



Tourism Industry 2019: Towards Brunei Wawasan 2035

Tourism Development Department

Ministry of Primary Resources And Tourism



- 1. Strategic Planning 2016-2020**
- 2. Tourism Performance Report 2018**
- 3. Calendar of Events 2019**

BRUNEI

STRATEGY

MISSION

PLANNING

DIRECTION

VISION



STRATEGIC PLANNING 2016-2020



Vision

Towards a sustainable growth and increase in the number of tourists that would contribute significantly to the growth of economic activities which is related to tourism.

Mission

To increase growth in the number of tourists by focusing on strengthening the attractiveness and diversity of tourism products and improve the quality of tourism services.

1. Double the number of tourist arrivals by air (From 218,000 tourists in 2015 to 450,000 tourists by 2020) through effective transport connectivity, marketing & promotion and continuous cooperation with the stakeholders to contribute significantly to the Gross Domestic Product (GDP) of Brunei Darussalam;
2. Strengthen and ensure the sustainability of existing tourism products as well as developing more quality tourism offerings with focus on:
 - 2.1 Primary products such as "Temburong, Kampong Ayer and Bandar Seri Begawan" as well as "Belait" and "Tutong", as the main tourist attraction within the region and internationally;
 - 2.2 Emerging products that are exciting and have potential as tourist destinations such as Beaches and Recreation Parks; and
 - 2.3 Activity-based products such as bird watching, Islamic tourism, medical tourism, diving, cruise tourism, sports & adventure tourism, gastronomy tourism, education tourism, MICE (Meetings, Incentives, Conventions & Exhibitions/ Events), homestay, culture and community-based tourism;
3. Attracting foreign investment and diversify tourism products and services as well as to increase marketing and promotion through Public-Private Partnership and alternative financing to help reduce the burden of Government's spending.
4. Grow the travel, tourism and hospitality industry and related services providers to achieve international recognition and competitiveness through:
 - 4.1 Improving the quality of tourism facilities which provide comfort and safety to visitors; and
 - 4.2 Ensuring the quality of services provided by developing the capacity and competency of manpower



- ❑ Tourism products that can still be improved;
- ❑ Tourism Services and Hospitality level that can still be improved;
- ❑ Brunei's high currency compared to other neighboring countries;
- ❑ High competition with other tourism destinations especially the well-established ones such as Indonesia (Bali), Thailand (Phuket), Malaysia (Langkawi), Singapura dan lain-lain; and
- ❑ The usual holiday trends from the local residents who are used to travel outside Brunei during school holidays.



کمنتین سومبر۲ اوتام دان قلنچوغن
MINISTRY OF PRIMARY RESOURCES AND TOURISM
BRUNEI DARUSSALAM

