

What's Happening

Free

Autumn 2009 | Volume 17, Issue 1

Tourism Information For North Sulawesi

To Our Visitors

Well we all survived World Ocean Conference and Sail Bunaken and reflecting back it certainly gives us a reason to do a bit of introspection as a destination. All in all I think we fared pretty well, all things considered. It was kind of a dress rehearsal for years to come and without getting into details, I'm glad we had it!

In this same vein, I would like to announce that so far this year, (through August) international visitor arrivals were up a whopping 48% while I can only speculate what the increase was in the domestic market.

This coming year 2010, will bring many challenges & festivities to Manado which has been deemed "Manado-World Tourism City 2010".

We hope that you might take the time after your recent visit to our area to drop us a line and let us know your thoughts on how we can improve our region. We would then compile your comments and pass them on to the head of tourism for the city and province. To make it easy, we will also place a clickable link on our website so you can leave a message, look for the World Tourism City 2010 logo (button).

We look forward to your thoughts and comments, until then.

Sampai Jumpa Lagi (see you again)

Best regards,

Jeremy H Barnes

Editor: What's Happening

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Cover Photo

Contributed by
Connie Bransilver for
the Tangkoko Nature
Reserve Guide Book,
2 photos were
mixed to create this
cover photograph

Garuda Schedule:

Route	Flight	Dep	Arr
Jakarta-Manado	GA 600	05.00	09.15
Manado-Jakarta	GA 601	10.15	12.30
Jakarta-Manado via Makasar	GA 602	07.10	12.50
Manado-Jakarta via Makasar	GA 603	13.30	17.00

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North Sulawesi Tourism Information

What's Happening

diving

The Majesty Of Muck

The allure of Exotic Critter Diving – which is a more marketable title than Muck Diving – may seem like an acquired taste, but from my experience it only takes a few minutes to become a full-blown, never-looking-back critterholic. On descending, first-timers will invariably think “I see only sand”, “There’s nothing here!”, “Where’s the coral”, or “The coral is all broken”, or “Eeeeyuk, garbage!” or “I’m paying for this?”

But after a few minutes, the allure will become as clear as a brand new mask when a blindingly colorful nudibranch is pointed out, or a lumpen mass is revealed as an immobile giant frogfish, or



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a single storey and a tiny Japanese garden can be just as awesome as any cordillera. In this very vein of thought lies the glamour of muck.

Encounters with the larger denizens of the seas tend to be fleeting. After all, divers are usually considered a pest, or at best worthy of mild curiosity, fulfilled after a pass or two. The diver's memory and replay on the video stretch the duration of the encounter. But with critters, the encounter lasts. Divers can rest on the bottom and spend time enthralled by marine life just going about their business: an octopus foraging for a meal along the bottom, a cuttlefish pair mating and laying eggs, nudibranchs mating, laying eggs or eating, or even accomplishing all three at once. Beautiful juveniles of many fish species are best found away from the coral. What seems like barren sand or a plain of rubble reveals myriad creatures that are superbly adapted to this terrain. The more cryptic the better, though poisonous or distasteful species often go to the completely different extreme and advertise this with inconceivably outlandish coloration beyond the imagination of most modern graphic artists.

Deserving of special mention is the Rhinopias, known as "The King of the Critters". It is a kind of scorpionfish, but just more of a natty dresser and with a better publicist. It certainly is an attractive fish, coming in a range of styles and colors, but it just sits there with the Zen-like stillness of most lay-in-wait predators. If a diver is patient enough, it may yawn. If a photographer gets a well-timed shot of a Rhinopias yawning, that will be the high point their diving existence up to that point. Yes, difficult to explain, but that is the effect of critter adoration.

As divers learn to adjust their vision and begin to see for themselves, it

the nubs on a sea fan, on closer inspection, are actually pygmy sea horses. Divers often reminisce in reverent tones about their first sea horse, frogfish or flamboyant cuttlefish and to any non-initiate, they must sound somewhat deranged. After all, seeing a whale shark or manta ray is understandably a special experience, but raving about a frogfish the size of a grain of sand or how many species of slugs one found on a dive surely cannot stand alongside cetacean or large pelagics on the excite-o-meter? Mankind usually reserves special plaudits for large things... a huge meal ("It was a feast"), a tall building ("Such a magnificent structure") or massive mountains ("The Himalayas were awe-inspiring"), but quality does not have to come in size XXL. To those in the know, a memorable meal doesn't have to fit in the all-you-can-eat buffet category, architecture can be impressive in

is thrilling to find your own special critter away from your guide; "I found it myself" is pronounced with as much joy as a proud 6-year-old coming home with a praying mantis. And there is always something new to see. Every month offers a different smorgasbord of encounters. Critters come and go with the seasons. For these reasons, divers return over and over to muck spots to get their fix, though they always need more, no matter how fantastic the diving may be. The lure of the frogfish. The seduction of cephalopods. The pull of pygmy pipehorses. The endearment of eels. Captivating comet fish. Charming crustaceans. Magnificent monkeyfish. Princely pipefish. Grandiose gobies. Dandy dragonets. Slavishly psychedelic slugs. My alliteration could go on ad nauseum. This is what happens when one embraces the addiction known as muck diving.

