

# BRUNEI TOURISM

## Performance Report 2024

**Prepared by:**  
Statistics Unit,  
Department of Tourism Development,  
Ministry of Primary Resources and Tourism,  
Brunei Darussalam



## Total Arrivals of International Visitors by Land, Sea and Air from 2016 to 2024

	2018	2019	2020	2021*	2022*	2023	2024 (Raw data)	2024 (Actual data)
Land	4,224,440	4,100,635	1,006,763	106,848	628,558	2,118,951	2,709,771	381,507
Sea	18,760	15,149	1,526	0	0	15,379	55,326	28,248
Air	278,136	333,244	62,325	3,543	35,701	133,630	304,177	268,282
Total	<b>4,521,336</b>	<b>4,449,028</b>	<b>1,070,614</b>	<b>110,391</b>	<b>664,259</b>	<b>2,265,86</b>	<b>3,069,274</b>	<b>678,037</b>

Source: Tourism Development Department, Ministry of Primary Resources and Tourism; Department of Immigration and National Registration, Ministry of Home Affairs; Shipping Agents in Brunei Darussalam.

### Note:

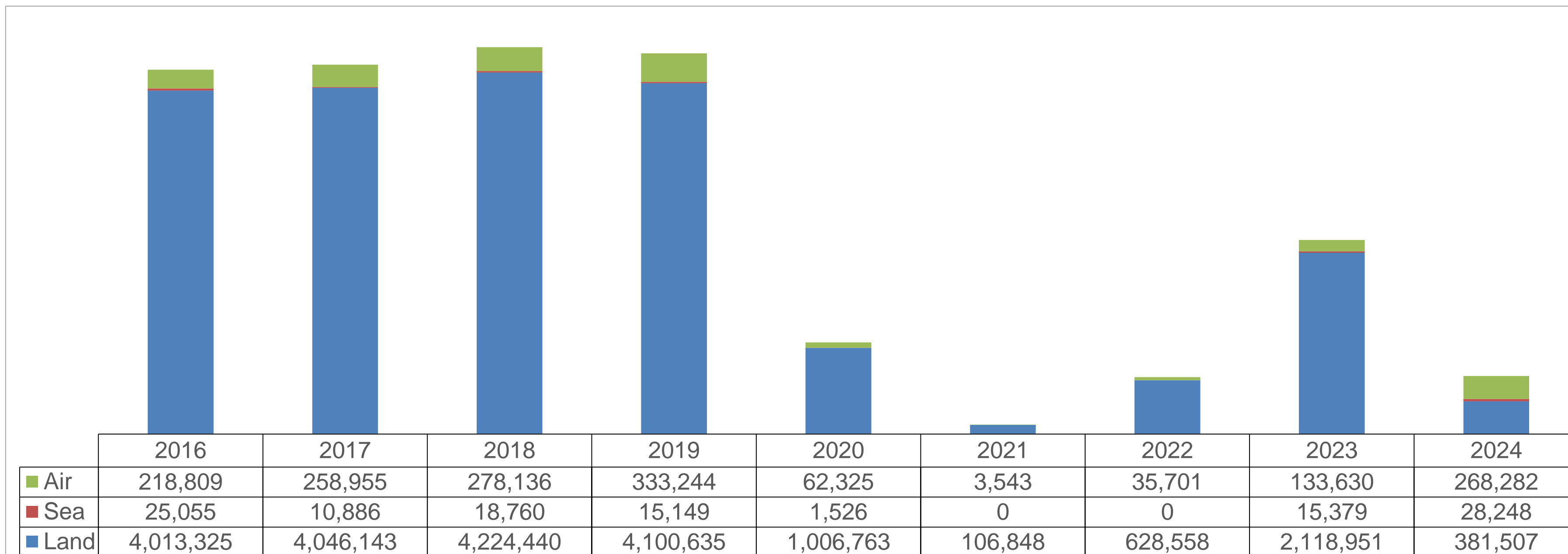
- Due to the Covid-19 pandemic, there were no recorded tourist arrivals by sea in 2021 and 2022.