BRUNEI DARUSSALAM

JANUARY - MARCH



BRUNEI TOURISM



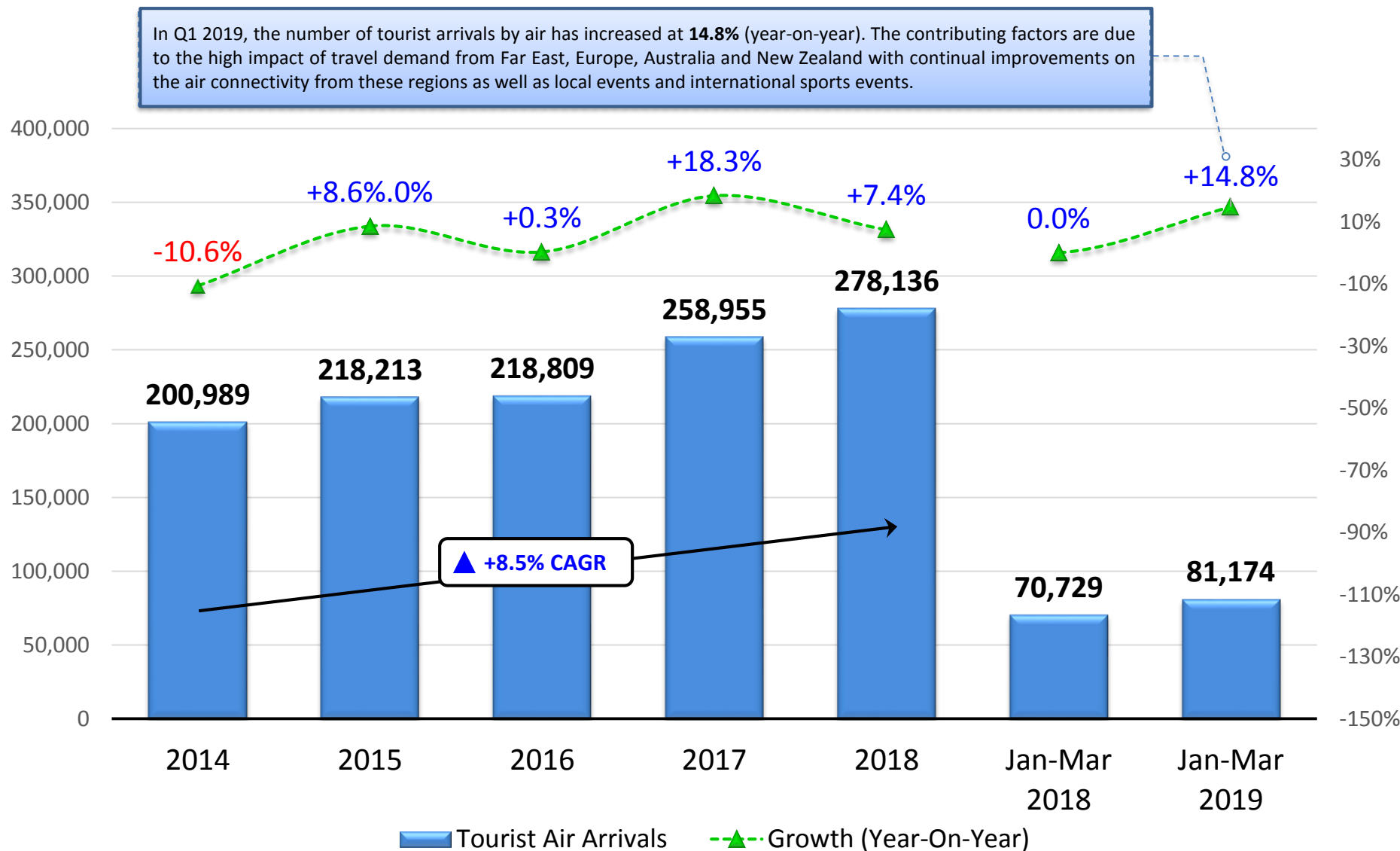
PERFORMANCE REPORT | Q1 2019

BRUNEI

ABODE OF PEACE

Report as of August 2019

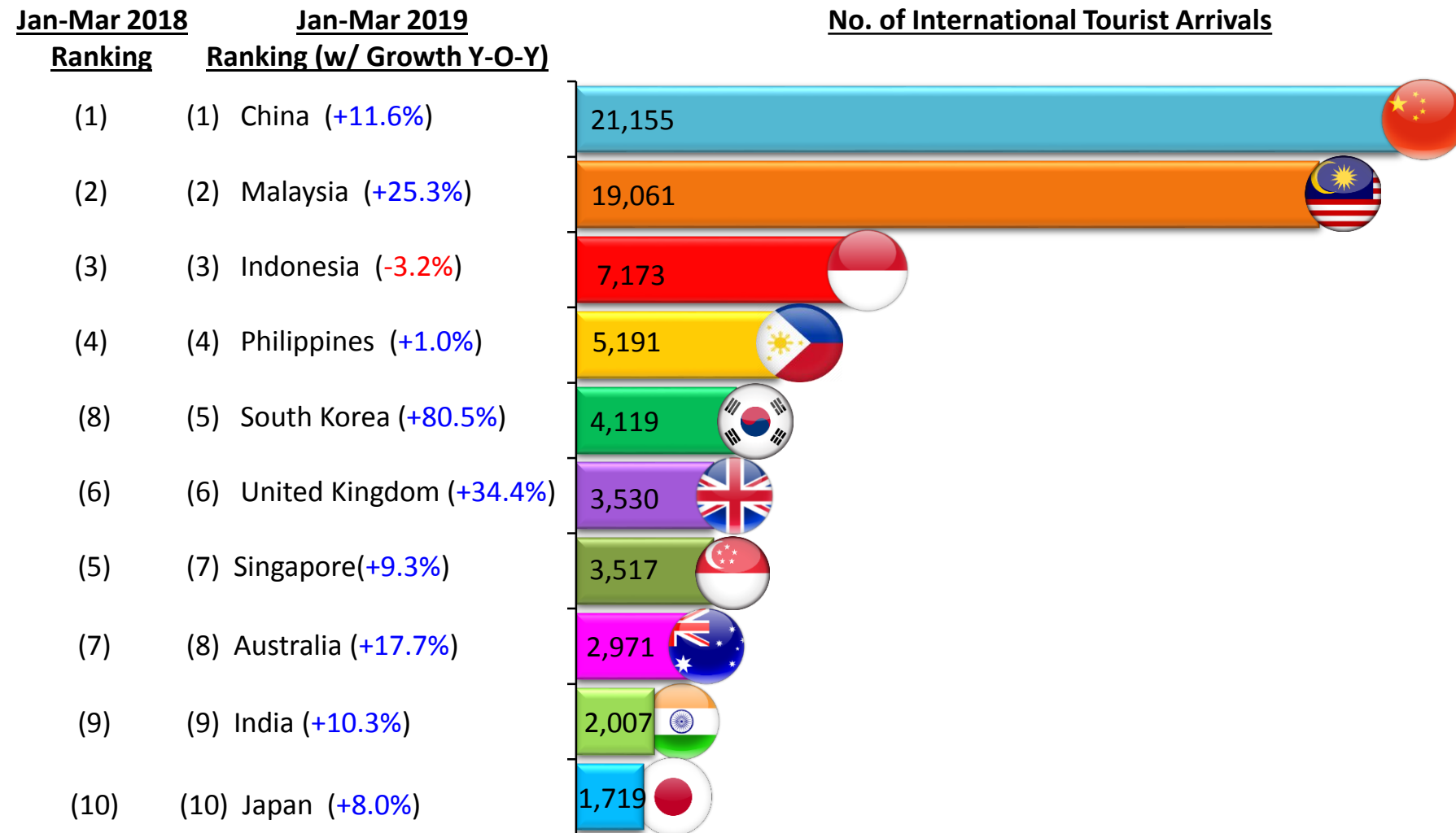
International Tourist Arrivals to Brunei by Air, 2014 - 2019



Over the past 5 years (2014-2018), visitor arrivals by air have shown a Compound Annual Growth Rate (CAGR) of **+8.5%**.

