

## PRESS RELEASE

### *Brunei Tourism Hosts Second Workshop On Travel Package Development To Elevate Industry Offerings*

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- 1. Bandar Seri Begawan, 5th September 2024** – The Tourism Development Department under the Ministry of Primary Resources and Tourism recently held a one-day workshop that focused on travel package development, bringing together six local travel agents. The workshop led by the Marketing & Promotion Division was held at the VIP Meeting Room of the Ministry of Primary Resources and Tourism.
2. The workshop aimed to help travel agents learn how to design exciting travel packages that appeal to different types of travellers and showcase Brunei's unique culture and natural beauty. The sessions focused on coming up with new and improved travel ideas. Through presentations, group discussions, and hands-on activities, the event created a collaborative and engaging learning experience.
3. Additionally, the workshop prepared the agencies for their upcoming participation for Tourism Expo Japan 2024 as well as an upcoming networking session with Islamic travel agencies from Malaysia, Thailand, Singapore, and Indonesia, scheduled for later this month.
4. The event concluded with a certificate presentation to all participating agencies, acknowledging their active involvement and commitment during the workshop.
5. For more information about Brunei's tourism activities and offerings, visit the official Brunei Tourism website at [www.bruneitourism.com](http://www.bruneitourism.com) or **@info.bruneitourism** on Instagram.

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