For the year 2024, there are two types of data:

- 2024 (raw data): Data received from the E-Arrival Card and MPBD, which has not yet been filtered to identify actual tourists
- 2024 (actual): After the filtering process, actual tourists have been identified. This includes data from sea arrivals, taking into account both cruise ships and ferries. Previously, only cruise ships were considered due to incomplete data.



## Total International Visitor Arrivals (Overall) via Land, Air, and Sea 2024

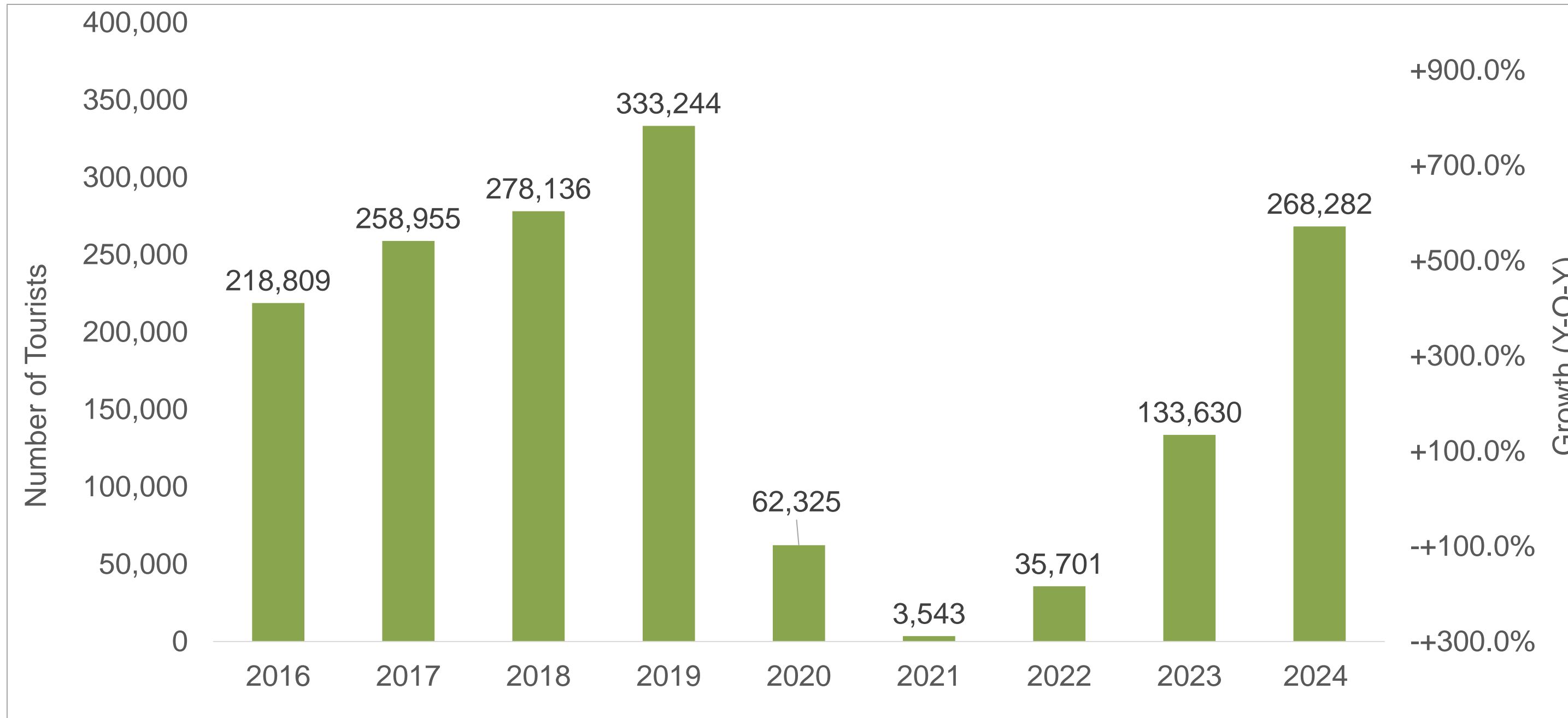


**Note:**

The highest number of arrivals to Brunei Darussalam was recorded in the year 2019. However, this trend has experienced a decline since 2020 due to travel restrictions amid the COVID-19 pandemic.

