thailand, Malaysia, and soon other Asian countries.

Our Brands:

**Panorama**  
destination

 **asian trails**

  
**ASIAWORLD**  
INDONESIA





# Travel & Leisure

Our Travel and Leisure businesses are the market leader in the travel management industry. The business includes Corporate/Retail Travel & Leisure Management, and Corporate Incentive Management; with outlets spread all over Indonesia and supported by digital presence through mobile websites and mobile application.

Our Brands:





# Media

Our Media business provides expert events management services. We also published bi-monthly travel magazines and guide books, offers custom-made, travel/lifestyle-related publications, travel-related events, and gatherings.

Operational office:  
Jakarta, Bali

Our Brands:



# Hospitality

Our Hospitality companies provides wide range of expertise including consultancy and management services by delivering sustainable returns and maximum values, yet reinventing innovative products for hotels & resorts, commercial and residential properties as well as recreational parklands in major tourist destinations.

Our Brands:

**Panoramaland**

**phm**  
HOSPITALITY

**THE HAVEN**

**THE101**  
HOTELS & RESORTS

**the BnB**  
HOTELS

**FRii**  
HOTEL

**phm**  
Collection  
HOTEL & RESORT

**Space**  
at Bali

**CALDERA**  
ADVENTURE WITH CARE

**sobek**

**PIRATES BAY**  
Bali  
WATERBOM

**WATERBOM**  
JAKARTA





# Transportation

Our transportation business constantly delivers top quality services; ranging from Bus Charter, Intercity Shuttle, Car Rental and Daily Sightseeing Tour. We also offers online booking system through mobile websites and mobile application.

Operational office:

Palembang, Jakarta, Bandung, Yogyakarta, Semarang, Purwokerto, Surabaya, Solo, Denpasar.

Our Brands:







**A VALUE DRIVEN COMPANY**



## Panorama Indonesia - Movement -

- Pelestarian Alam dan Budaya
- Sumbangan kebutuhan pendidikan (buku, alat sekolah, dan lainnya)
- Kegiatan kreatif yang terkait pariwisata (fotografi, sketsa, penulisan, film, dan lainnya)





## Panorama Berdaya - Sustainability -

- Pembinaan kewirausahaan dengan target: UKM, desa wisata, homestay, dan bidang yang terkait pariwisata lainnya
- Pelatihan vokasional kepada sekolah, akademi, ataupun institusi pendidikan lainnya
- Pemberian beasiswa untuk jenjang SMK Kejuruan dan program pendidikan vokasional



KEMENTERIAN KOPERASI  
DAN USAHA KECIL DAN MENENGAH  
REPUBLIK INDONESIA



Implemented by:  
**giz**  
Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH



UNIVERSITAS  
**PRASETIYA  
MULYA**





## Panorama Peduli - *Philanthropy* -

- Bantuan korban bencana/pasca bencana alam (banjir, gempa, erupsi, dan lainnya)
- Penggalangan dana dan material untuk aksi kemanusiaan
- Kegiatan sosial kolektif (donor darah, khitan massal, dan lainnya)
- Pemberian beasiswa pendidikan dasar SD-SMP untuk lingkungan internal perusahaan dan/atau di daerah tujuan wisata





# Program for Education



Supporting the next generation through CSR program for educational purposes.



# Program for Education



Supporting Autistic School through 101 Travel Sketch with therapeutic drawing.



# Program for Empowerment



Empowering local communities with project to build Desa Wisata in Lombok.



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