

PRESS RELEASE

UK Travel Agents Explore Cultural, Heritage and Eco-tourism Activities in Brunei

Bandar Seri Begawan, 3rd December 2022 - The Tourism Development Department under the Ministry of Primary Resources and Tourism is taking another initiative and rebuilding international tourism demand by taking travel trade partners from the UK market on its familiarisation trip (FAM Trip) to promote Brunei Darussalam as the preferred tourist destination.

Participants attended a tourism networking event yesterday with presentations and tourism product briefings by the Tourism Development Department held at Radisson Hotel.

A total of 9 representatives from travel agents and an airline from the United Kingdom arrived in Brunei on the 1st December for a four-day stay in the country.

Royal Brunei Airlines provided flights for the fam trip from 1st Dec to 4 Dec 2022. This fam trip is also co-hosted by Radisson Hotel, The Empire Brunei and Bonasia Holiday Management Services Sdn. Bhd.

Participants were given an immersive experience of cultural, heritage and ecotourism activities throughout their stay in Brunei Darussalam. During the four (4) day visit, the participants were brought on a tour to the districts of Tutong and Temburong to discover the local community-based programs and rainforest experience, in addition to visiting the famous landmarks in Bandar Seri Begawan such the Royal Regalia, Kampong Ayer and driving across the longest bridge in Southeast Asia the Sultan Haji Omar 'Ali Saifuddien Bridge amongst others.

Participants also had the opportunity to visit the newly opened Brunei Energy Hub, as well as go on a river cruise tour of the Brunei River for wildlife sightings of the Proboscis Monkeys and crocodiles.

The Tourism Department hopes that the curated experiences under this FAM Trip will encourage UK travel agents to experience our tourism products first-hand and actively sell tour packages to Brunei Darussalam especially in promoting the latest attractions effectively.

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