Source: Tourism Development Department, Ministry of Primary Resources and Tourism; Department of Immigration and National Registration, Ministry of Home Affairs; Shipping Agents in Brunei Darussalam.

# The Total Arrival of International Tourists via Air from 2016-2024



**2024: 268,282 tourists**

**2023: 133,630 tourists**

**Y-o-y increase**

Year	Number of Tourists	Y-o-y Increase (%)
2018	278,136	7.4%
2019	333,244	19.8%
2020	62,325	-81.3%
2021	3,543	-94.3%
2022	35,701	907.6%
2023	133,630	274.3%
2024	268,282	100.76%

**Note:**

- With the containment of COVID-19 and the relaxation of control measures and travel restrictions starting in early 2022, the number of tourist arrivals has once again shown a positive increasing trend, rising from 35,701 individuals in 2022 to 133,630 individuals in 2023.
- The increase in the number of arrivals by air in 2023 is attributed to a gradual recovery before the COVID-19 situation.

Source: Tourism Development Department, Ministry of Primary Resources and Tourism; Department of Immigration and National Registration, Ministry of Home Affairs; Shipping Agents in Brunei Darussalam.

# Top 10 Countries for air arrivals for the years 2018-2024

	2018	2019	2020	2021	2022	2023	2024
1	China (65,563)	Malaysia (82,876)	Malaysia (16,869)	United Kingdom (604)	Malaysia (12,175)	Malaysia (34,534)	Malaysia (73,653)
2	Malaysia (59,981)	China (74,551)	China (11,329)	Malaysia (568)	Singapore (4,193)	China (17,008)	China (39,007)
3	Indonesia (27,462)	Indonesia (33,626)	Indonesia (6,262)	Singapore (430)	United Kingdom (3,075)	Indonesia (13,672)	Indonesia (25,974)
4	Philippines (22,319)	Philippines (24,584)	Philippines (4,562)	China (320)	Australia (2,175)	Philippines (9,963)	Singapore (19,664)
5	Singapore (14,091)	South Korea (15,767)	United Kingdom (3,407)	Indonesia (135)	Philippines (1,914)	Singapore (9,203)	Philippines (18,228)
6	United Kingdom (11,966)	Singapore (14,789)	Australia (2,597)	India (119)	Indonesia (1,596)	United Kingdom (5,452)	Japan (11,555)
7	Australia (9,702)	United Kingdom (14,198)	Singapore (2,226)	Philippines (118)	India (1,263)	Japan (5,100)	UK (9,661)
8	South Korea (9,125)	Japan (10,680)	Japan (2,135)	Nepal (118)	USA (968)	Australia (4,932)	South Korea (8,323)
9	India (8,635)	Australia (10,188)	South Korea (1,939)	USA (110)	China (891)	South Korea (4,671)	Australia (7,887)
10	Thailand (5,828)	India (8,925)	India (1,750)	Germany (97)	Japan (792)	India (3,555)	US (6,193)

- In 2024, the markets that showed the most significant increase in tourist arrivals compared to 2019, before the COVID-19 pandemic, were the Republic of Singapore and Japan, with an increase of 32.96% and 8.19%, respectively. In fact, both countries achieved their highest recorded arrivals in the past decade, alongside the Republic of Indonesia and Malaysia. This success is the result of continuous and intensive promotional and marketing efforts in these markets, including networking sessions, digital marketing, and collaborations with international travel agents to sell packages offered by Bruneian travel agencies.
- However, People's Republic of China has not yet fully recovered. In 2024, Brunei Darussalam recorded only 39,000 tourist arrivals from China, significantly lower than the 74,000 recorded in 2019.
- Additionally, the United States has successfully entered the list of the top 10 markets. This achievement demonstrates that efforts to reshape perceptions and attract new markets have yielded positive results.
- In terms of the ASEAN region, Malaysia, Indonesia, and the Philippines are approaching their pre-pandemic tourist numbers but have not yet fully recovered to their original levels. Therefore, further efforts are needed to ensure sustainable growth and to attract tourists from these neighboring countries.
- Meanwhile, the South Korean market presents a challenge, requiring a stronger focus on digital marketing and more specialized promotional efforts, such as golf tourism.

