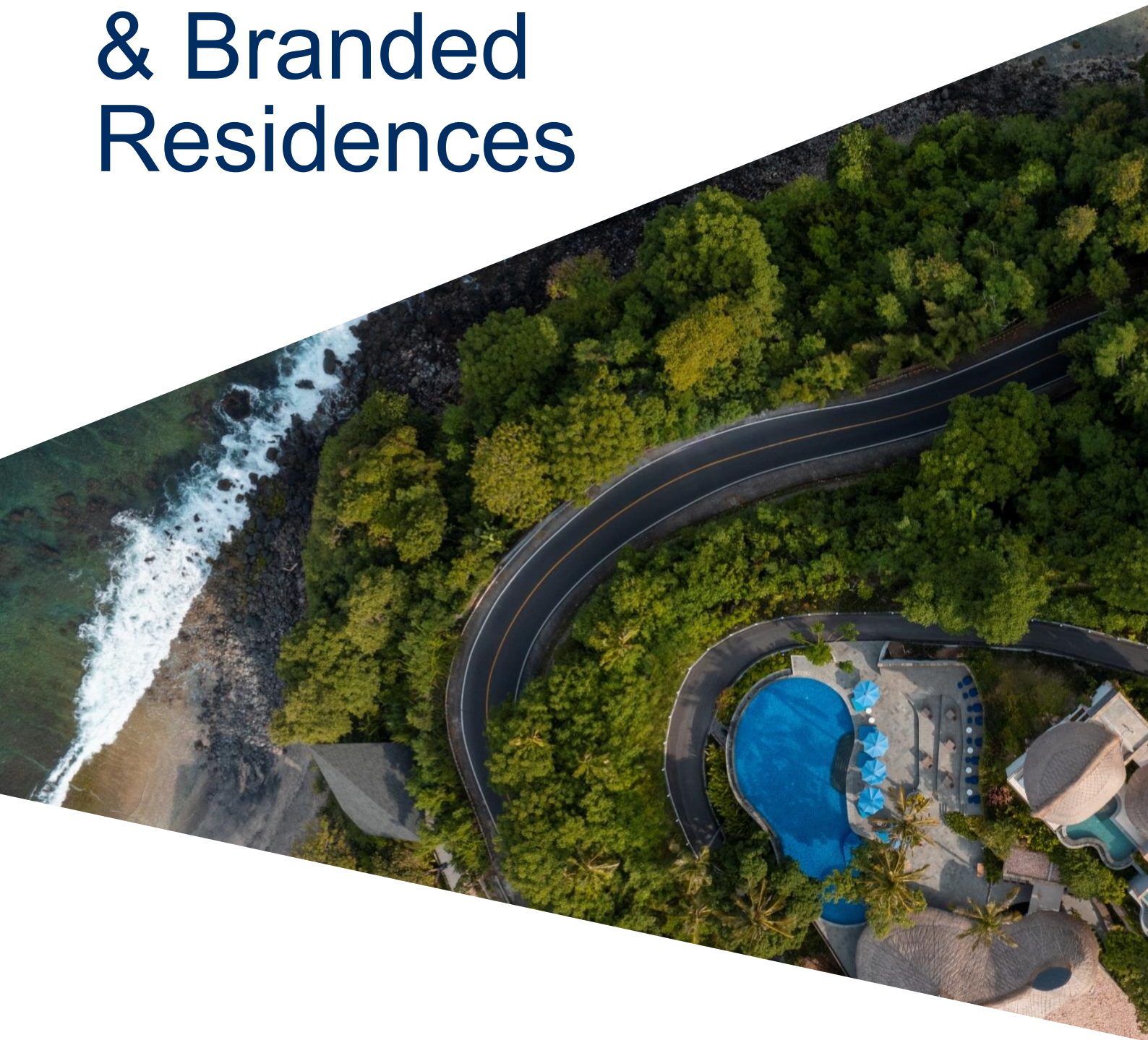


# Lombok Hotel & Branded Residences



April 2025

# Table of Contents

1. Lombok, the Sleeping Lion
2. Tourism Arrivals
3. Nationality Mix
4. Top-Tier Hotel Performance
5. Performance by Rate
6. New Supply & Outlook
7. Lombok's Hospitality-Managed Real Estate Market

*Cover Photo: Kalandara Resort Lombok*

# 1. Lombok, the Sleeping Lion

Lombok, Lombok, Lombok.