Submitted by: Bruce Moore
www.blacksanddive.com



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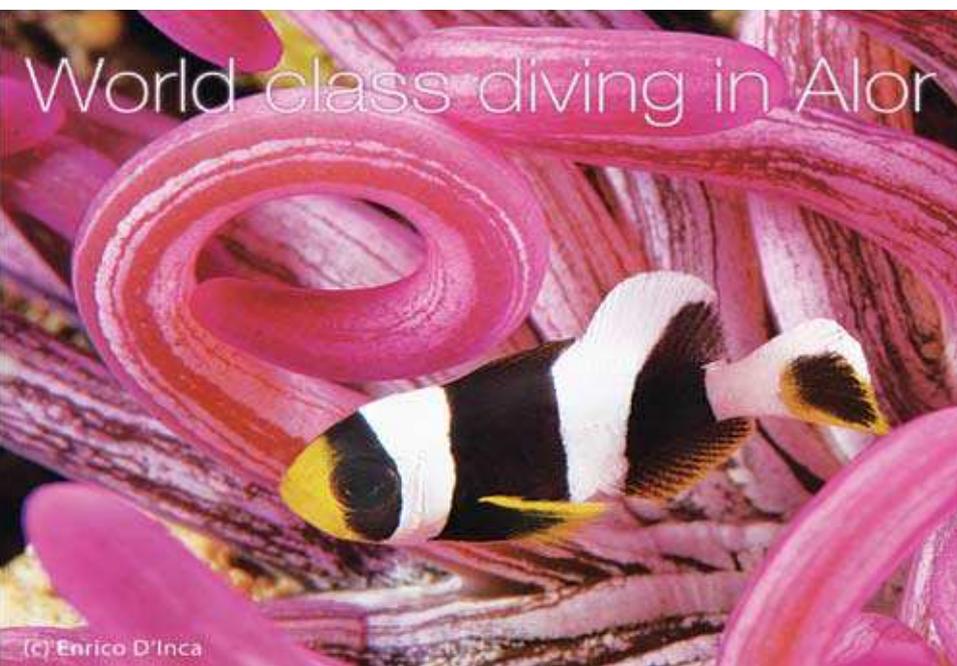
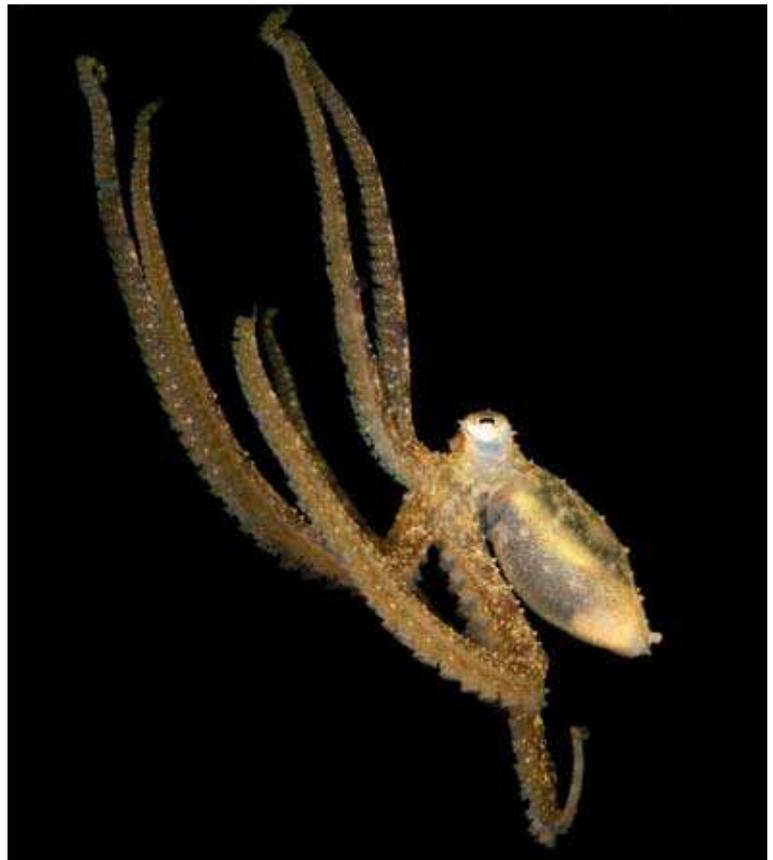
traveling

North Sulawesi *Quite Unique!*

I have to be honest and start this short article with a confession... Manado has always been a transit stop for me on the way to one of the more remote locations in the vast Indonesian archipelago.

Just over six years ago I decided to try and develop my underwater photography website www.indopacificimages.com/ into a portal for the scuba diving in Indonesia & Papua New Guinea. There are some phenomenal dive locations in both countries, but for Indonesia I decided to concentrate on the more remote ones such as Irian Jaya, the Banda Islands, Halmahera and Ambon & the Lease Islands.

I knew about North Sulawesi, infact the first coffee table book on Indonesian diving I ever bought was Michael Aw's *Beneath Bunaken*. But, quite honestly it all seemed a bit tame compared to the adventures I was hearing about in the remoter locations – so I followed my heart and went there!



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North Sulawesi Quite Unique!

Five years on and many trips later I was convinced that rather than changing planes in Manado, I should disembark and spend a week in the Lembeh Straits at Divers Lodge <http://nl.diving-on-sulawesi.com/>. Frankly, I was simply amazed at the sheer critter diversity there is to see at Lembeh – I mean you hear the stories, but it's not until you have actually been there that you appreciate just how many critters are to be found!

So... having established that Lembeh really is as good as people say it is,

A large advertisement for Cocotinos. The background is a white sailcloth billowing against a clear blue sky and ocean. The text is overlaid on the right side of the image.

COCOTINOS
Manado • North Sulawesi
www.cocotinos.com

Discover the richest reefs of Bunaken Marine Park

COCOTINOS
Sekotong • Lombok
Opening June 2010

A row of three small inset images at the bottom of the advertisement. The first shows two divers on a boat. The second shows a hot tub with a red flower. The third shows a swimming pool with a yellow hammock.

I figured I should check out the western side of the tip of North Sulawesi and find out for myself what was beneath Bunaken! There are so many options when considering a trip to the Bunaken area – you can stay at resorts on the mainland and dive the sites in the marine park, or on of the islands in the park itself, there are resorts available up on the tip of North Sulawesi so you can dive the Bangka & Gangga islands and then there are liveboards that allow a combination.

I opted for 10 days at Cocotinos right in the village of Kima Bajo at Wori Bay on the mainland, north of Manado. I was looking for an overall package that would allow me to dive the best sites around the islands in the park, plus access to some of the critter sites on the mainland coast and a couple of day trips to Lembeh to revisit some of my favorite sites over there.

Cocotinos mantra of "affordable luxury" resonated with me and they offered a great package that allowed me to achieve those objectives, so I wanted to share with the readers of What's Happening the conclusions from my trip

and some of the many images I was able to capture.

- The combination of blue water diving in Bunaken marine park with it's excellent walls & reefs, occasional pelagic encounter plus it's critter sites and the amazing critter diversity of the Lembeh Strait means that North Sulawesi is without doubt a world-class location and worthy of an extended stay to cover all the great sites it has to offer.
- I particularly liked the vibrant current swept dives like Bunaken Timur and Fukui where I got some great wide-angle images. The reefs there were great and seemed to pulsate with marine life!
- It is my very firm intention to return to North Sulawesi and dive the sites I did not manage to cover this time – especially the remoter locations to the north.
- If you are interested in underwater photography, you should plan to spend at least 3-4 diving days at both

continued to page 14...