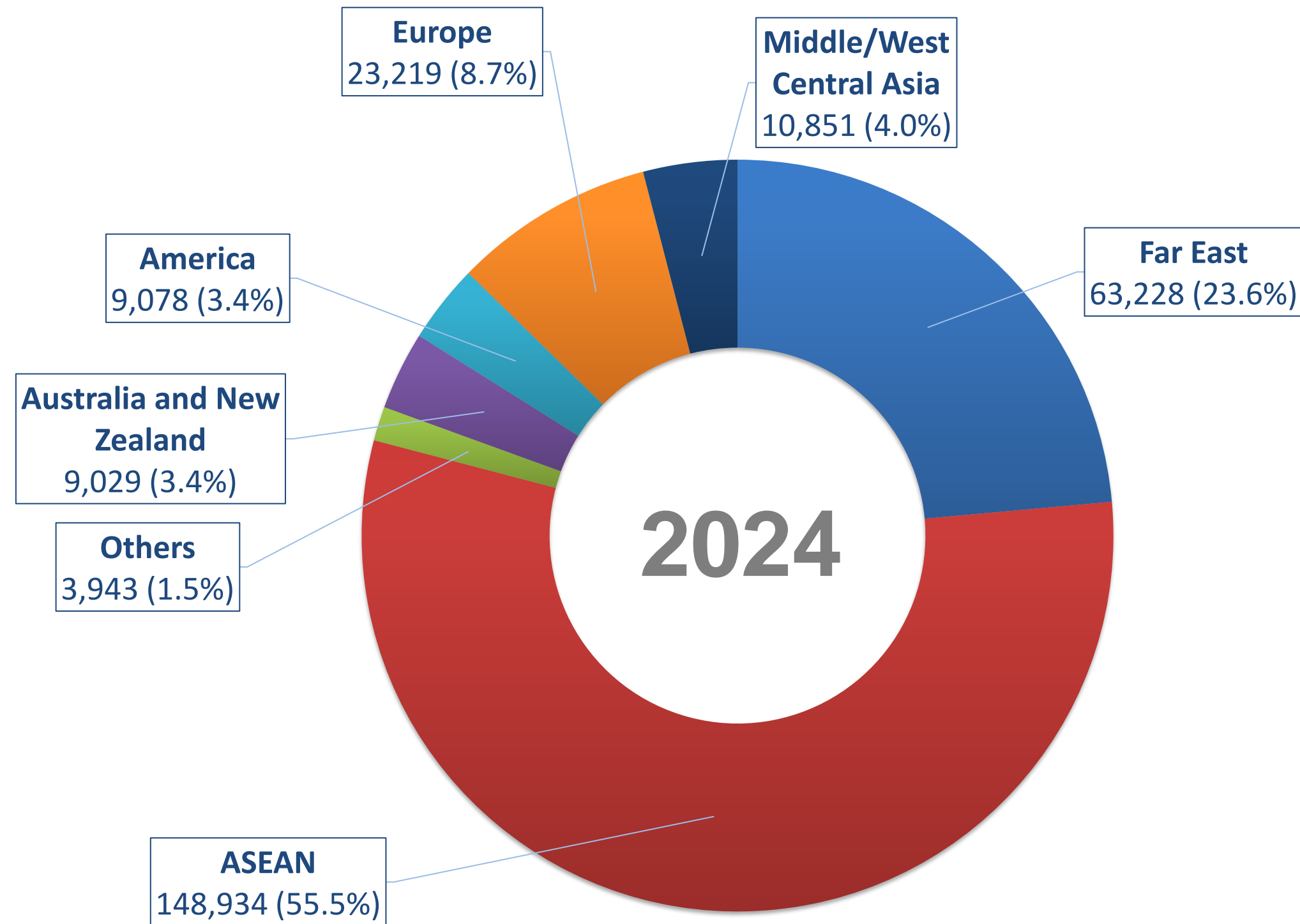
Source: Tourism Development Department, Ministry of Primary Resources and Tourism