Oh how we love to write about you.

Lombok has always been referred to as “Bali’s unspoiled sister island”. It possesses all the prerequisites for a resort destination, stunning white sandy beaches, rich culture, volcanoes, waterfalls, coral gardens, plantations, festivals, and a more laid-back vibe reminiscent of Bali 30+ years ago.

The government put some effort in with the completion of the Pullman, the Moto GP and some great infrastructure in and around Mandalika (still on Jakarta’s super priority destination list). The private sector has opened some wonderful new boutique accommodation, not to mention every man and their dog pushing villas, BUT tourism arrivals, hotel performance and the pipeline of significant new hotels (the kind that could get airlines to reconsider flights) is still lagging.



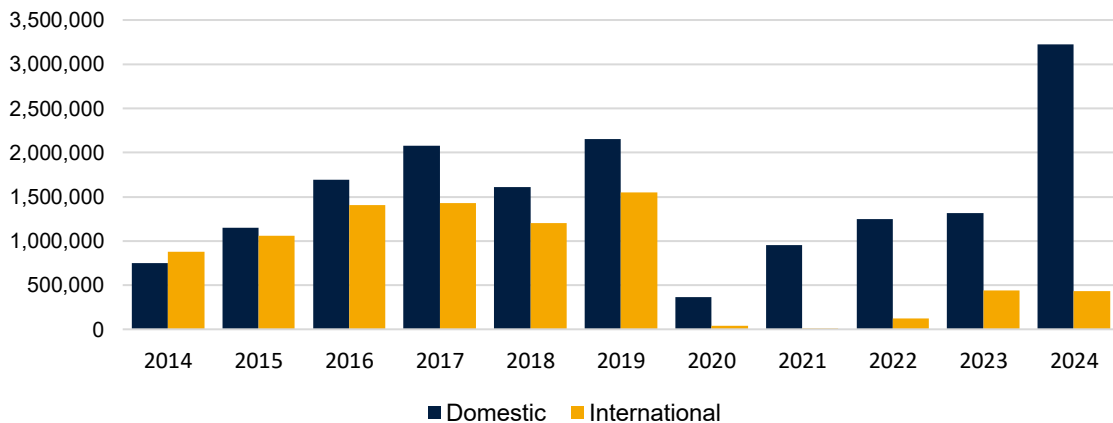
The Sleeping Lion is waiting for the right moment to awaken and roar!

With Bali’s intense tourism growth and hectic traffic, is it finally Lombok’s turn?

It is right next door, after all....

# 2. Tourism Arrivals

Data Source: BPS



The growth in total tourism arrivals to Lombok in the last 10 years has been solid, from a total of about 1.6 million in 2014 to over 3.6 million in 2024. This equates to a CAAG of around 8%. As seen in the graph, this is driven by domestic tourists. Post-Covid return of the foreigner market has been slow.

Note: tourism arrivals by air and sea

The slowdown in growth in 2018 was due to the devastating August 2018 earthquake and then Covid took its toll from 2020. Another important factor in the slowdown of foreign arrivals in 2016/17 was the stop/start flight connectivity to Lombok. Jetstar, Air Asia, Tigerair and Korea Air have all had a go at bringing foreigners to Lombok but never for too long.

Despite the improvement in infrastructure, the bottleneck in connectivity has led to hesitation among investors, slowing down growth in supply and thus adversely affecting demand growth.

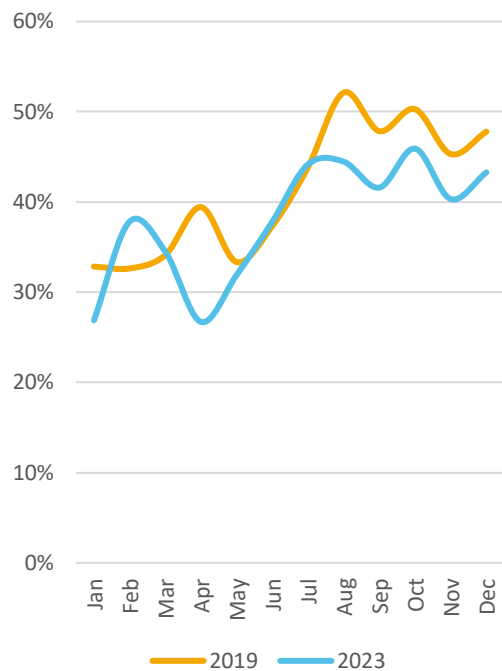
In the 10 years from 2014 to 2024, domestic visitor arrivals have boomed and now drive Lombok tourism, with a few foreigners thrown in (around 12% of total).

