

The Green Heart of Borneo



A Kingdom of Unexpected Treasures

TOURISM PERFORMANCE 2014

MARCH 2015

NICHE CLUSTERS



Tourism in Brunei (2014): key figures

1.5 % direct GDP contribution
(B\$ 317.0 million)

6.8 % total contribution to GDP
(B\$ 1,402.5 million)

Supports **5,000 jobs**, **15,500**
total jobs contributing **7.6 %** to
total employment

Visitor exports B\$ **518.6** million
3.6 % of total exports

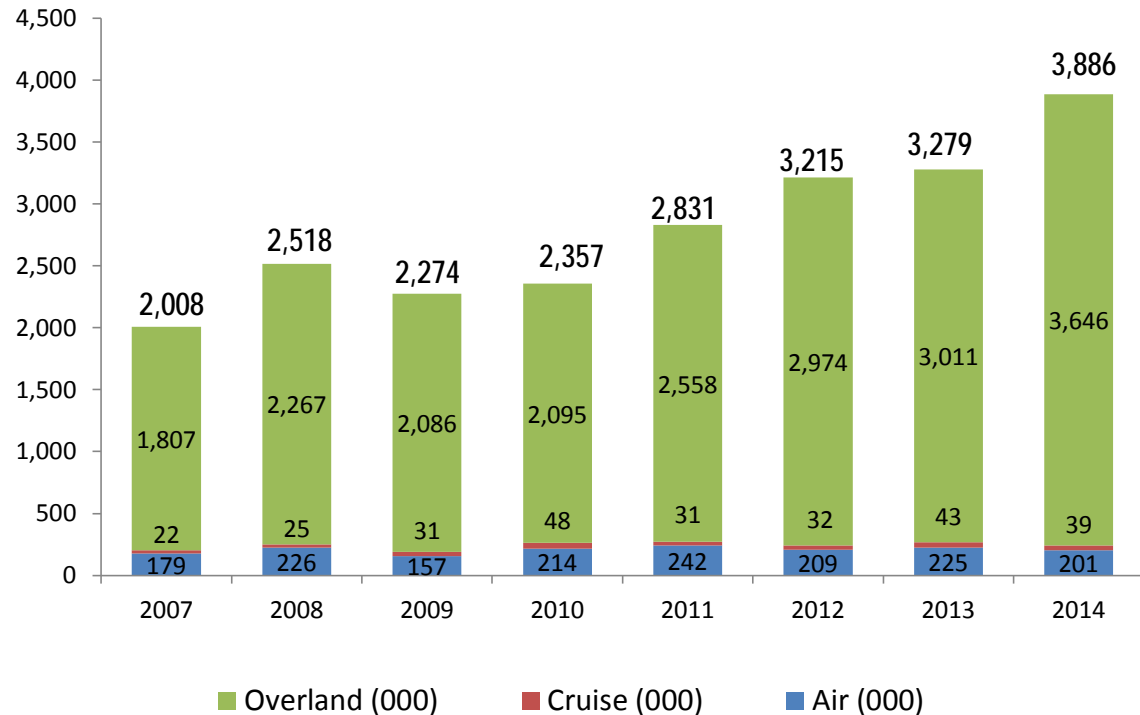
B\$ **195** million direct tourist spending
[est. for air, cruise and land
borders arrivals]

Investment: B\$ **528.5** million

16.6% of total investment

Source: WTTC

International Arrivals 2007- 2014



- Over the past 8 years (2007-2014) have shown a **CAGR of the following percentage:**