## Total Tourist Arrivals by Region for the year 2023 Compared to 2024

Region	Total Tourists in 2019	Total Tourists in 2023	Total Tourists in 2024	Increase/Decrease in Number of tourist	Growth (%)
i. Far East	167,149	29,129	63,228	34,099	117.1%
ii. ASEAN	102,389	73,894	148,934	75,040	101.6%
iii. Others	24,378	2,238	3,943	1,696	75.8%
iv. Australia dan New Zealand	11,450	5,592	9,029	3,437	61.5%
v. North America	6,697	4,287	9,078	4,791	111.8%
vi. Europe	1,053	11,509	23,219	11,710	101.7%
vii. Middle/West/Central Asia	20,118	6,981	10,851	3,870	55.4%

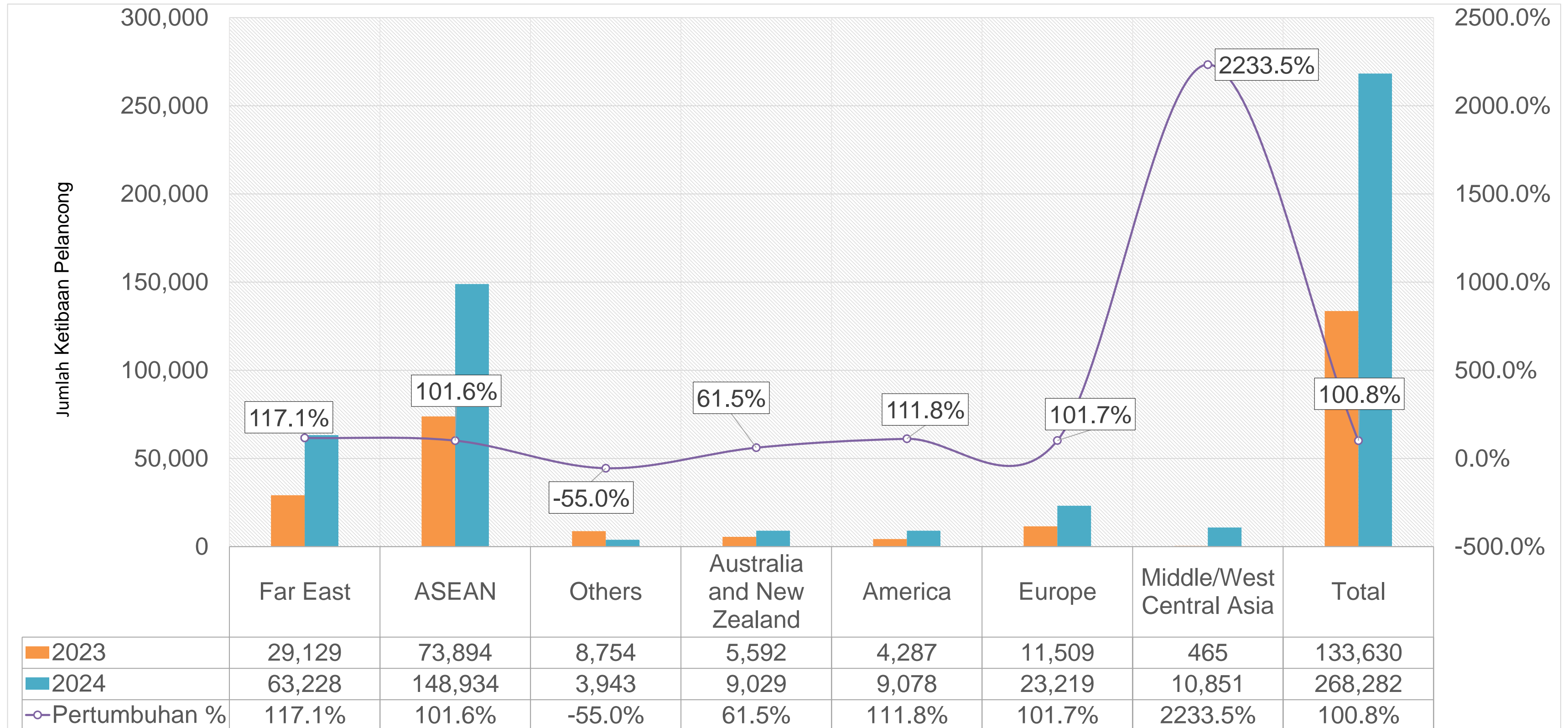
Source: Tourism Development Department, Ministry of Primary Resources and Tourism; Department of Immigration and National Registration, Ministry of Home Affairs; Shipping Agents in Brunei Darussalam.