In 2024, 3.2 million domestic visitors swarmed Lombok, more than 50% higher than pre-Covid numbers. On the contrary, international arrivals to Lombok went down to around 0.43 million which is even lower than the previous year by 1.5% and trailing far behind from the recorded peak in 2019 by more than a million people. Again, connectivity is the culprit to blame.

The peak season for Lombok stretches from July to October, which coincides with regional and European summer holidays. Temperatures range from 24 to 30 degrees Celsius, and the average monthly precipitation is at its lowest. Christmas / New Years also constitutes the high season.

The low season is from January to early March. The low season is often accompanied by heavy rain (monsoon season) and in some places, high winds. As Lombok is relatively undeveloped in terms of shopping, entertainment and other support facilities, the low tourist visitation during this period can result in occupancy for resorts falling to as low as 20 to 30%.

Source: Seven Secrets by Hanging Gardens

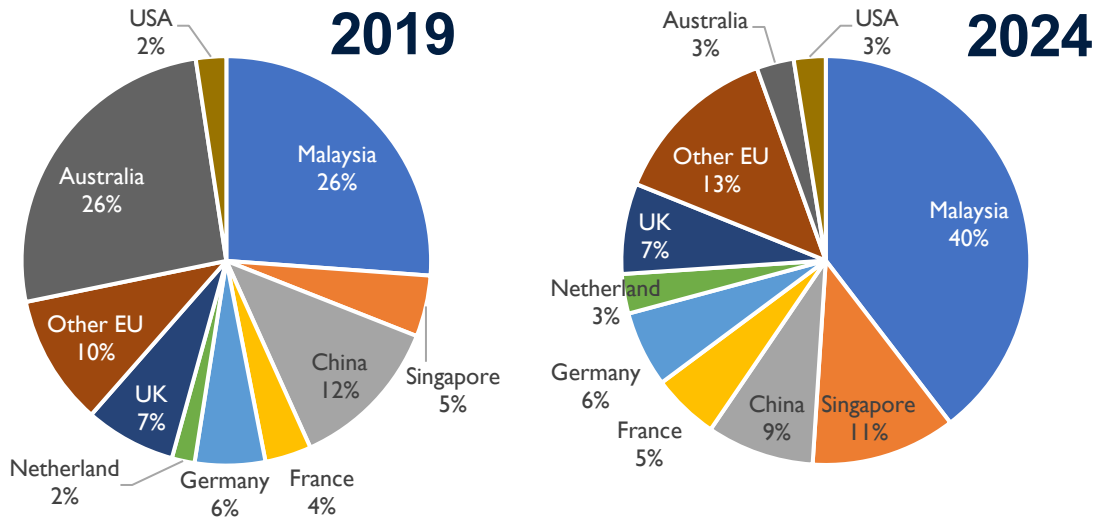


Data Source: NTB BPS (2023 data is the latest data available)



### 3. Nationality Mix

Data Source: BPS



The above chart highlights the top 10 foreign source markets to Lombok International Airport pre and post-Covid. We have included other Europe as a 'country' given the size with Spain, Switzerland also generating good volumes.

Note: it excludes arrivals to Lombok by (1) domestic flights eg via Bali or Jakarta and (2) by boat eg Lembar or the Gili Islands.

Malaysia is the largest source market thanks to AirAsia 10 weekly flights from KL and Batik Air daily from KL. Scoot from Singapore started in late 2022 and has helped push Singapore from single digits pre-Covid to a strong 11% with 4 weekly flights.

As a region, Europe generated over 30% of air arrivals to Lombok in 2024 with the UK, Germany and France being important source markets.

Australia declined significantly post-Covid from 26% to 3%, barely scraping into the top 10 despite being the number 1 source market to Bali. This will change if Airnorth begins operating twice weekly flights from Darwin – Lombok as publicized. To date, however, tickets are not yet available to purchase online.