Air, 1.49%

Cruise, 7.18%

Borders, 9.17%

Overall, 8.60%

Source: TDD, Immigration Department

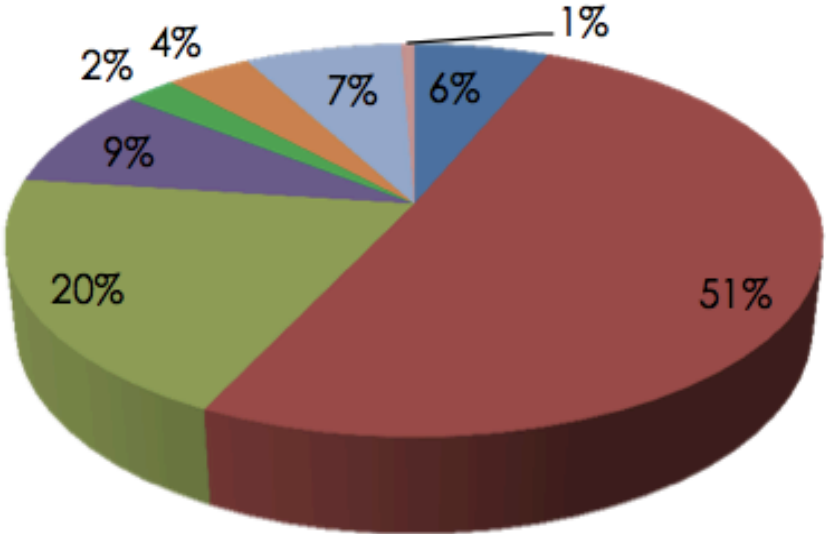


Towards Inclusive, Sustainable and Responsible Brunei Tourism Growth

**Tourism Development Department
Strategic Plan**

2012-2017

ATTRACTED DESTINATIONS IN BRUNEI DARUSSALAM



- KACTG
- R. Regalia
- Brunei Museum
- Malay Tech. Museum
- Tasek Merimbun
- Ulu Temburong
- OGDC
- Bubungan 12

Focus Areas

- CULTURE/HERITAGE/ISLAMIC
- NATURE

Scope

- COMPETITIVE NATURE OF THE INDUSTRY
- BEST TOURISM PACKAGES AND PRACTICES TO LEVERAGE
- ISSUES AND CONSTRAINTS TO TOURISM DEVELOPMENT
- ALIGN ON STRATEGIC DIRECTION AND PROGRAM COORDINATION
- PRIORITISE AND CHOOSE OPPORTUNITIES TO PURSUE

Project Key Guiding Principles

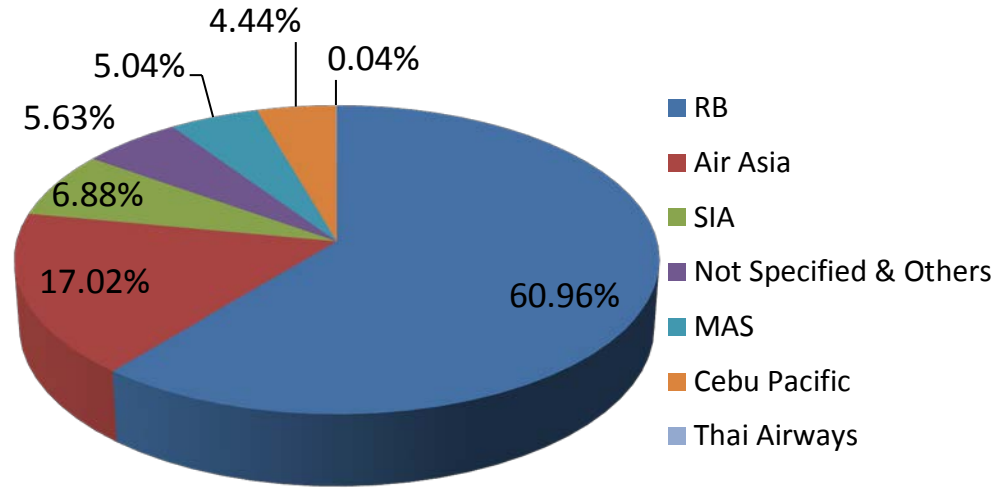
- ECONOMIC IMPACT
- SUSTAINABLE
- FIT WITH BRUNEI
- DIFFERENTIATED OFFERINGS
- ATTRACTIVE TO DOMESTIC TOURISTS

THE HEART OF BORNEO (HoB)