## Tourists Air Arrival by Region and Market Area, 2024



Source: Tourism Development Department, Ministry of Primary Resources and Tourism; Department of Immigration and National Registration, Ministry of Home Affairs; Shipping Agents in Brunei Darussalam.

## Comparison Tourists Arrival by Region and Market Area 2023-2024



Source: Tourism Development Department, Ministry of Primary Resources and Tourism; Department of Immigration and National Registration, Ministry of Home Affairs; Shipping Agents in Brunei Darussalam.

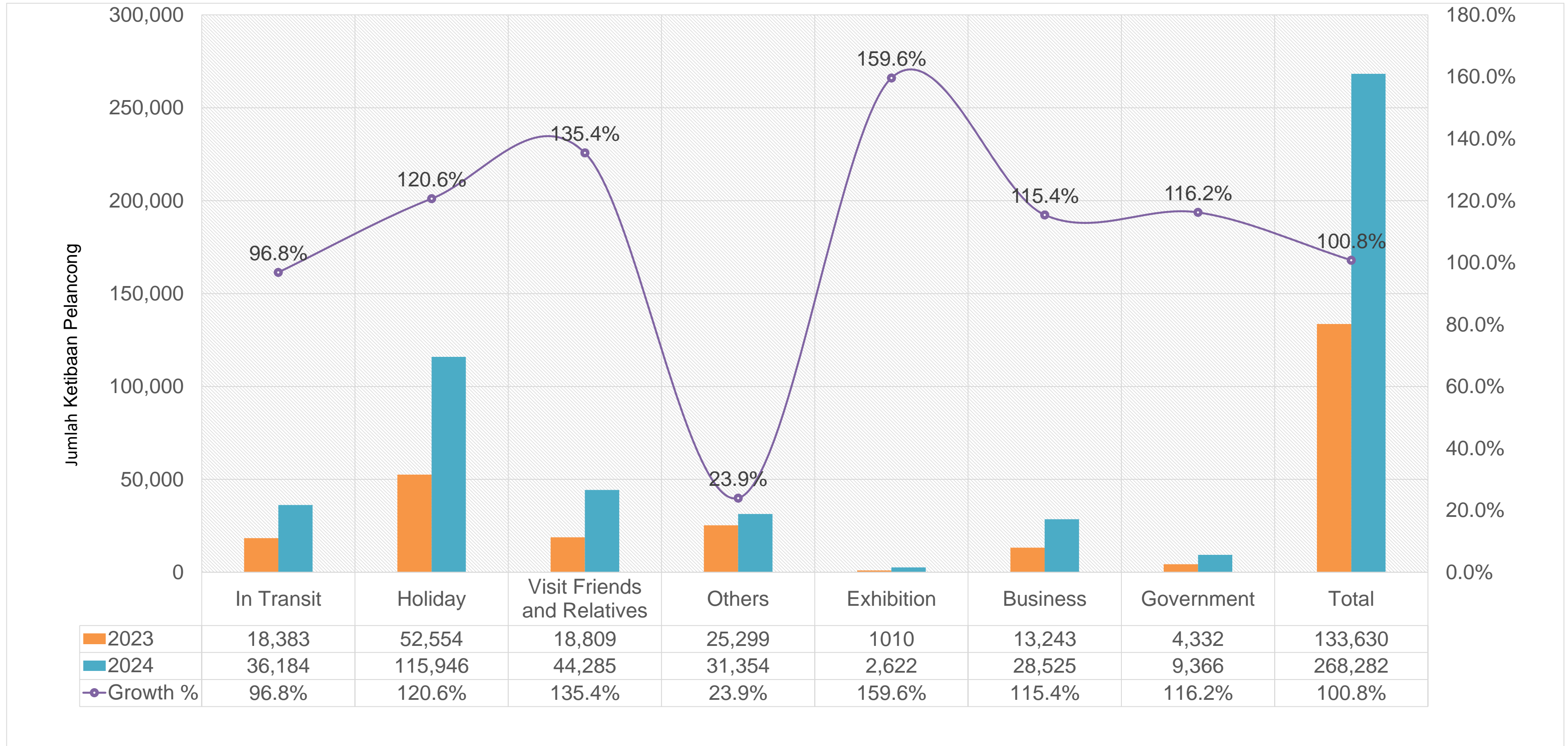


## Total Air Tourist Arrivals Based on Purpose of Visit for 2023 compared to 2024

Purpose of Visit	Total Tourists in 2019	Total Tourists in 2023	Total Tourists in 2024	Increase/Decrease in Number of tourist	Growth %
In Transit	169,775	18,383	36,184	96.8%	13.5%
Holiday	49,648	52,554	115,946	120.6%	43.2%
Visit Friends and Relatives	34,294	18,809	44,285	135.4%	16.5%
Others	30,334	25,299	31,354	23.9%	11.7%
Exhibition	8,051	1,010	2,622	159.6%	1.0%
Business	1,156	13,243	28,525	115.4%	10.6%
Government	39,986	4,332	9,366	116.2%	3.5%
<b>Overall Total</b>	<b>333,244</b>	<b>133,630</b>	<b>268,282</b>	<b>100.8%</b>	<b>100%</b>