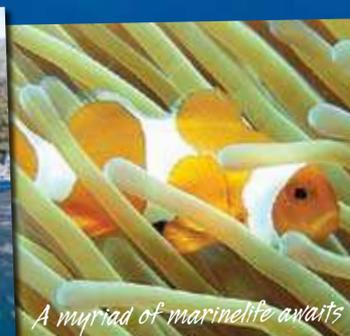
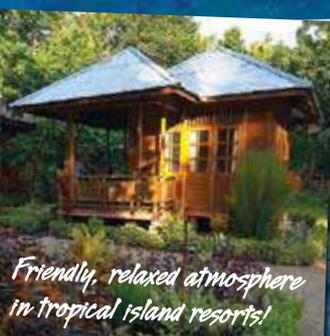
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Life In Manado

Well that's it, our first five years in sunny Manado. We are retirees, that is to say I am retired and my wife is now a housewife. I left a life in Holland as a construction engineer for a petrochemical and power plant and my wife said goodbye to a teaching profession for quilting.



We first came to Manado very much like yourselves, as tourists after having read about the excellent diving in the Bunaken Marine Reserve. Most days we were diving, but on one of our 'free' days we took the educational 'Highland Tour' to have a look at real life in Minahasa, and to our surprise, we both decided that this is it – the place to retire. Due to my work we had traveled to many different countries, and always we were on the look out of our 'Shangri la' for when the great day arrived to say goodbye to the rat race. We had thought of Spain, Portugal, France, Italy and even Florida [those medical costs? no thank you] and here we found it – when we weren't even looking, hooray. In North Sulawesi there is almost perpetual sunshine, even when it's raining, it is green 365 days per year with an average day temperature of 30 degrees. We have a marine park on our doorstep and a protected tropical rain forest within an hour's drive of home. What more can a heart desire?

We fell in love with the idea of owning a traditional Minahasa wooden house and so

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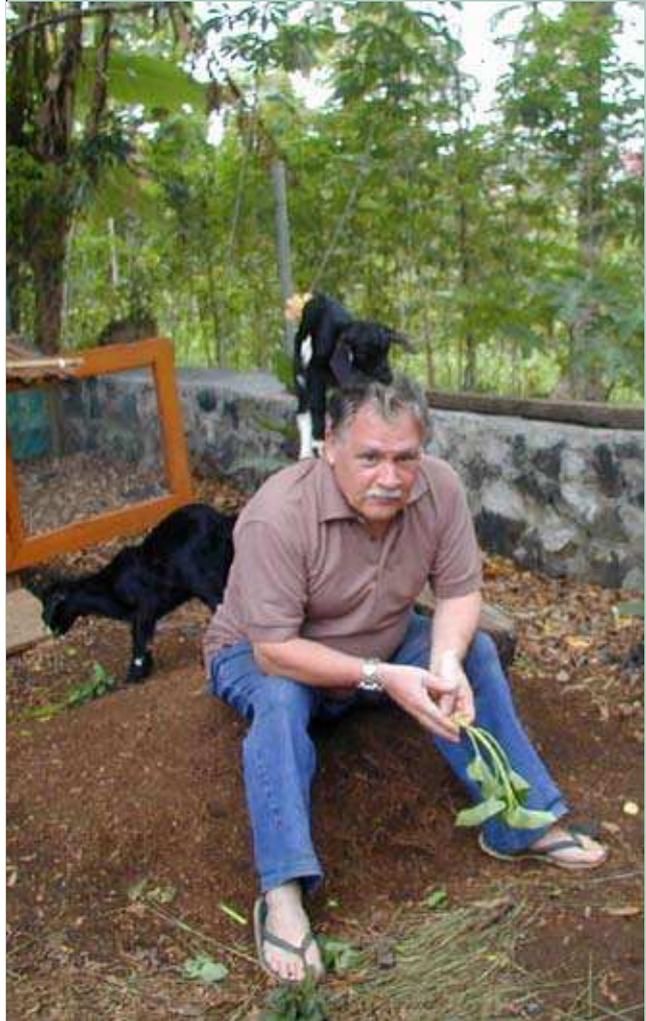


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after organizing a plot of land set to work, using a local contractor, we built our dream home. In 2005 Manado was not really geared up for European tastes and so finding things like bathroom and electrical fittings of a reasonable quality was a major task. I mean - locating a good quality door handle - forget it. I am happy to report that today is a completely different ball game, whereas in 2005 Manado was like most small cities in developing countries, a small little seaside town, now it has stepped into the 21st century in many ways. There are large supermarkets with modern clothing, furniture, and household accessories etc. The local government has started to tackle some of the infrastructure problems by building new roads adding electrical power to the grid and more. Manado is getting a facelift with cleaner streets (we now have rubbish bins on the streets) and elimination of some of the traffic bottlenecks thanks to developing traffic police force.

Land here in the Manado area is cheap and I had been lucky to find a plot of land large enough for my requirements. Designing my own home in North Sulawesi was easy. Nothing like the endless specs and planning procedures that seem to be necessary in

continued to page 13...



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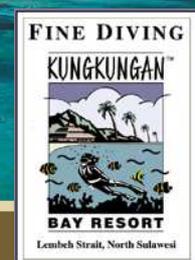
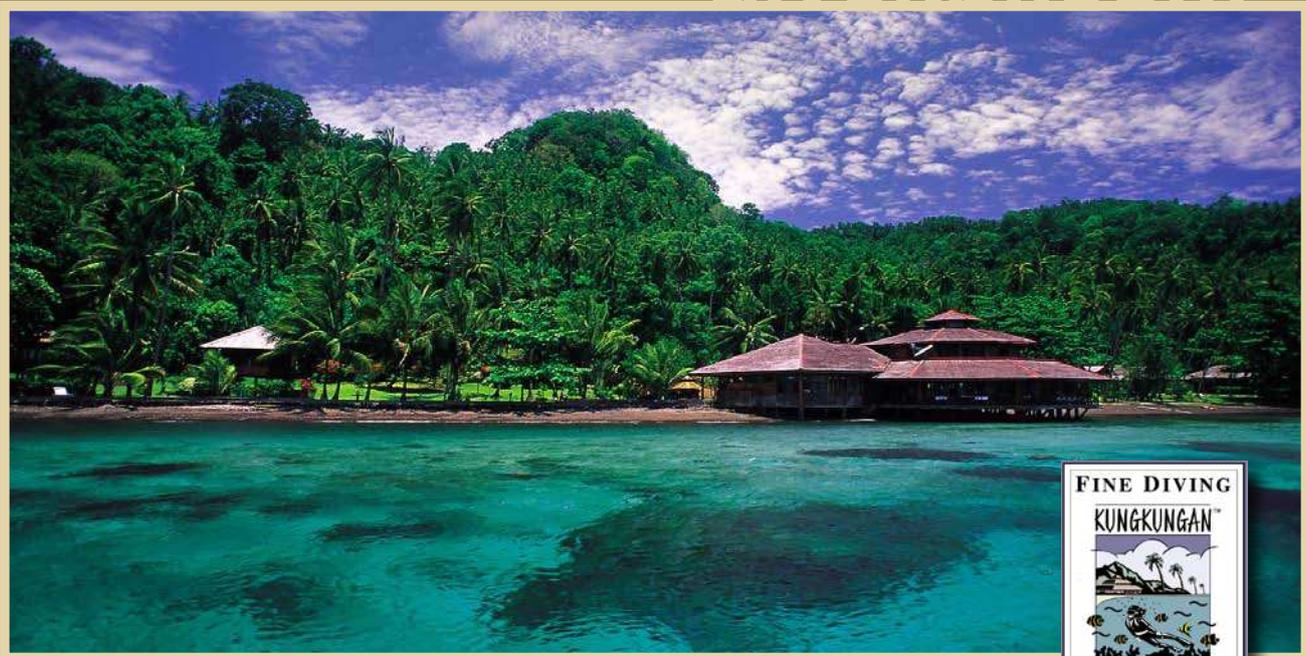
north sulawesi

