



كمنترين سومبر ٢ اوتام دان قلنچوغن

MINISTRY OF PRIMARY RESOURCES AND TOURISM  
BRUNEI DARUSSALAM

***MEDIA RELEASE  
TOURISM DEVELOPMENT DEPARTMENT  
MINISTRY OF PRIMARY RESOURCES AND TOURISM***

***THE LAUNCH OF “BRUNEI SPORTS AND ADVENTURE”***

***ROYAL BRUNEI RECREATION CLUB  
BANDAR SERI BEGAWAN, BRUNEI DARUSSALAM***

***26TH SEPTEMBER 2019, THURSDAY***



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1. The launching of “Brunei Sports and Adventure” was jointly officiated today by Yang Berhormat Dato Seri Setia Awang Haji Ali bin Apong, Minister of Primary Resources and Tourism and Yang Berhormat Retired Major General Dato Paduka Seri Haji Aminuddin Ihsan bin Pehin Orang Kaya Saiful Mulok Dato Seri Paduka Haji Abidin, Minister of Culture, Youth and Sports. Present at the event were Foreign Dignitaries, Permanent Secretaries and Deputy Permanent Secretaries, Senior Government Officials and Members of the Brunei Tourism Board.
2. The launch of the “Brunei Sports and Adventure” brochure at the Royal Brunei Recreation Club, Bandar Seri Begawan, is another initiative of the Tourism Development Department aiming to showcase tourism products that are available in the country with offers of recreational sports and adventure activities.
3. The sports industry is big business with a value of nearly USD488.5 billion in 2018, having grown at a compound annual growth rate (CAGR) of 4.3% since 2014 as reported by an online report of the “Global Sports Industry” from The Business Research Company. Sports tourism being a segment of it, can bring significant benefits and economic spin-offs, direct and indirectly to the host destinations of these events. Direct spending by sports tourists at host facilities, hotels, restaurants, and entertainment venues stimulates the local economy. Hosting international sporting events can also improve and increase opportunities in the places in which the events are held. In turn, these places can potentially attract visitors and boost the local economy and awareness of the area.
4. Brunei has played host to many national and international sporting events, such as, recently the Brunei Regatta - an annual boat race event with participation from various government agencies, private sectors and also from the neighbouring countries of Malaysia, Indonesia, and even China. Another few examples are the 10th Asian Junior Wushu Championships; the 10th Brunei-Indonesia-Malaysia-Philippines-Northern Territory-East Asian Growth Area (also known as BIMPNT-EAGA) Friendship Games; the Hassanal Bolkiah Trophy; Brunei Golf Championships; and Shitokai Karate Championship, amongst others. Brunei Darussalam is also home to a ranked Jack

Nicklaus Designed championship golf course at the Empire Hotel and Country Club, which hosts the annual Brunei Open, and contested by the professional Asian Tour.

5. The Ministry of Culture, Youth and Sports has been the driving force in developing the sporting industry in Brunei Darussalam. It has provided sports institutions, multiple venues with modern facilities and infrastructure to further develop the sports community. It is hoped that the continuous collaboration between the Ministry of Primary Resources and Tourism and the Ministry of Culture, Youth and Sports would attract more sporting events into the country, capitalize on the facilities and generate a positive impact for Brunei Darussalam.
6. With the launch of the “Brunei Sports and Adventure” brochure and package, it would add to the variety of tour packages and activities currently offered by the local travel agents. It would also further create awareness that these activities and adventures are readily available in Brunei Darussalam for visitors to try. The activities in the brochure are also designed to promote healthier living and exploring Brunei at the same time.
7. Whilst conducting activities under the “Brunei Sports and Adventure” initiative, safety precautions and security measures must be ensured and assured at all times that all those involved are always safe. At the same time, the impact on the environment and the wild and marine life is also taken into account. Service operators and providers must ensure this at all times and remind their clients that the preservation of the environment is also just as important as the preservation of one’s health and safety.
8. “Brunei and Sports Adventure” is a collaboration with tourism service providers and travel tour operators consisting of 15 activities, namely Jungle Camping and Glamping, Jungle Hiking, Mountain Biking, Outward Bound, Paintball, Abseiling/ Climbing, Standup Paddling, Watersports, Ziplining, 4x4 Off-road Adventure, All-Terrain Vehicle (ATV), Archery, Birdwatching, Diving and Golf. Visitors can explore the available options according to their interests and experience the fun and thrilling challenges of these activities with their families and friends.
9. Some of the interesting activities to try out includes the camping or glamping in the jungle landscapes of Temburong to mountain biking over rough terrains, an off-road tour in a 4x4 off-road expedition or ATV, and enjoying various watersport activities such as banana boat rides, jet skiing and parasailing, or exciting team-building activities offered by Outward Bound.
10. Earlier this year, the Ministry of Primary Resources and Tourism has also officiated the Discover Muara package, the Brunei River Heritage Trail and Kampong Ayer Walking Trail.
11. Various tourism products in the “Brunei Sports and Adventure” brochure were also on offer at the event, which consisted of 18 exhibitors by tourism service providers and travel tour operators in support of the launch of the promotion.

12. Members of the Brunei Tourism Board and guests were also treated to a demonstration on some of the activities, which provided guests the opportunity to see some of the activities offered in the new brochure.

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