Despite the recent upgrading of the Lombok International Airport and efforts to attract demand from new markets such as the Middle East, there are no confirmed new international direct flights. As such, we expect the nationality mix to remain more or less the same in the short term.



Source: Tunak Resort Lombok

## 4. Top Tier Hotel Performance

Data Source: Horwath HTL

Top Tier hotels increased their occupancy YoY by 3.8% points in 2024, increasing to a moderate average of 56%.

ADR increased substantially by nearly 15% to IDR 1.9 million in 2024 resulting in a 23% increase in RevPAR to a healthy IDR 1 million. The growth in performance was largely a result of new luxury resorts which entered the market in the last two years, including the Sira, a Luxury Collection Resort and Spa, Lombok, the Tunak Resort Lombok and the Kalandara Resort Lombok.

Despite the sliding IDR: USD exchange rate, hotels still recorded strong increases in USD ADR, up by over 10% to USD 120 and USD RevPAR up 18% to USD 68.

We have provided a 2014 performance benchmark as this was the top-tier Lombok hotel market's peak occupancy. Since then, demand and supply have fluctuated dramatically although strong occupancy is possible.

### 2024 Top-Tier Hotels



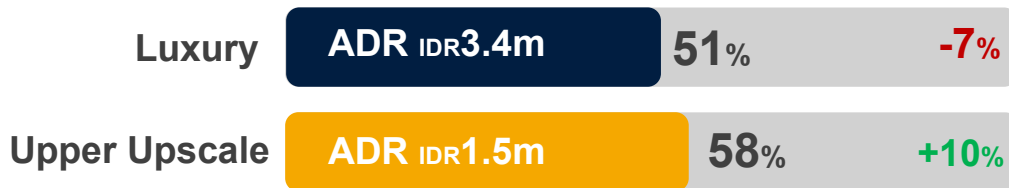
### 2014 Top-Tier Hotels



Source: Kalandara Resort Lombok

## 5. Performance by Rate

Data Source: Horwath HTL



### Luxury (>USD 170)

The Luxury hotel market enjoyed stellar IDR RevPAR growth in 2024 up over 26% YoY. This was largely driven by the bump in occupancy, up 13% to over 51% due to performance stabilization of recently opened luxury resorts.

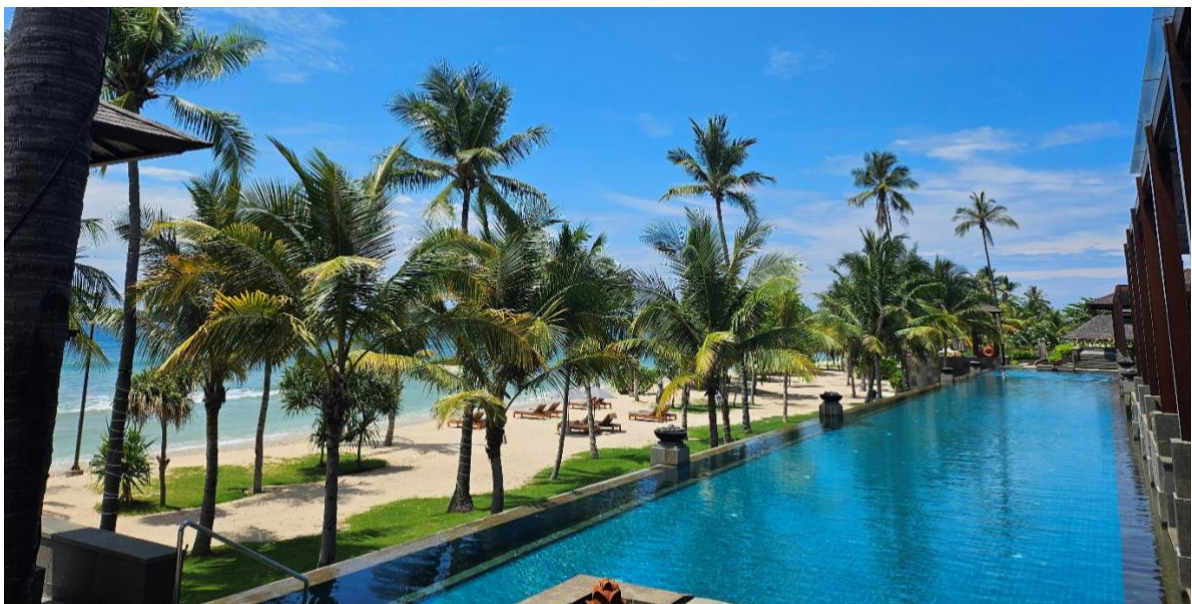
IDR ADR was down by around 7%. While new luxury resorts induce strong demand to Lombok given the lack of diversity and depth to accommodation offerings, it is still a rate sensitive market and thus it may take a longer time for the market ADR to consolidate.