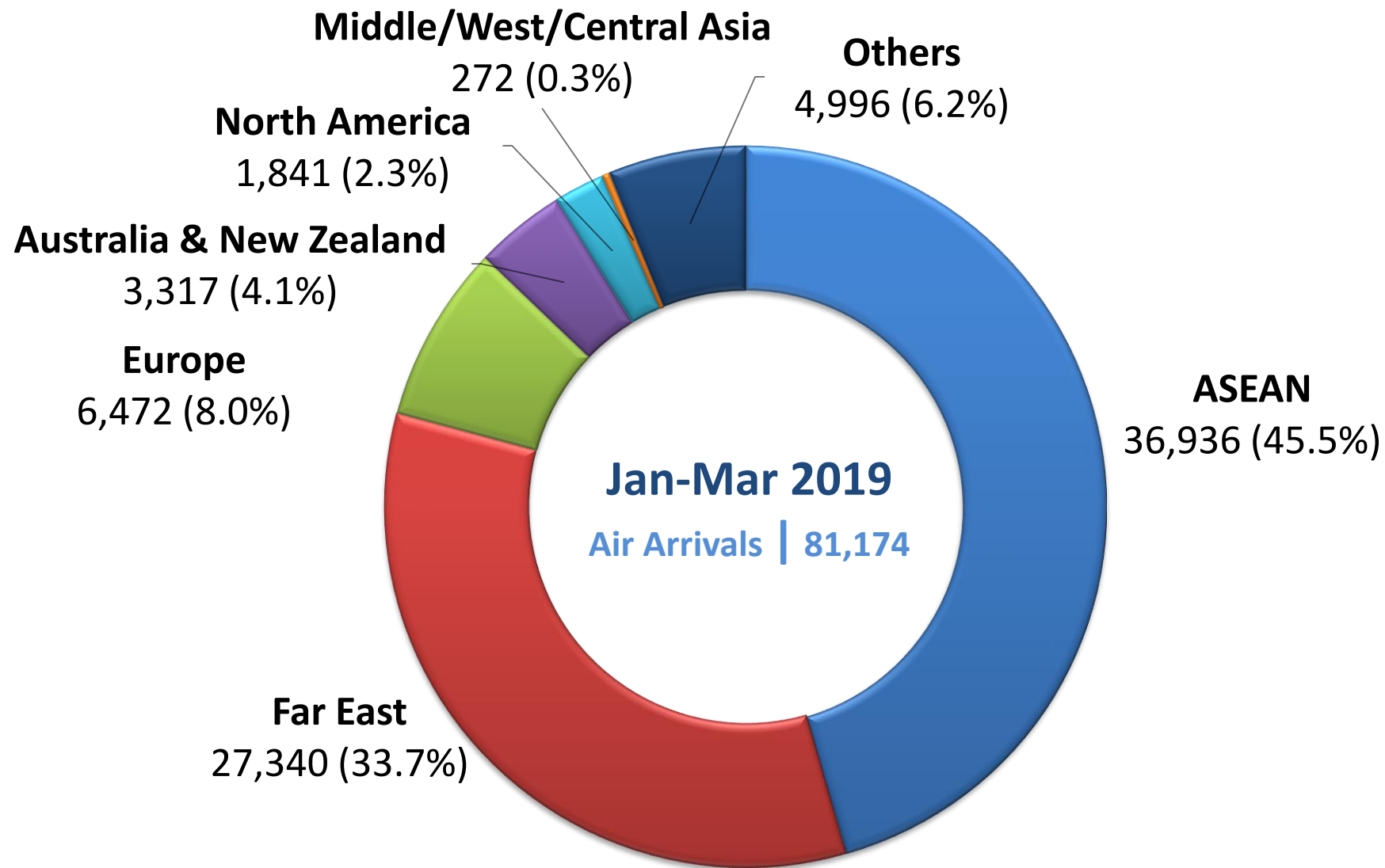
Source: Tourism Development Department, Ministry of Primary Resources and Tourism; and Immigration and National Registration Department, Ministry of Home Affairs.

International Tourist Air Arrivals from Top 10 Countries, 2019



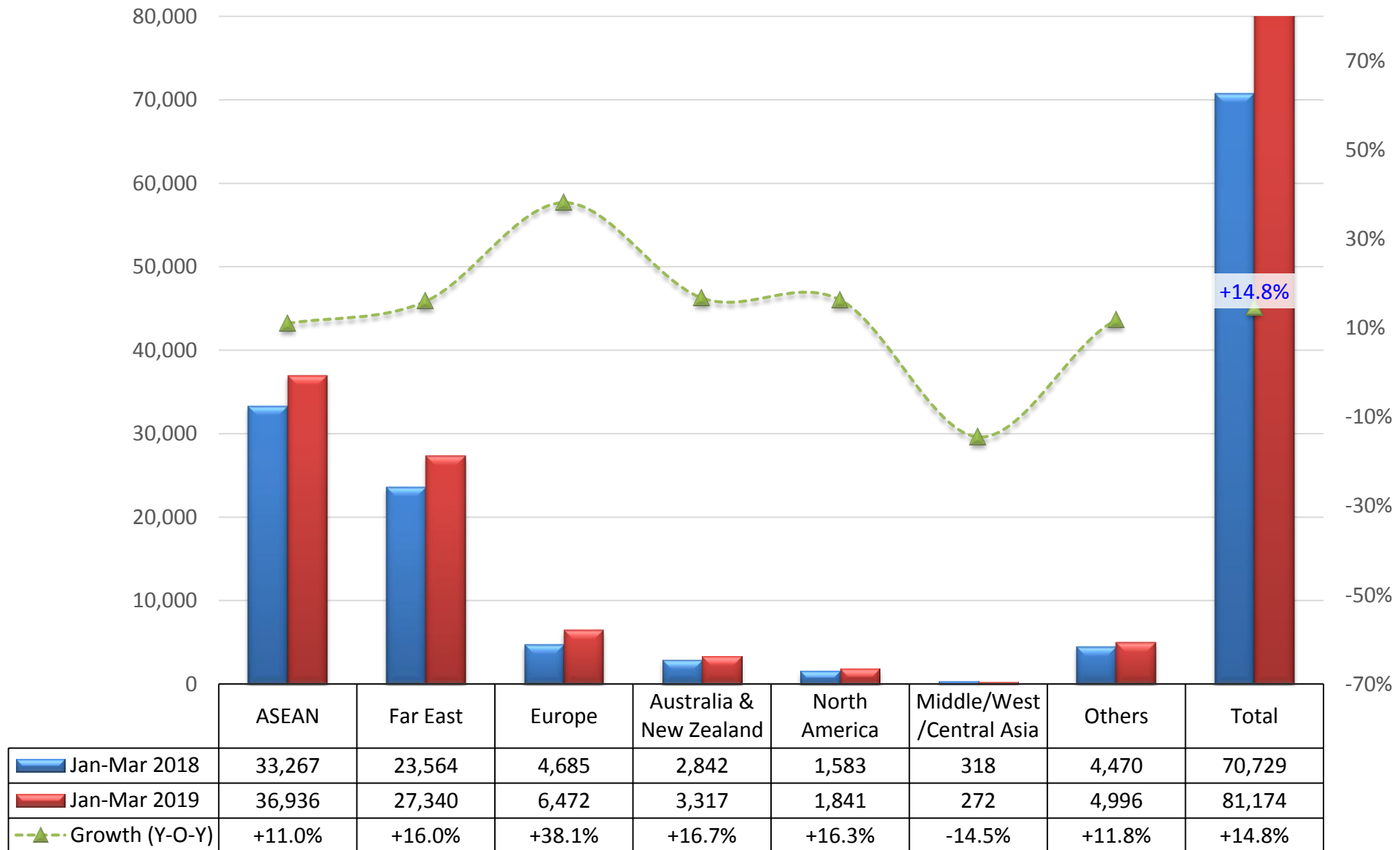
Source: Tourism Development Department, Ministry of Primary Resources and Tourism; and Immigration and National Registration Department, Ministry of Home Affairs.