Through the Eyes of *Renier*

The weather is hot and sunny, mostly all of every day. Air-Conditioning humming in the back ground. This is part of everyday life in North Sulawesi. I sit in my office and watch over the current playing of the waves outside my office, they play like two lion cubs –

cute, sweet, but yet dangerous if you don't know how to handle them. I think back at other destinations and why people visit them. I see a person once and then never again. They look at the big five African animals on Safari, they take pictures and never return. It is a once off, it was a holiday never to repeat. When you land in Manado at the airport you get the heat when you leave the terminal. You wonder why on earth I have come here. You see motorbikes everywhere; they are all over the road doing their daily operation. Making sure

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people get to work on time. On time to look after all our visitors from all over the world. To a destination so far, yet so close to the heart. You come in and are welcomed to North Sulawesi. You don't know what to expect. You see all these people everywhere, the smiles and their welcome is so warm. It beats the confusion when you arrived, you start to relax.

You follow the road out of Manado on your way to Bitung and the Lembeh Strait. This is where everything happens. When we are still asleep fishing boats go out and people earn a living. Morning tours to the fish market open your eyes to a new world. Everybody is watching, everybody is friendly, everybody is so helpful. All they want to do is please you. They don't always understand as their English is not part of their daily lives. All that matters is their fishing and the way they look after you. Their friendly way of taking care of you. They care; they want you to be happy. You go onto the jetty and into a boat to the different dive sites in the Lembeh Strait and you see why guest come back year after year, why people call us family. The friendly staff and people living in North Sulawesi do it all. They greet you with great pleasure and wonderful singing. Everybody join in, everybody is part of this. Life goes on.



You see the fish life and see animals smaller than a single strand of hair. You see all of this, you want to see more and more. Every time you go down, you see more life, more creatures than you ever believed can be in these waters. The water is clear and sparkling. The animal life is wonderful. The people are amazing, they make you feel at home with their way of handling your visit, and they make you feel part of a family. When you leave they sing a song for you to return, they make you cry. You don't want to leave this place, this is where you want to be, and this is where you want to stay as this is paradise. You are treated with so much respect and friendliness it makes you sad to go. They protect you, they make jokes, they care, they are North Sulawesi.

Submitted by: Renier Botes Resort GM, Kungkungan Bay Resort & Spa
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Through the Eyes of Renier



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Life In Manado

... continued from page 10

Europe. Approximately 6 months after giving my contractor just a computer made single line sketch of the house to be, I was living in it. Being an absolute fanatic animal lover I immediately started building my collection of two and four legged friends, carefully leaving all of the real wild life alone, and to date we have two goats, one bull, one cat, eight dogs (5 are Great Danes), two Lori's, three pigeons, and a few local goldfish.



In the mean time my wife has not been idle. Being a member of the local hobby club she immediately made friends with the ladies of our village. Sharing some of the sewing tips and tricks she had acquired over her years as an international quilting teacher not only made her popular but allowed several of the ladies to form the "Sambalean Group". This group, ranges in age from 40 to 80 years old, makes little things to sell to the tourists and local people, for example tee shirts, table mats, handbags, cushion covers, table cloths with napkins and even small jewelry items like necklace and ear ring sets. As 100% of the profit goes to the ladies themselves it helps them to improve their livings standard but also to be able to afford a doctor or a stay in the hospital when needed.

I realize that the simple life here in Manado is not for those of you who like to go to the Pub or a theater show. But, believe me, sitting on my balcony at dusk, beer in hand, the only noise being made by the cicadas in the clove trees, while looking at some of the most fantastic sunset's on earth, takes a lot of beating.

Submitted by: Alan & Fee Bricknell
Email: wickedwitchandprincegrumpy@msn.com

They come in
breath-catching colours;
in shifting shapes;
in astonishing disguises;
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North Sulawesi

... continued from page 8

Bunaken and Lembeh. The best way to do that is to either pick resorts in both locations or consider a liveaboard that has an itinerary that will allow you to get to the best sites in both areas.

- If you are not an underwater photographer, and prefer blue water & coral reef diving, concentrate on Bunaken but do at least one full day at Lembeh because there is nowhere else quite like it. If you stay on the mainland it's a reasonable day trip – it took 90 minutes from leaving Cocotinos to getting on the boat in Bitung, in the Lembeh Strait - so a three dive trip and back again in the early evening is very manageable.

Don Silcock

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North Sulawesi Quite Unique!

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WWW.MANADO-LIVEABOARDS.COM

Turtles Galore

As we took off from Manado on Garuda Airlines, our national carrier, I did not know what to expect when I got to our destination, Gili Trawangan.



In order to Lombok or Gili one can choose to go by plane via Bali to Mataram, Lombok and then by boat to Gili Trawangan, (in one day) or as we did stay in Bali one night and then travel by fast boat (Gili Cat) directly to Gili Trawangan. I will skip the boring logistics, great dinner at Warong Made and Mamma's in Bali and the two different resorts that we used for transit. On to the FUN!

Traveling with my family is always fun, Malcolm, Nadya, and my lovely wife Ninny and this time was no exception! We slept in a bit in Bali as our pick up time for Gili Cat (1000 HP 4 engines) was 11:15 AM at our hotel in Kuta. We were picked up on time and away we went cruising through the Balinese countryside with the rice fields and furniture factories becoming a blur as I drifted off into

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 ● katiman_h@larascasserort.com
 ● french@larascasserort.com

the dreamlessness of the 1 ½ hour ride to Padang Bay. Shortly after arriving we boarded the vessel with 20 others and 1 hour later we arrived at the sandy beach of Gili Trawangan.