	2023	2024	% Δ
Occupancy	38%	51%	13%
ADR (IDR)	3,689,753	3,429,612	-7%
RevPAR (IDR)	1,399,562	1,757,089	26%
ADR (USD)	242	216	-11%
RevPAR (USD)	92	111	21%

### Upper Upscale (USD 70 – 169)

The Upper Upscale hotel market in Lombok is a more established market. As such, stable demand growth brought positive growth to both occupancy and ADR. Occupancy and IDR ADR grew by 3% and 10% YoY, respectively, resulting in a jump in IDR RevPAR of around 14%.

	2023	2024	% Δ
Occupancy	55%	58%	3%
ADR (IDR)	1,377,000	1,509,482	10%
RevPAR (IDR)	761,925	871,174	14%
ADR (USD)	90	95	5%
RevPAR (USD)	50	55	10%



Source: The Sira, a Luxury Collection Resort and Spa, Lombok

## 6. Outlook & New Supply

Other than smaller boutique properties and the bountiful villa market (discussed in more detail below) there is little movement in new resorts. Names like Gran Melia and Kempinski are bandied around, but there is no evidence of real action. Large investors are still wary, unwilling to go hard, waiting for the Sleeping Lion to budge.

Whilst Bali hit a historical home-run in 2024 with a market occupancy of 75% and market ADR of IDR 2.4 million, Lombok improved a lot, but is still floundering in comparison.

We forecast 2025 numbers will improve again with the market consolidating on 2024 gains. There will be a slight increase in rates but mostly it is understood that hotels will be pushing to get more bums in beds. Further improvements in flight frequency, mostly domestic, will definitely help and the increased diversity in product will broaden the capture of both foreign and domestic guests.



Source: Tunak Resort Lombok



## 7. Lombok's Hospitality-Managed Real Estate Market

### The Evolution of Lombok's Hospitality-Managed Real Estate Market

Over the past two decades, Lombok's real estate landscape has evolved significantly, propelled by the island's expanding tourism and hospitality sectors. The initial wave of development began when foreign investors acquired greenfield sites and subdivided them into serviced land plots, marketed as ready-to-build parcels within master-planned estates. These offerings primarily attracted speculative land investors and individual buyers looking to construct holiday villas at significantly lower costs compared to more established destinations such as South Bali. This phase laid the groundwork for Lombok's emerging residential market.

A major turning point came in 2011 with the opening of Lombok International Airport in Central Lombok, replacing the former Selaparang Airport in Mataram. Enhanced air connectivity spurred a new phase of tourism growth, leading to the rise of standalone short-term rental villas and hospitality-managed residences such as Selong Selo and BASK Gili Meno. These hospitality-managed residences, typically characterized by unobstructed panoramic ocean views or prime beachfront locations, concentrated in key areas, including the Gili Islands, Senggigi, and Selong Belanak.

In recent years, growing interest from international investors—particularly from Singapore, Hong Kong, Europe, and Australia—has driven a surge in land values, with increases ranging from 50% to 200% in parts of South Lombok. As land prices escalated, the market began shifting from standalone serviced land plots to integrated hospitality-led residential communities and off-plan villa developments.

To date, Lombok's hospitality-managed real estate market comprises 1,326 units across 18 developments, along with 798 independent holiday rental villas. These two segments now define Lombok's hospitality-managed real estate sector.



