



**OPENING REMARKS YANG BERHORMAT DATO SERI SETIA AWANG HAJI ALI BIN APONG
MINISTER OF PRIMARY RESOURCES AND TOURISM**

PROMOTION OF THE BANGAR HERITAGE TRAIL AND TEMBURONG HOLIDAY DESTINATION PACKAGE

Kompleks Bumiputera Pekan Bangar
5th May 2018

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ
الحمد لله رب العالمين، وبه نستعين على أمور الدنيا والدين،
والصلاة والسلام على أشرف الأنبياء والمرسلين،
سيدنا محمد وعلى آله وصحبه أجمعين

Yang Berhormat State Legislative Council Member;

Your Excellencies Ambassadors and High Commissioners;

Permanent Secretaries;

Deputy Permanent Secretary;

Brunei Tourism Board Members;
District Officers;

Penghulu and Heads of Villages;

Distinguished Guests;

Ladies and Gentlemen.

السلام عليكم ورحمة الله وبركاته

Salam Sejahtera and A very Good morning

1. I am pleased to be here today to promote new products, the Temburong Holiday Destination package. Last year, the Ministry of Primary Resources and Tourism through the Tourism Development Department introduced several holiday packages in Brunei Darussalam, such as the Temburong Holiday Package; Bandar Seri Begawan and Kampong Ayer National Heritage Package; Brunei Diving Package; Tutong Destinations Package and Belait Destination Packages in order to provide variety of offerings to travel agents, tourists as well as locals here in Brunei Darussalam.
2. With our continuous involvement and collaboration with our stakeholders, agents and local community shows that we are committed to developing more tourism products and attracting more visitors into Brunei Darussalam. The travel agents are key to bringing in tourists by actively promoting the destination and tour packages overseas as well as providing good quality tour packages and services. However, their tour packages and services need to commensurate with the price paid by the tourists. It is essential that the local community also seizes the opportunity to produce and sell local products or handicrafts to meet the changing needs of the market and consumers taste. These local product purchases are also part of the tourism experience.
3. One of the new products that we are here to promote today is a walking trail of Bangar town. This town centre is now accessible by foot, made possible with the support of the Ministry of Development who we have worked closely with to make the town centre more conducive for tourist to explore. Some of the highlights which we will see today are those such as this building we are in now; completed in 2007 to accommodate several shops and restaurants to help generate the economy of the Temburong district. Upon arrival by boat to Bangar, there is a monument located just outside the Bangar jetty, built as a tribute to the Government Officers who gave up their lives protecting Bangar Town in 1962 and we will also be visiting Tamu Aneka Temburong where you can find the famous local delicacies such as the Kuih Wajid and Udang Galah.

4. Beyond the walking trail in Bangar, there is also a jungle trekking activity for those avid hikers to Bukit Patoi in Hutan Simpan Peradayan. There are also bird watching packages added to the program where you can find over 100 different species of birds in Ulu Temburong National Park.
5. As you can see, these are just few of the new products on offer, there are plenty more which I have not mentioned. As I have mentioned earlier, we want to provide more options for tourism stakeholders to actively include these activities to the Temburong tour programmes. It is encouraging to see that the number of people who purchased the Temburong tour packages last year increased by 9% from 2016. Nonetheless, we should not be complacent. We need to constantly evolve and be innovative with our product offerings and remain attractive, not only to those who visit Brunei for the first time, but also for our repeat visitors.

Ladies and Gentlemen,

6. Other than attractive packages and offerings in the destination, it is also important to look at our connectivity and entry facilitation. I would like to thank the Ministry of Foreign Affairs and Trade; and the Ministry of Home Affairs for their support on the visa facilitations given to some of our key markets such as China and Russia. I would like to encourage the travel agents to utilize this facilitation and engage with relevant agencies to look into more series of charters to enter Brunei Darussalam especially from cities like Beijing, Ningxia Xian, Seoul, Taipei and Tokyo.
7. With the increase of tourist arrivals in 2017; there has been an increasing demand for local guides in the country especially those with Chinese, Korean and Japanese language skills. The Ministry of Primary Resources and Tourism, through the Tourism Development Department, is working together with Laksamana Business College to deliver a series of training programs this year set for those interested to work as freelance tour guides and those wanting to enhance their Chinese language. Those who are interested can contact the Tourism Development Department for further information.
8. In our efforts to further develop Temburong, the Ministry has also been working very closely with the Ministry of Home Affairs; the Ministry of Culture Youth and Sports; tourism stakeholders and the local communities in Temburong to create these exciting tour packages. We have introduced longer packages back in 2016 and this year we like to promote packages for Day Trips and those who wish to spend just one night in Temburong at an attractive price.
9. In addition, I wish to applaud the teachers and students of Sekolah Menengah Sultan Hassan and local artists from the Collective Arts for their contribution of a colorful mural painting, located under the Pekan Bangar bridge and at the Gallery Warisan Temburong, depicting forest wildlife such as the proboscis monkey, hornbill, and fauna such featuring the sumboi-sumboi (pitcher plant) and the Bunga Simpur. I also would like to thank Politeknik Brunei and Majlis Perundangan Mukim dan Kampung Daerah Temburong for their contribution to today's event.
10. To conclude, I once again, would like to thank and congratulate all those involved in the promotion of **"Bangar Heritage Walking Trail and Temburong Holiday Destination Package"** and for their dynamic involvement and I look forward for more involvement from other stakeholders to support these initiatives. In this complex today, we have twenty-five (25) exhibitors which consists of tourism service providers as well as local community showcasing and selling their products for the Temburong Destination Package, please feel free to look around and find out more about the packages on offer.
11. With the Kalimah **'Bismillaah Hirrahmaaniir Rahiim'** and with **Salawat and Salam to our Prophet Muhammad Sallallahu Alaihi Wassalam, May Peace be Upon Him**, I officially launch the **"Bangar Heritage Walking Trail and the Temburong Holiday Destination Package"**.

Wabillahi Taufik Wal Hidayah, Assalamualaikum warahmatullahi wabarakatuh.