As we walked down the pier, I saw a sign with our names on it and was a tad relieved as the landing area could prove challenging with all the hawkers trying to assist. As there were four of us it took three cidomos (horse drawn cart) to carry us with our luggage to the resort. Note: what I read was confirmed, no cars or motor bikes, great!! One horse power carts were KING!!

We arrived in front of Villa Almarik, just in time for afternoon tea – we looked around had a cup of tea (lovely touch after our boat ride) and off we went to the room, or should I say suite. No I should not say suite as they are not that large but they are overly spacious, huge shower, drying racks for bathing suites, TV (with BBC), front veranda and the best individual reading lights that I have ever seen (mounted on the headboard).

After checking in we expressed the interest to dive the next day and we were outfitted with all the latest gear as we only had our masks and wetsuits. Knowing that tomorrow was going to be an early day, we decided

continued to page 18...



Government in Tourism

Tourism in Manado will bring with it rich, seasonal injections of exposure, excitement and foreign exchange.

These imports increase greatly the attractiveness of the tourism, inspiring both Manado and other destinations around the globe to invest in promoting tourism. International Travel and Tourism Trade Fairs from Berlin to Singapore have become centers of rich concentration of color, fantasy and promise. These shows have become forums of intense commercial activity and competition. The business of Tourism has become very serious, very lucrative, very fashionable and very aggressive. Along with the rich rewards of tourism there are also great risks. These risks are real, immediate, penetrating and potentially irreversible. Risks to the environmental sustainability, risks to greater economic stability, risks to local culture and risks to the social value systems are just a few. Simply put, in buying into the Tourism phenomena, a destination can face the risk of selling its soul. These risks are why it is fundamentally believed that to enable the Tourism sector to truly work for the destination, clear, visionary, focused leadership by the Manado Government is vital.

The Government of Northern Sulawesi, under the leadership of Governor Sarundajung has decided to embrace Tourism as a key driver of social and economic growth. With this decision a Sulawesi Utara makes a pledge to open its doors

to the world, hosting curious minds and hearts of people of all walks of life. Manado citizens become Ambassadors, culture becomes character, places become pride-filled attractions, experiences become stories, and strangers become friends. Importantly, people from all across Sulawesi Utara, people of all ages, skill levels, backgrounds and beliefs have, through Tourism, an opportunity to actively and meaningfully participate in a way which empowers and inspires the people, economy and future of Manado. This is not, however, by chance. The energy generated by Tourism is as a result of a vision, an inspiring view of what Northern Sulawesi can become as a result of Tourism. Underlying this vision must, however, be clear, comprehensive plan – a definitive HOW of destination growth and development. At the heart of the Tourism sector, as all good business thinkers know, must be the presence of a solid Tourism Strategy. Governor Sarundajung has provided the framework for fulfillment of defined, measurable objectives. For as individual as tourism is, Northern Sulawesi's transforming themselves into compelling, competitive and clearly a differentiated destination means it must establish strategies, systems and processes to ensure that Sulawesi Utara can indeed deliver specific tourism objectives.

But the development and growth of a successful tourism sector is not simply about a successful Tourism Strategy, no matter how brilliant the strategic thinking may be. The

continued to page 26...



EXPERIENCE **BALI**'s BEST DIVING



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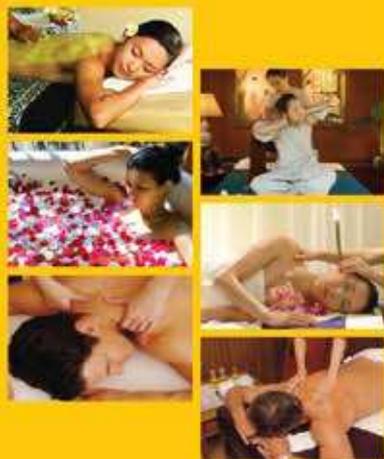


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Turtles Galore

continued from page 16

to eat in the restaurant at the hotel, but before we could make a decision as to the time the owner, Gaspari Davi, an old world host that I knew from Gangga Island Resort in North Sulawesi, invited us to dine with him at 19:30. Dinner was brilliant, pastas reigned as did other Italian specialties, we went to room our appetites quenched.

The next morning after breakfast we boarded the dive boat right from the beach across the street from the hotel. The boat pulled away and we were at our first dive site in no time- the Bounty Wreck lay in 17 meters and it was a wonderful first dive, and on this dive we only saw three turtles. Nadya & Malcolm were overjoyed however, I could see by their movements and their dancing eyes that they were thrilled. Coming to the surface we handed up our gear and climbed onto the boat where fresh fruit, cakes and hot tea or coffee was waiting, oops I forgot the dry towels, as well?



The rest of the dives were going to be thrillers as well, the 2nd dive of the day at about 11:30 took place on Meno Slope and as we back-rolled into the clear blue calm waters I could count 12 turtles from the surface, some were just hunkered down eating coral on the bottom, some were mid- water passing through and others were going up to the surface to grab a gulp of air. All this before we got down, once we descended turtles were everywhere, and clearly not afraid of humans, so close you could reach out and touch them or get close-ups if you were lucky enough to have a camera.

The next days brought more of the same spectacular turtle viewing, so if its turtles you want, lots of white sand beaches, an island with no cars or motor cycles then we suggest you pay a visit to Gili Trawangan and stay a couple of nights at Villa Almarik. Keep in mind, if it is corals you are looking for then you could be disappointed if comparing with North Sulawesi, this is a vacation spot for folks who might want to do a couple of dives and see TURTLES.