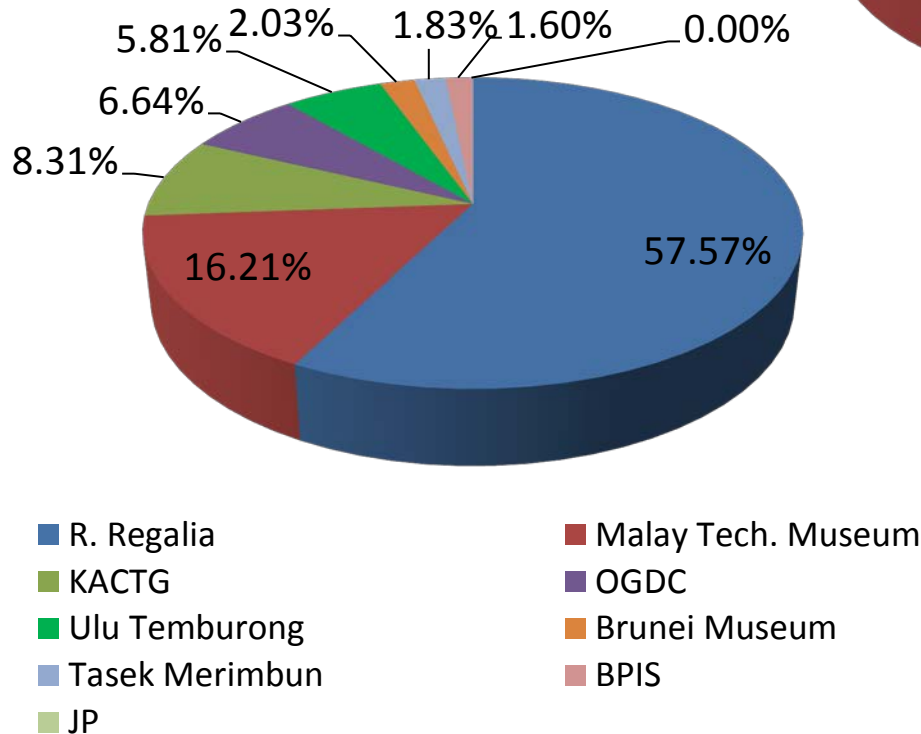
≤ 10 % of the total Brunei International Airport passenger throughput are tourists

Arrivals By Airlines: 2014



More than 90% of visitors visited culture-related/ combination nature tourism products located at and around Bandar Seri Begawan & Kampong Ayer

Internal Destination 2014



ECO TOURISM

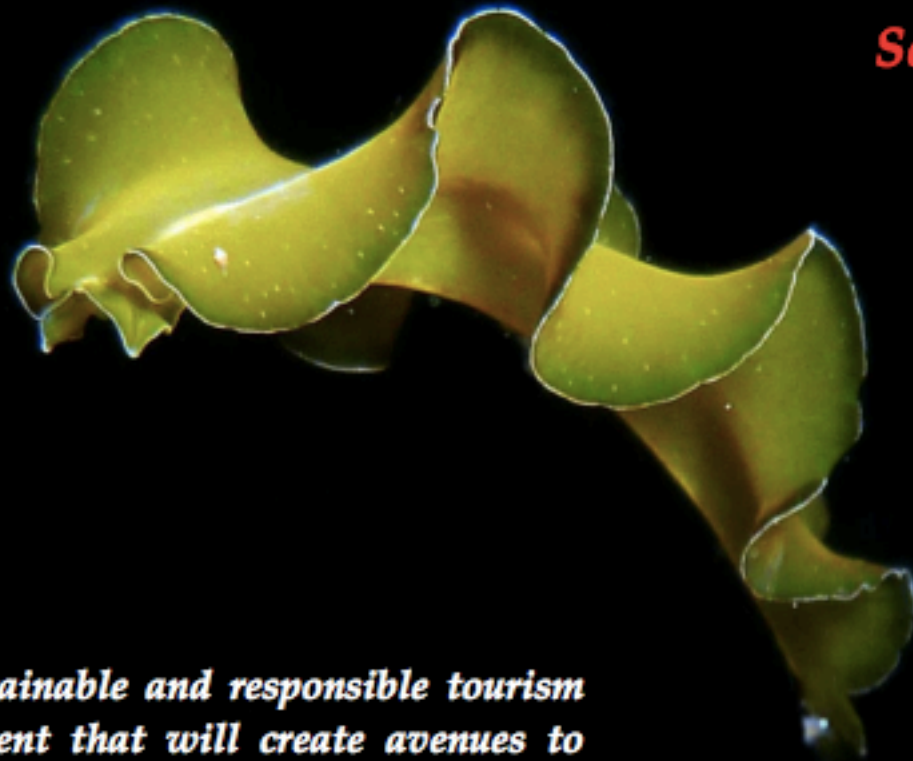
Conservation through
ecologically responsible travel.





Vision:

***Tourism – Significant
Contributor to Brunei
Socio- Economy***



Mission:

To promote a sustainable and responsible tourism industry development that will create avenues to increase visitor arrivals from target markets, and enhance tourism revenues for socio-economic fiscal growth

THANK YOU