International Tourist Air Arrivals by Region, 2019



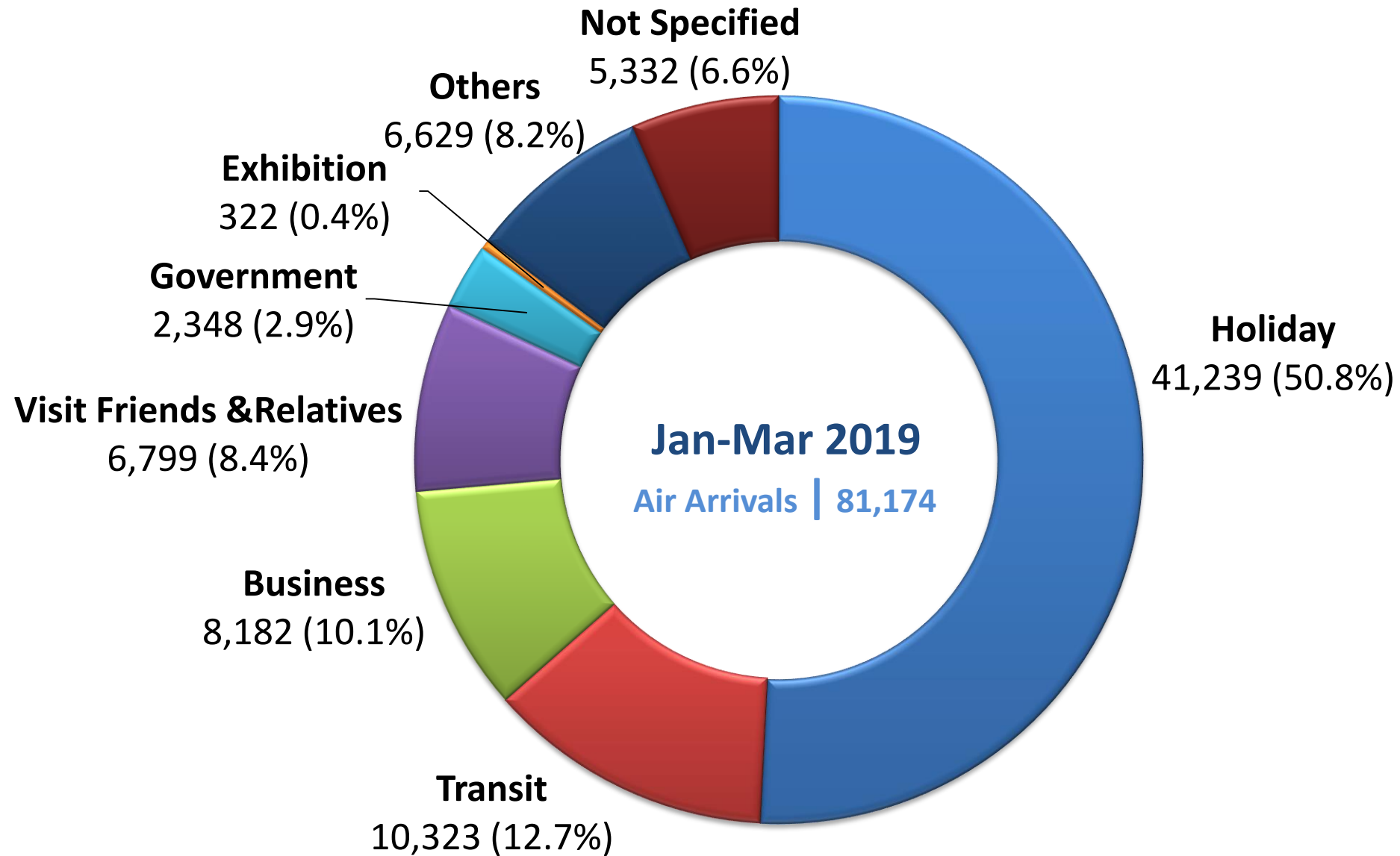
Source: Tourism Development Department, Ministry of Primary Resources and Tourism; and Immigration and National Registration Department, Ministry of Home Affairs.