Submitted by BHJ

Turtles Galore

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Photos: Anthony Hansen,
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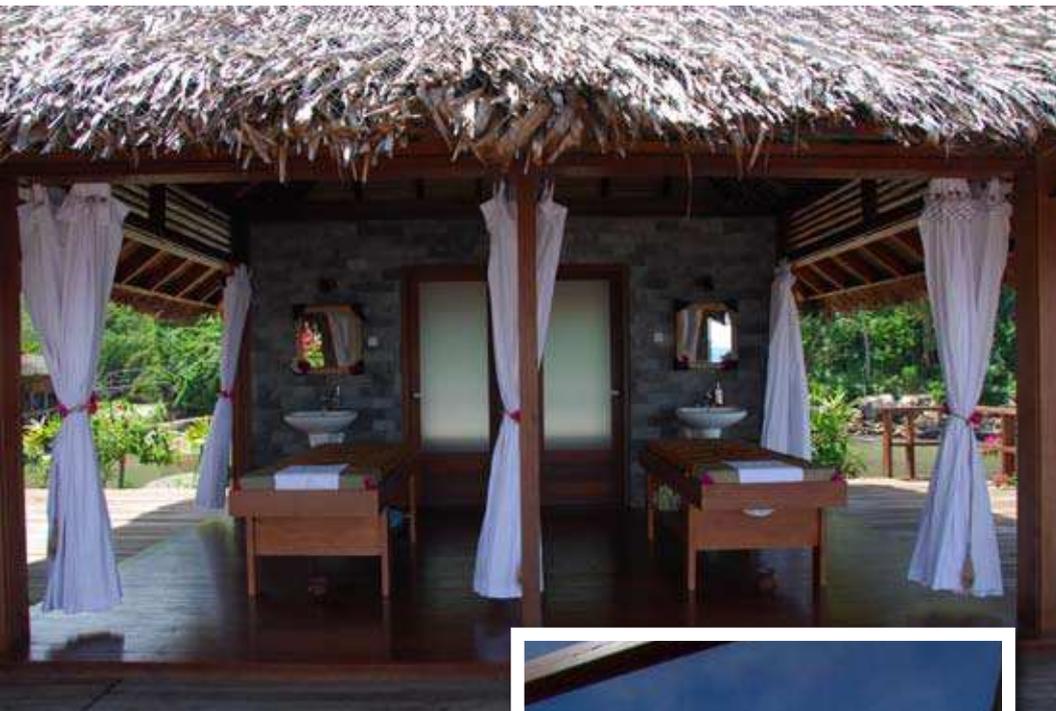
It's sunset approaching while I lounge at poolside overlooking a lush green golf course with a back drop of Klabat Mountain and swaying coconut trees. It's the night before I head back home, and I am quietly reminiscing the past week. Diving in Bunaken, a marine park of unbelievable beauty, visiting hot springs in Tondano, visiting Tarsius at Tangkoko the smallest of all mammals.

Yes you've guessed it, I am in Manado, North Sulawesi staying at the newest hotel; Novotel Manado Golf Resort & Convention Center. Of course I also spoil myself while I was here with daily Spa treatments from InBalance Spa. Enjoyed poolside breakfast from Square, evening of Teppanyaki at Wasabi, follow by Jazz sounds in Lokon Wine and Cigar. A nightcap on the balcony before falling into a wonderful deep sleep.

Please keep my room for me next month, I will be back again for sure.

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experience the best in beauty and spa treatments, ranging from the traditional Indonesian massage, the after sun soother body mask, to the natural facial or the relaxing hand and foot reflexology.

Lagoon Spa has been fitted out with authentic Indonesian décor, soothing music and also has twin treatments beds which allow you to share the experience with a loved one or a friend, it also comprises of 2 private change / shower rooms or if you would prefer the 3 walls of the Lagoon Spa can also be folded back to convert into an open air spa allowing the cool sea breeze and the natural songs of the ocean to be at your call.

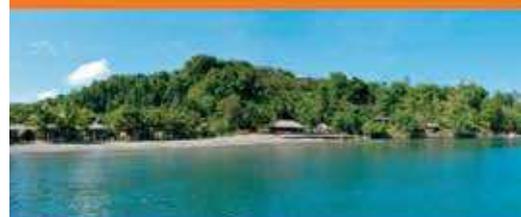
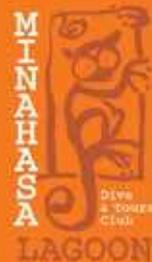
The spa also uses some of the finest spa products made locally here in Indonesia. Our skincare collection is formulated around the mineral-rich and plant extracts and contains only natural organic ingredients and therapeutic grade, pure essential oils to provide a formula suitable for every skin type.



If you need a day out from diving, the hustle and bustle of the city life or from plain old jet lag and would prefer to experience a whole day of being totally pampered then try out one of our many packages that combines treatments for full vitality and end it with a soak in our beach front heated Jacuzzi.

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Submitted by: Cassandra Dragon, General Manager
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eateries of the **month**

Manado can be an excellent place to sample the savory flavors of Asia. If you have the time, try the following for an inexpensive sampling of truly Manadonese cooking.

Green Garden

Jl. Sam Ratulangi
Chinese, Indonesian *Babi Bakar (roasted pig)

Qua-li Manado Town Square

Located on the ground floor of Manado Town Square- try the Black Hokkien Noodles a must if you like fresh seafood

A & W Rootbeer

Manado Town Square
American fast-food, burgers, chicken nuggets, curly fries, iced tea or rootbeer – reasonable quick service

Sweet Basil

9 KM south outside town
Authentic Thai food, Indonesian Cuisine- superb atmosphere **, try the Tom Yam Kung (soup)

Pizza Hut

Mega Mall
Great pizza, delivery by phone

Raja Sate

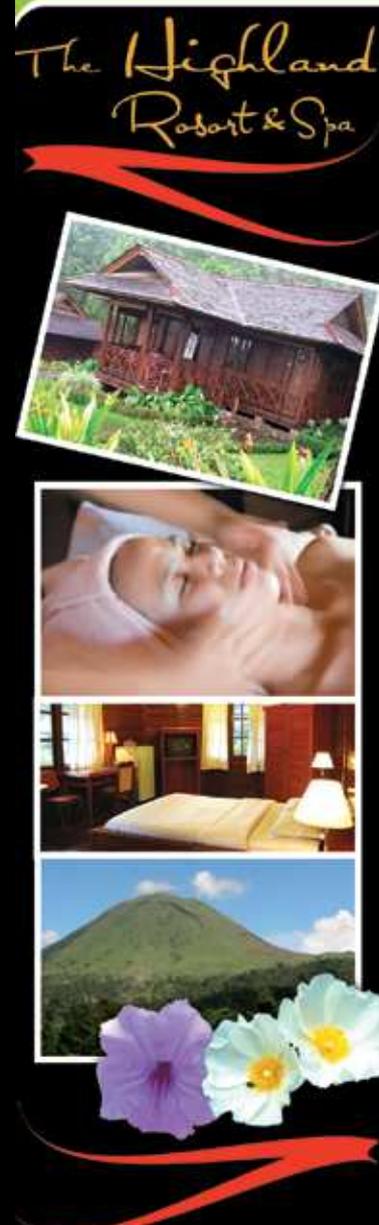
Located on the #39 Jl. Pierre Tendean (boulevard)
Great Sate (beef, chicken, goat, squid and more), vegetables are fresh, cold beer – fast service, better than average atmosphere- owner speaks English

