

PRESS RELEASE

UK Travel Agents Explore Brunei's Hidden Gems

- 1. Bandar Seri Begawan, 5th March 2024** – The Ministry of Primary Resources and Tourism through the Tourism Development Department in collaboration with Royal Brunei Airlines recently organized a three-day familiarization trip (famtrip) for selected travel agents from the United Kingdom (UK). This initiative aims to continuously promote Brunei Darussalam as a potential tourist destination in the UK market, with a particular emphasis on showcasing its natural wonders, rich cultural heritage, and thrilling adventures.
2. Eight delegates from selected travel agencies in the UK arrived in Brunei Darussalam from Kota Kinabalu on February 27th, 2024, commencing a three-day visit to the Sultanate. This marks the second famtrip organized by the Tourism Development Department this year, following the Educational Famtrip for Japan Travel agents and Japan School Trip Bureau (JSTB) held last February.
3. During their brief stay, participants enjoyed an immersive and diverse experiential tour, featuring visits to a local market, mangrove river cruise, the Royal Regalia Museum, Omar 'Ali Saifuddien Mosque and a city tour. They also had the opportunity to connect with the community at the Sibut Longhouse to learn about the Iban customs and traditions; and gain insights into the rich cultural heritage of Brunei's indigenous people.
4. Furthermore, participants savored the flavors of Brunei, indulging in local delicacies such as the renowned soto, ambuyat and other mouthwatering dishes at Gadong Night Market. These culinary experiences provided a delightful exploration of Brunei's gastronomic landscape, enriching their cultural journey.
5. Throughout the famtrip, the participants also had the opportunity to visit several hotel accommodations, including Radisson Hotel, The Empire Brunei, The Abode Resort and Spa, and The Rizqun International Hotel to explore the facilities and offerings provided by the establishments.
6. The Tourism Development Department hopes that through the tours and experiences offered during the familiarization trip, encouraging them to personally experience Brunei's tourism offerings and promote tour packages to Brunei Darussalam, particularly highlighting the latest attractions, thus enhancing the appeal of Brunei as a preferred travel destination.

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