International Tourist Air Arrivals by Region, 2018 & 2019

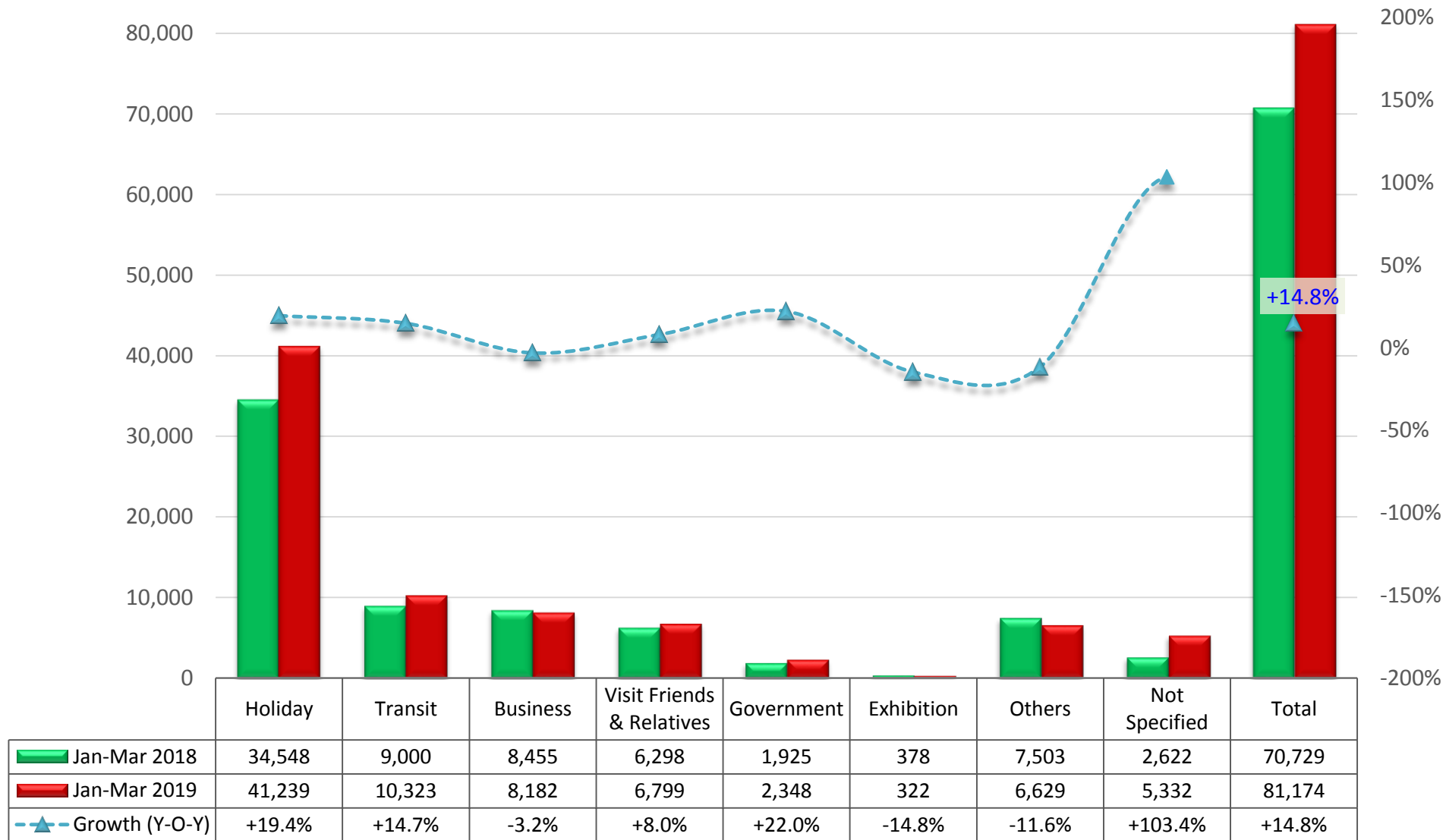


Source: Tourism Development Department, Ministry of Primary Resources and Tourism; and Immigration and National Registration Department, Ministry of Home Affairs.