Black Canyon

Manado Town Square
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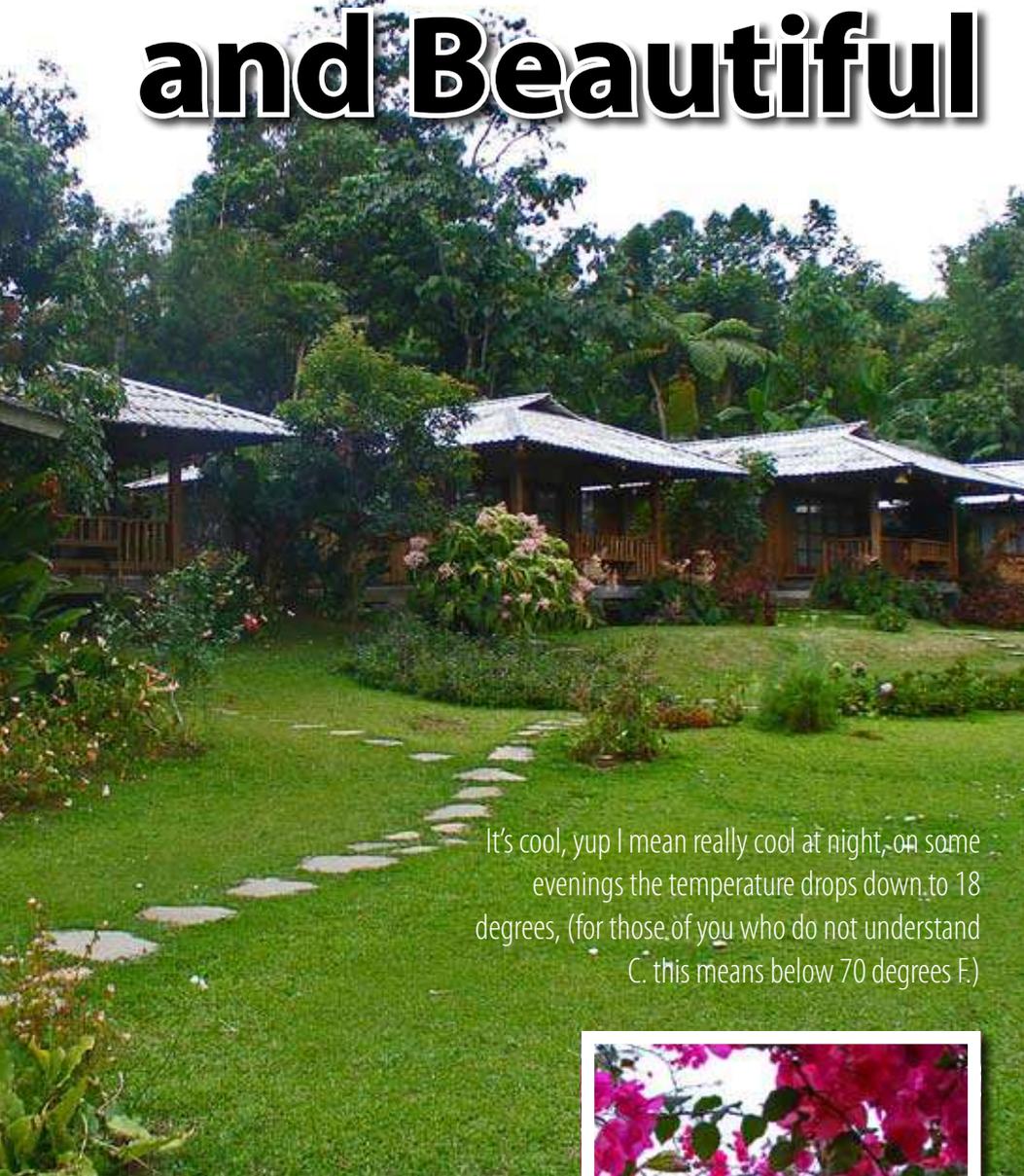
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visitor story

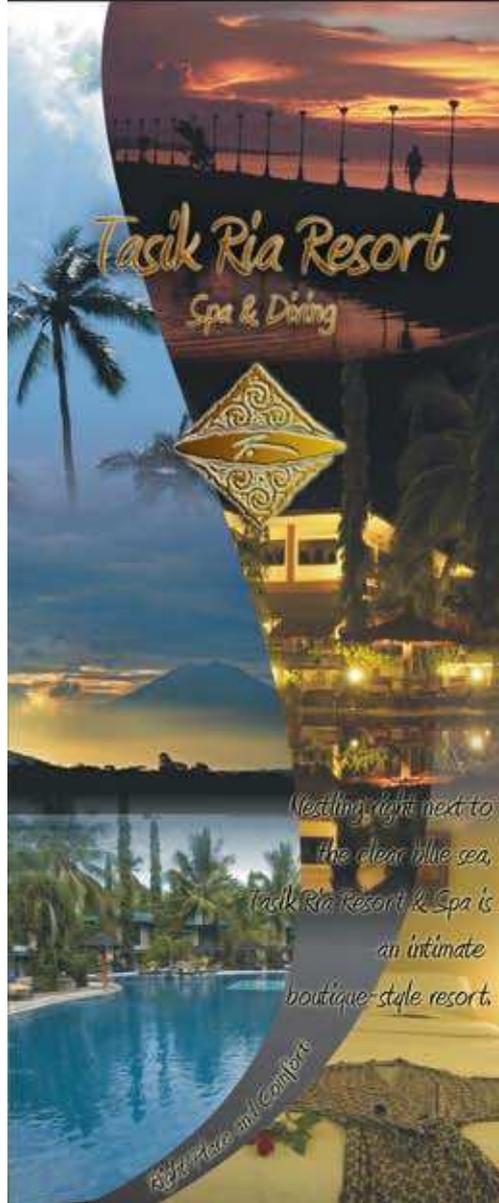
Cooooool and Beautiful



It's cool, yup I mean really cool at night, on some evenings the temperature drops down to 18 degrees, (for those of you who do not understand C. this means below 70 degrees F.)



At 785 meters above sea level the Gardenia Country Inn is home to Bernadeth and Leonard Ratulangi, he was one of the leading forensic doctors in North Sulawesi and his lovely wife, is a chef extraordinaire. The resort boasts 8 regular bungalows, 1 family bungalow, and 3 chalet style rooms which keeps it truly a small boutique style "family run" resort. As I drive up their narrow and winding



Nestling right next to the clear blue sea, Tasik Ria Resort & Spa is an intimate boutique style resort.