Source: Selong Selo

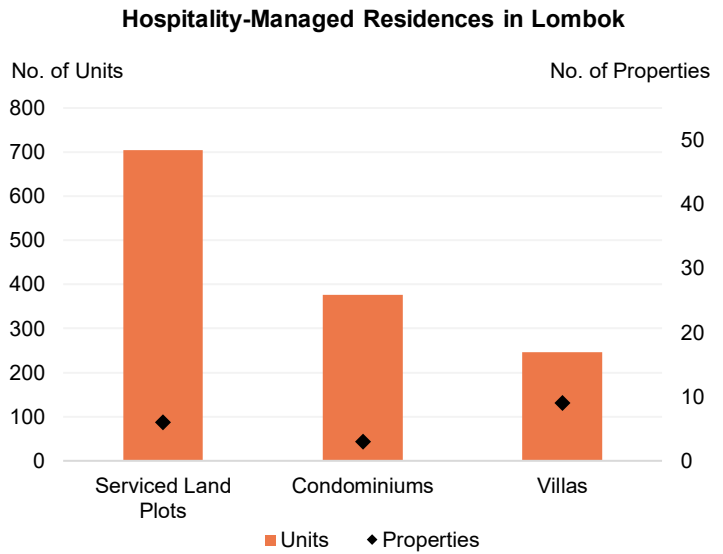
## Market Composition: Serviced Land Plots Continue to Dominate Supply

In Lombok, hospitality-managed residences are classified into three primary categories: serviced land plots, condominium units, and villas.

Serviced land plots remain the dominant component of Lombok’s hospitality-managed real estate market. There are currently 704 serviced plots spread across six developments, making up 53% of the total supply. Key large-scale projects in South Lombok include Samara Lombok and Tampah Hills.

Condominium units account for 28% of the market, all located in North Lombok—an area that saw the earliest concentration of hospitality-led real estate activity before 2015.

Hospitality-managed villa developments represent the remaining 19%, comprising 246 villas across 9 projects. These developments typically cater to lifestyle buyers and investors seeking secondary residences or income-generating assets in a managed rental environment.

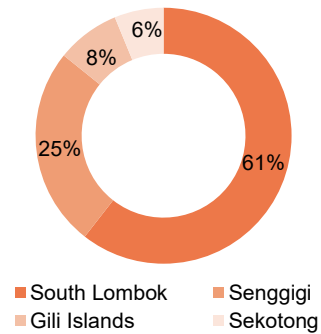


Source: C9 Hotelworks Market Research

## Supply by Location: A Shift Towards South Lombok

South Lombok has emerged as the primary hub for hospitality-managed residential development, accounting for 61% of the total supply, with Kuta and Selong Belanak being the key development zones. This concentration is closely linked to major infrastructure and tourism-related investments, including the launch of Lombok International Airport, the creation of the Mandalika Special Economic Zone, and the steady rollout of supporting amenities. These include retail outlets, dining venues, healthcare services, and the Mandalika Intercultural School, which opened in Kuta in 2022. Senggigi follows accounting for 25% of the supply and the Gili Islands at 8%.

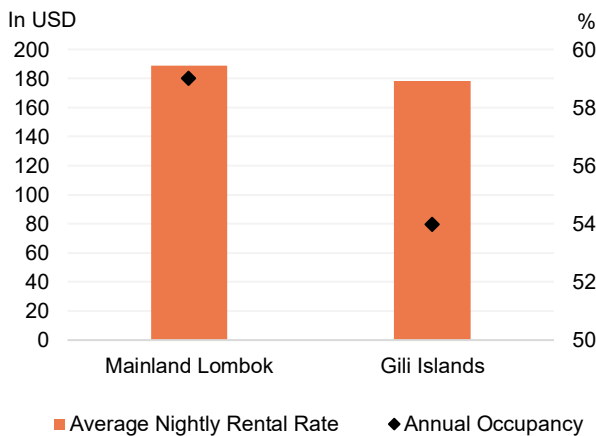
Hospitality-Managed Residences by Location



Source: C9 Hotelworks Market Research

## Vacation Rental Performance: Operators Prioritize Occupancy Amid Rapid Supply Growth

Key Performance Metrics

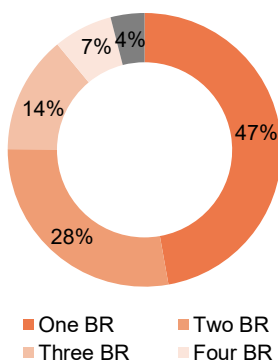


Source: C9 Hotelworks Market Research & AirDNA

In 2024, private villas rented as vacation homes on mainland Lombok recorded an average nightly rental rate of USD 189 and a year-round occupancy rate of 59%. While occupancy improved by 4 percentage points compared to 2023 (from 55%), the average nightly rental rate declined by 21% over the same period from USD 238. This decline can be attributed to the rapid growth in vacation rental supply across mainland Lombok, with the number of available villas listed on Airbnb and Vrbo increasing by 89% over the same period.