International Tourist Air Arrivals by Purpose of Visits, 2019

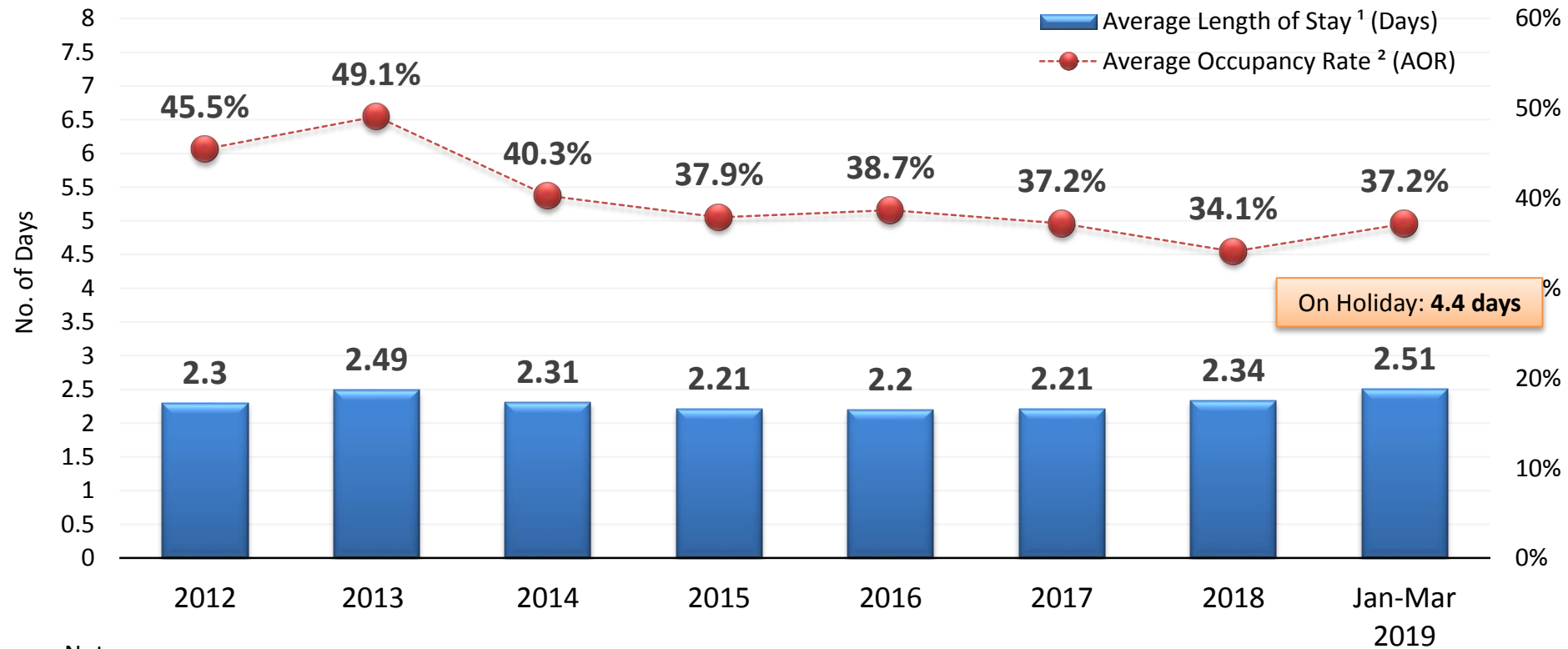


International Tourist Air Arrivals by Purpose of Visits, 2018 & 2019



Source: Tourism Development Department, Ministry of Primary Resources and Tourism; and Immigration and National Registration Department, Ministry of Home Affairs.

Length of Stay and Occupancy Rate, 2012 - 2019



Note:

¹ Based on Hotels and Air Arrivals only

² 2012 – Based on 13 accommodations only

2013 – Based on 11 accommodations only

2014 – Based on 13 accommodations only

2015 – Based on 33 accommodations only

2016 – Based on 22 accommodations only

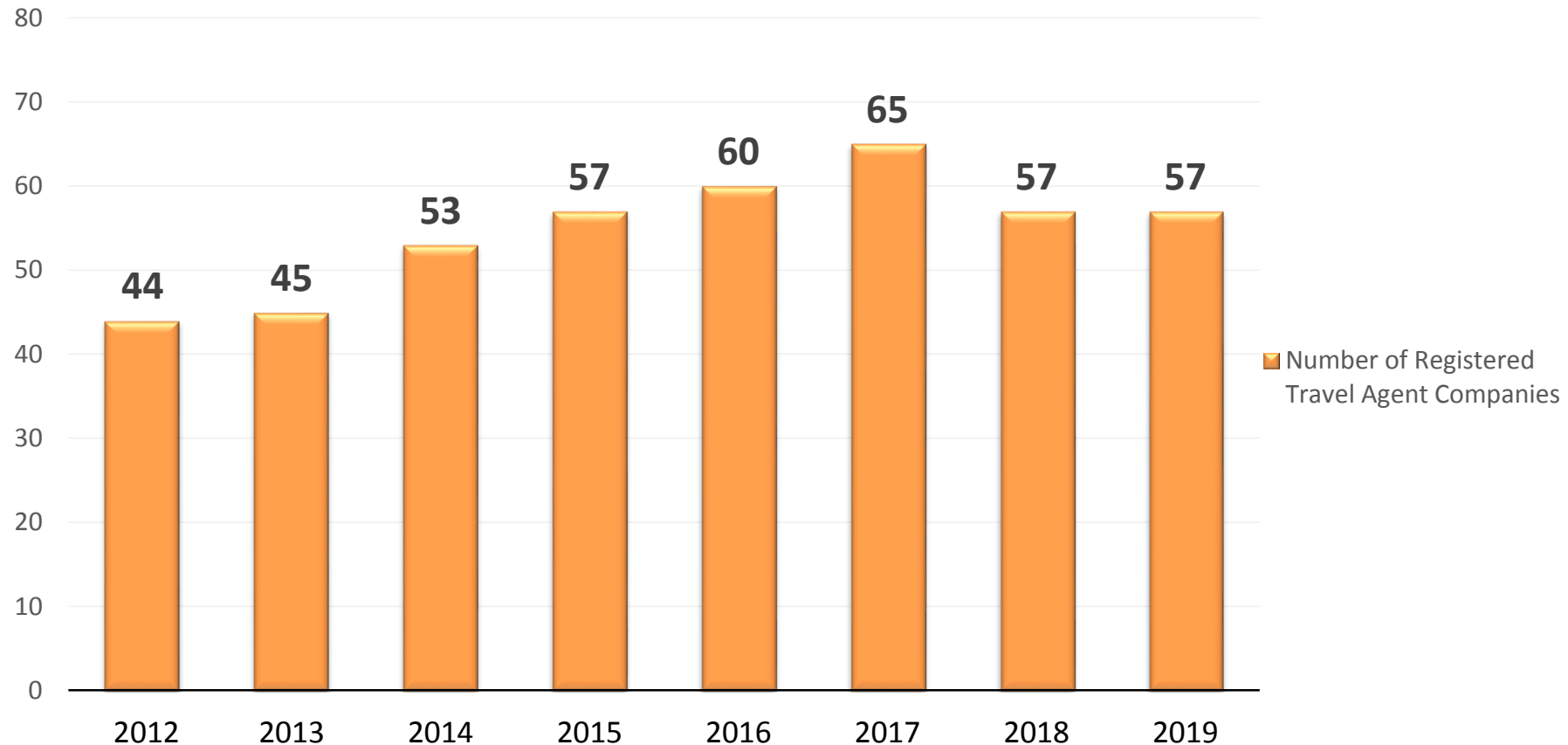
2018 – Based on 24 accommodations only

2019 – Based on 28 accommodations only

Performance (AOR)