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driveway my eyes are assaulted with colors and lushness truly unequalled anywhere in this immediate vicinity. A walk through their gardens will confirm this. Not only are you overwhelmed by the aroma of the Gardenia flower but the lavenders, yellows, pinks, purples and shade thereof adorn the plants either in leaf or flower form. Sitting on the veranda of my bungalow looking out, a Zen feeling starts to creep up my back, and all the tension of the city left behind slips away. Breakfasts and dinners here are superb, hosted in their outside gazebos, fresh breads, vegetables from their own garden and an assortment of choices from Asia make this a guaranteed 4star experience. As I walked around the resort I could not help but admire the years of cultivation and



○ Cooooool and Beautiful



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Hotel Sedona
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care that it had taken to get the plants, trees and surrounding grounds looking like they do today. No wonder this resort was a favorite of President Gus Dur, PM of Canada, the Ambassador to the Vatican, US Ambassador Cameron Hume and the list goes on.

Lastly, one of the really superb things about the resort is it's proximity to the highland wonders, which are trekking at Mt. Mahawu or Mt. Lokon, Highland Tour and even white water rafting, all of these soft adventure activities are right there at your doorstep.

So if you really want to experience North Sulawesi, get out of the water and go above sea level, don a light sweater (if there is a breeze) and enjoy- you too might get that creepy feeling in your back, but I guarantee you will enjoy.

Submitted by Jeremy Barnes
www.mandosafaris.com



Tasik Divers

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Government in Tourism

... continued from page 17

Strategy is key. Without it the destination risks throwing its doors open to the world and, for lack of better words, selling its soul – losing its culture, character and care for one another for the purpose of making money through tourists. Cross messaging, cross purposes, cross wires, ultimately cancel out opportunity. Strategy is to a tourism sector what sheet music is to an Orchestra. It is the direction, the focus and the framework.

Strategy is merely ink on lines with a huge promise and desire to create something beautiful – until brought to life through the hands, heart and eyes of the Conductor. For the tourism sector that Conductor is the government of Sulawesi Utara and Governor Sarundajang. He is the source of vision, inspiration and disciplining direction which turns passion into proud, purposeful, clearly positioned tourism marketing. Why is the involvement of government really

necessary, when in many ways tourism is a relatively easy industry for anyone living in the destination to participate in? Advertising and marketing agencies know how to successfully promote and advertise. Travel agents know how to successfully sell holidays. Hoteliers know how to successfully run hotels. Why is it necessary for government to play a part? Simply this: tourism is not purely for tourism sake. To operate effectively for long-term benefit of the destination, government must mobilize the tourism sector as a critical driver of: Economic, Social, Cultural, Industrial & infrastructure development. Generally speaking, leadership of the tourism sector by Government is required at two fundamental levels: MACRO: Establishment of overall tourism strategy and policies to ensure sustainable growth and development of the sector at social, economic and environmental levels, and alignment of sector efforts to the greater national / regional growth mandate. MICRO: Brand leadership of the destination means ensuring creative, coordinated and competitive marketing and promotion of the destination.

Working in harmony, these two dimensions of tourism leadership ensure that the vision of the destination is brought to life through its daily expressions, i.e. destination brand promise, destination promotion, experience offerings, product and service delivery, policy implementation, infrastructure re- investment.

Ultimately, through destination marketing and promotional efforts, the local tourism board must ensure that the brand and marketing strategy for the destination are directly aligned to, and supportive of, the greater tourism sector mandate for economic growth and development, which in turn must drive that of the cross-sectoral national/regional mandate.

Each musician playing his or her own part, in accordance to the sheet music shared by all members of the orchestra, who together, are working to create something truly spectacular. This is the goal, the mandate set by the government of Northern Sulawesi under the leadership of Governor Sarundajang. This is a success story for government leadership in developing tourism in a new destination.

Submitted by James Costa,
 GM Sintesa Peninsula

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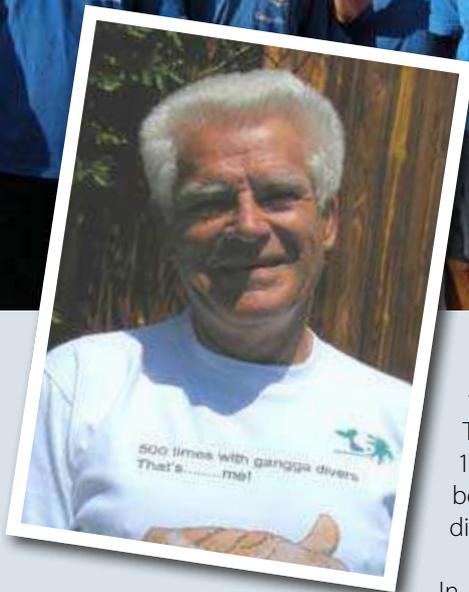
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The Spell of North Sulawesi 500 Dives and still going

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This is probably the marine area with the highest biodiversity in the world! Two divers from Austria will say it is 100 % the truth, and they can say it because they just made their 500th dive in North Sulawesi.

In April 2003, they came for the first time to the little astonishing volcanic island of Gangga, and it was "love at first dive". Otto and Helga Steinmann from Wien had found their second home among the charming and fun loving people of Gangga. But it was the diving in the fantastic waters of Gangga, Bangka and Talisei Islands, that keep them coming back year after year, sometimes more than once, in a year.

Otto turned 70 last year, and this past May just as he turned 71 he made his 500th dive at his favorite dive site, but that was a very difficult decision to make because between all the fantastic dive sites at Bunaken, Bangka, Lembeh, he loves them all and with his own words, he has just started the count for the next 500th!

Submitted by Hanne Davi,
GM- Gangga Island Resort & Spa
www.ganggaisland.com



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Manado City Map



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To Highland Resort
To Onong Palace |
| ② Logam Jaya Gift Shop | ⑩ Star Express Tour & Travel | ⑱ To Airport Sam Ratulangi
To Kasawari-Lembeh Resort
To Kungkungan Bay Resort
To Lembeh Resort
To Grand Kawanua
Museum |
| ③ D'Terrace Restaurant | ⑪ Eastern Garden | ⑲ Museum |
| ④ Mega Mall
Excelso, Pizza Hut | ⑫ Sonny's Gallery | ⑳ SilkAir |
| ⑤ Ritzy Hotel
Matahari Dept. Store
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