



PRESS RELEASE

BRUNEI EXPANDS ECOTOURISM OFFERINGS WITH NEWLY ENHANCED RIVER CRUISES

1. **Bandar Seri Begawan, 13th February 2025** – As part of the ongoing initiative to enhance and diversify Brunei Darussalam’s tourism offerings, the Tourism Development Department, under the Ministry of Primary Resources and Tourism, today launched two newly upgraded river cruises – the Brunei River Heritage Cruise and the Brunei Safari River Cruise.
2. The official launch of the enhanced river cruises was officiated by Yang Berhormat Dato Seri Setia Dr Haji Abdul Manaf bin Haji Metussin, Minister of Primary Resources and Tourism. Also in attendance were Yang Mulia the Permanent Secretary and Deputy Permanent Secretary of the Ministry of Primary Resources and Tourism, members of the Legislative Council, high commissioners and ambassadors, as well as representatives from various government agencies, who are also members of the Enhancement of Ecotourism Working Group Committee (JKPP).
3. The event, attended by over 80 guests, including travel agents and media representatives, aimed to promote the new river cruises, informing the public and attracting both local and international tourists.
4. The ceremony commenced with the recitation of Surah Al-Fatihah and Doa Selamat, followed by welcoming remarks from the Acting Director of the Tourism Development Department. The event continued with the official launch of the two river cruises, marking a significant milestone in Brunei’s efforts to enhance its ecotourism sector.
5. Another key highlight of the event was the unveiling of newly built river jetty signages strategically placed along the Brunei and Kedayan Rivers. These signages, a collaborative effort between the Tourism Development Department and the Enhancement of Ecotourism Working Group Committee (JKPP), are designed to provide valuable guidance to both visitors and locals, offering insights into the river’s connectivity and the points of interest along its course.
6. Following the launch, the Minister of Primary Resources and Tourism, along with distinguished guests, embarked on the newly introduced river cruise, experiencing firsthand the enhancements made to the tours.

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7. The Brunei River Heritage Cruise now offers an immersive journey through the rich heritage of Brunei, incorporating additional historically significant sites such as Pulau Chermin, Pulau Keingaran, and Makam Di Luba. Meanwhile, the Brunei Safari River Cruise offers a unique opportunity to explore Brunei's stunning biodiversity, featuring an exciting new route along the Kedayan River. This experience highlights the importance of preserving the nation's natural ecosystems and serves as a reminder of the country's dedication to environmental conservation.

8. For more information about Brunei's tourism activities and offerings, visit the official Brunei Tourism website at www.bruneitourism.com or [@info.bruneitourism](https://www.instagram.com/info.bruneitourism) on Instagram.

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