	2018	2019	Growth (Y-O-Y)
23 Apartments & Hotels only	34.1%	37.2%	9.1%
Top 5 Contributors	60.2%	66.2%	10.0%

Travel Agents, 2012 - 2019

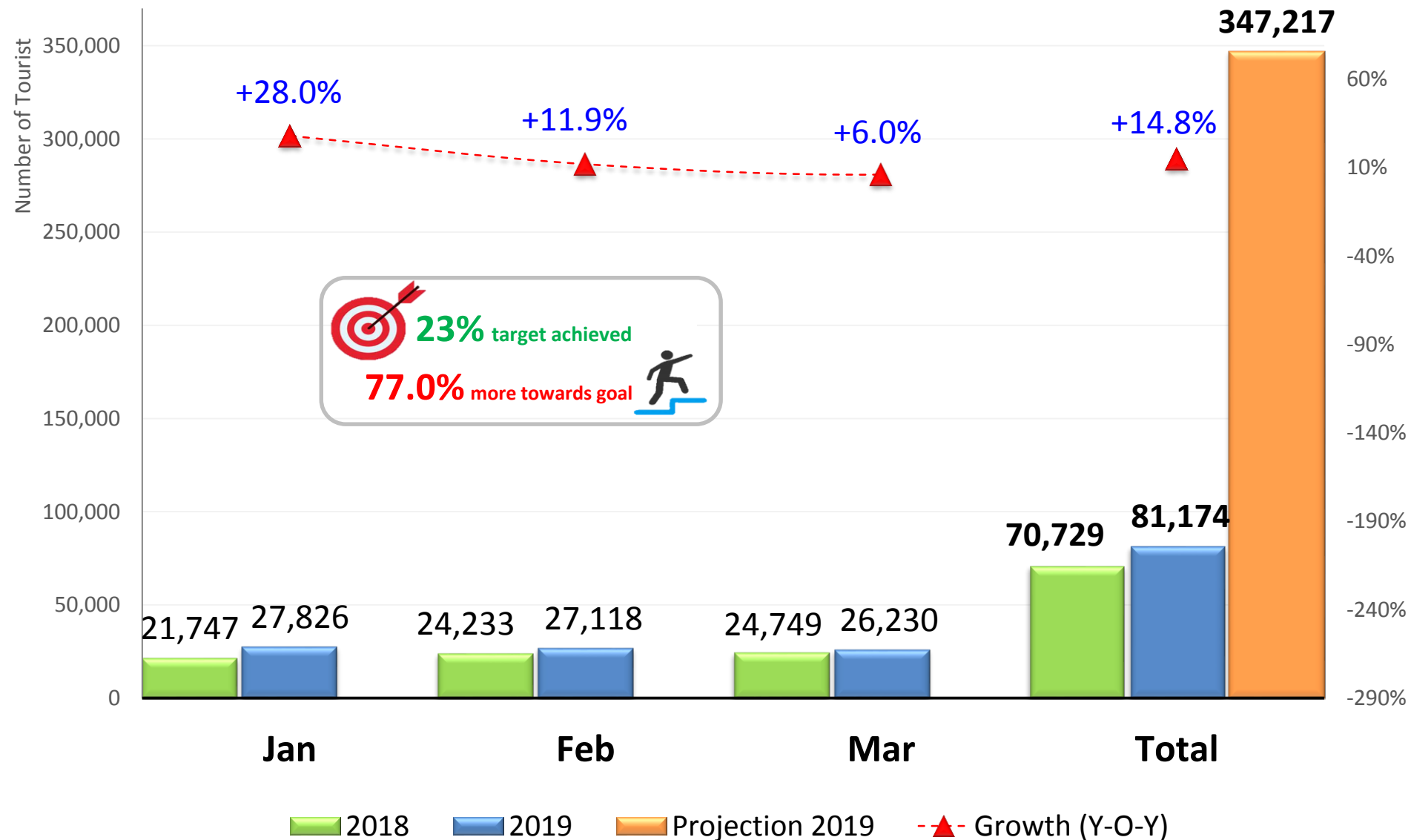


Note:

Number of registered Travel Agents under the Tourism Development Department are based on inbound and outbound travel.

Source: Tourism Development Department, Ministry of Primary Resources and Tourism; and Travel Agents in Brunei Darussalam.

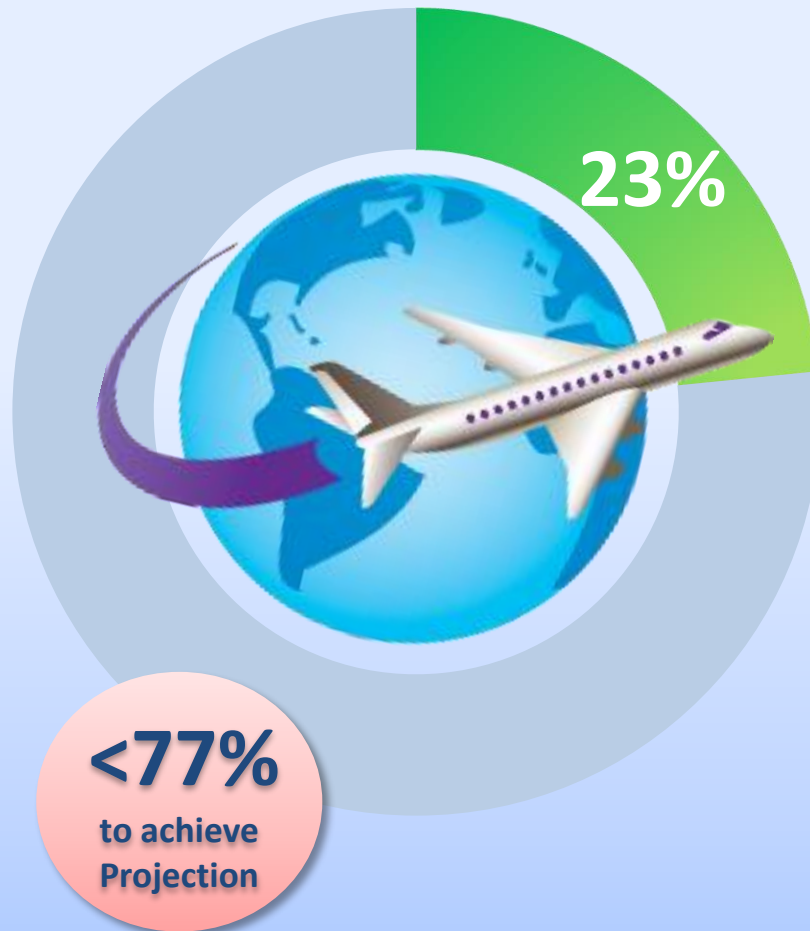
International Tourist Air Arrivals by Monthly Trend and Target, 2018 & 2019