In contrast, vacation rental performance on the Gili Islands improved in 2024 despite a 28% increase in active vacation rental listings compared to 2023, with average nightly rates rising 3% to USD 178 and year-round occupancy increasing by 0.7 percentage points to 54%, indicating steady demand resilience amid expanding supply.

Supply by Villa Configuration



Source: C9 Hotelworks Market Research & AirDNA

Guest behavior also differs between the two markets. On mainland Lombok, the average length of stay is 3.5 nights, compared to 2.8 nights in the Gili Islands, reflecting varying traveler preferences and experiences.

By configuration, one- and two-bedroom villas represent most of Lombok's vacation rental supply, accounting for 47% and 28%, respectively.

## Looking Forward

In contrast to Bali, Lombok has yet to see the entry of branded residences affiliated with international hotel operators. While Meliá Collections Lombok has been announced, there are currently no completed projects on the island. This gap presents a first-mover opportunity for developers to introduce professionally managed residences affiliated with a globally recognized hospitality brand, offering investors benefits such as rate premiums and brand-led quality assurance.

Looking ahead, the market is witnessing a shift toward off-plan, fixed-design villas that offer turnkey ownership solutions. This trend is being driven by buyers who value convenience and speed of delivery. In response, small-scale villa projects, typically priced between USD 150,000 and USD 350,000, have gained traction, especially in the Kuta and Selong Belanak areas.

Overall, the combination of positive investor sentiment, improving infrastructure, and evolving buyer preferences is driving momentum in Lombok's real estate sector. As the market matures, opportunities remain for innovative, professionally managed residential products that align with global standards.



Source: BASK Gili Meno

## About C9 Hotelworks



C9 HOTELWORKS

C9 Hotelworks  
9 Lagoon Road  
Cherngtalay, Thalang  
Phuket, 83110  
Thailand

+66 (0)76 325 345/6  
info@c9hotelworks.com  
www.c9hotelworks.com

C9 Hotelworks is a globally awarded hospitality consultancy recognized as Asia's leading advisor on residential and mixed-use developments, with projects and clients across all markets within Asia Pacific.

With a history spanning over a decade, C9 has worked throughout Asia and in many other locations around the globe from its base in Thailand, delivering independent, strategic advisory services to owners and developer for market studies, feasibility reports, management operator negotiations and asset management.

C9 has a high level of expertise in both hospitality and property sectors, with deep experience producing and analysing research that delivers insight to identify key issues, evaluate complex ones and support clients in achieving solid success.

## Horwath HTL Indonesia

### Jakarta

World Trade Centre 5,  
Level 3A Jalan Jend.  
Sudirman Kav. 29-31  
Jakarta 12920

### Bali

Jalan Sunset Road No. 28,  
Seminyak, Badung  
Bali 80361

Contact:

**Matt Gebbie**

+62 8111 07 9659

[mgebbie@horwathhtl.com](mailto:mgebbie@horwathhtl.com)

[horwathhtl.com](http://horwathhtl.com)

## About Horwath HTL

At Horwath HTL, our focus is one hundred percent on hospitality, tourism and leisure consulting. Our services cover every aspect of hotel real estate, tourism and leisure development.

Our clients choose us because we have earned a reputation for impartial advice that will often mean the difference between failure and success. Each project we help is different, so we need all of the experience we have gained over our 100-year history.

We are a global brand with over 50 offices in more than 40 countries, who have successfully carried out over 50,000 assignments for private and public clients. We are part of the Crowe Global network, a top 10 accounting and financial services network. We are the number one choice for companies and financial institutions looking to invest and develop in the industry.

We are Horwath HTL, the global leader in hospitality, tourism and leisure consulting.