Source: Tourism Development Department, Ministry of Primary Resources and Tourism; and Immigration and National Registration Department, Ministry of Home Affairs

Target Performance, 2019 / 2020

No. of International Tourist Arrivals
via Brunei International Airport:



Jan-Mar 2019 **+14.8%**
year-on-year

81,174 **23%**
Tourists
Achieved

2019 **+25%**
year-on-year to reach

347,217 Tourists
Target

2020 **+30%**
year-on-year to reach

451,382 Tourists
Target

Calendar of Events 2019

BRUNEI



Calendar of Events 2019



JANUARY

3rd - 16th
Brunei International Islamic Event 2018

17th
Opening Ceremony of Bandar Seri Begawan as the Capital of Islamic Culture in the Asian Region 2019 "Pameran Jejak Seni Bina Islam Bandar Seri Begawan"

17th January - 17th February
Pameran Jejak Seni Bina & Mercu Tanda Islam Bandar Seri Begawan

20th
Telingahan Hill Tough Challenge

23rd - 27th
Consumer Fair

27th
BRUACTIV Cabaran Bandar Seri Begawan

27th
KBku Ceria

28th January - 3rd February
The Australian Muslim Connection Boundless Plains

31st January - 3rd February
BIMP EAGA Expo



FEBRUARY

1st - 2nd
Musical Mania III

2nd
Mono Jazz

5th
Chinese New Year

15th
Raising of Big National Flag

22nd February - 3rd March (TBC)
Stardom Quest Reunion

23rd
National Day

23rd February - 11th March
Brunei Gastronomy Week

24th
Night Run KB

25th - 26th
Happy Days Expo Vol. II

26th - 28th
National Youth Day Congress

23rd February - 10th March 2019
BRUNEI GASTRONOMY Week



MARCH

2nd - 3rd
Japanese Language & Culture Week

2nd - 3rd
100 Beats

7th
35th Khatam Al-Quran event in conjunction with the National Day

8th - 10th
Brunei Darussalam Paintball Open

10th
Brunei Amazing Race 2019

16th
1st Brunei Sports School International Karate Open 2019

17th
1st Brunei Darussalam International Kite Festival 2019

23rd - 24th
4th Annual Borneo Kustom Show 2019

28th - 31st
Brunei MSME Festival 2019

30th
Tutong Earth Hour



APRIL

3rd
Isra & Mi'raj

4th - 14th
Brunei International Islamic Festival 2019

20th - 21st
Pameran Sultan-Sultan Brunei Dalam Kaligrafi Islam

24th - 27th
Butra Heidelberg Brunei Championships

BRUNEI CEMENT BUTRA HEIDELBERG CEMENT presents
BRUNEI CHAMPIONSHIPS



MAY

1st
National Family Day Celebration

6th (Subject to changes)
Ramadhan

15th May - 5th June (TBC)
Ramadhan Showcase 2019

22nd
Nuzul Al-Quran

31st
Royal Brunei Armed Forces Day



JUNE

5th (Subject to changes)
Hari Raya Aidilfitri

TBC
Consumer Fair



JULY

7th
3rd Brunei Classic Bicycle Race 2019

15th
His Majesty the Sultan Yang Di-Pertuan Negara Brunei Darussalam's Birthday

15th
Fireworks Display at Sungai Tutong Landmark

TBC
Sail Brunei

TBC
His Majesty Ramah Mesra Bersama Rakyat (Tutong)

TBC
His Majesty Ramah Mesra Bersama Rakyat (Belait)

TBC
His Majesty Ramah Mesra Bersama Rakyat (Brunei-Muara)



AUGUST

3rd - 4th
Sabre Brunei Travel Fair

12th (Subject to changes)
Hari Raya Aidiladha

17th - 18th (TBC)
Royal Concert 2019

24th August - 29th September (TBC)
Royal Circus and Charity Carnival

TBC
Brunei Regatta



SEPTEMBER

2nd
Hijrah New Year

TBC
Musabqah Tilawah Al-Quran Belia Asia Tenggara



OCTOBER

20th
Tutongku Ceria

TBC
Majlis Ilmu 2019 (Knowledge Convention 2019)



NOVEMBER

9th
Maulud Nabi Muhammad Salallahu Alaihi Wassalam

21st - 24th
Tutong Arts & Crafts Festival

21st November - 1st December (TBC)
Water Front Music Festival & Kick Off Stardom Quest Season 4

29th November - 1st December (TBC)
Bandarku Ceria Night Festival

TBC
49th Khatam Al-Quran event

TBC
Brunei Regatta



DECEMBER

1st
Brunei Salebration

1st - 31st
Brunei December Festival

8th (TBC)
World Nasyid 2019

25th
Christmas Day

TBC
YES Letop!

Brunei December Festival 2019

BRUNEI SALEbration! let's shop & celebrate!