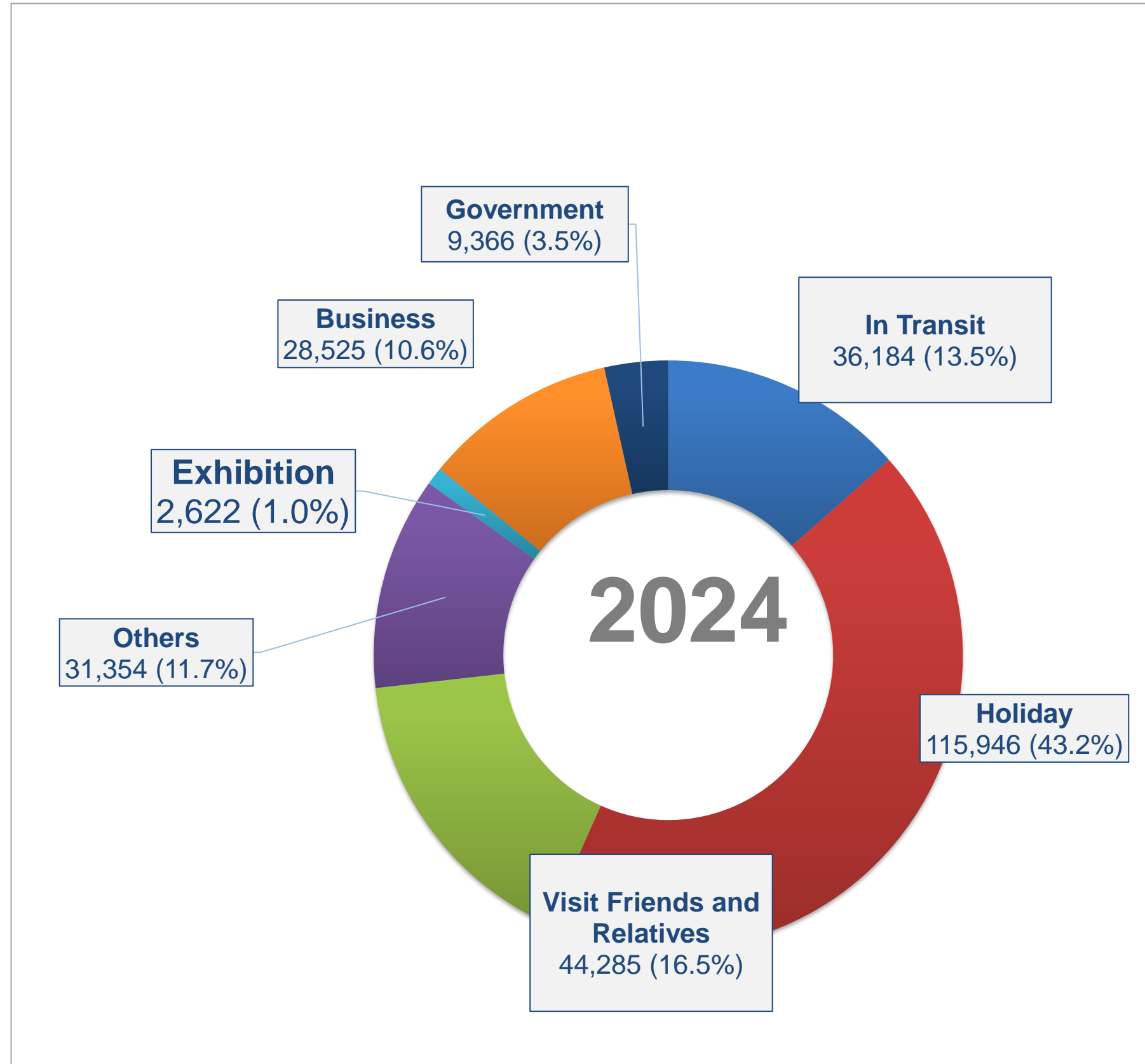
Source: Tourism Development Department, Ministry of Primary Resources and Tourism; Department of Immigration and National Registration, Ministry of Home Affairs; Shipping Agents in Brunei Darussalam.

# Comparison of Tourist Arrivals by Purpose of Visit for 2023-2024



Source: Tourism Development Department, Ministry of Primary Resources and Tourism; Department of Immigration and National Registration, Ministry of Home Affairs; Shipping Agents in Brunei Darussalam.

# Tourist Arrivals by Purpose of Visit, 2024



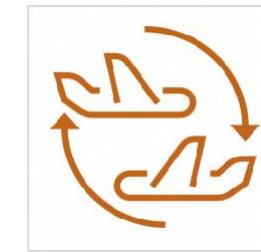
**Business**  
28,525 arrivals  
10.6%



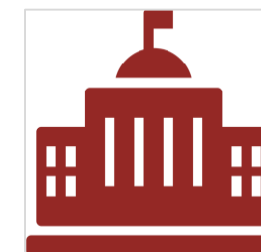
**Holiday**  
115,946 arrivals  
43.2%



**Visit Friends and Relatives**  
44,285 arrivals  
16.5%



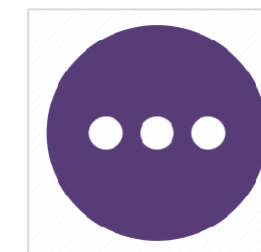
**In Transit**  
36,184 arrivals  
13.5%



**Government**  
9,366 arrivals  
3.5%



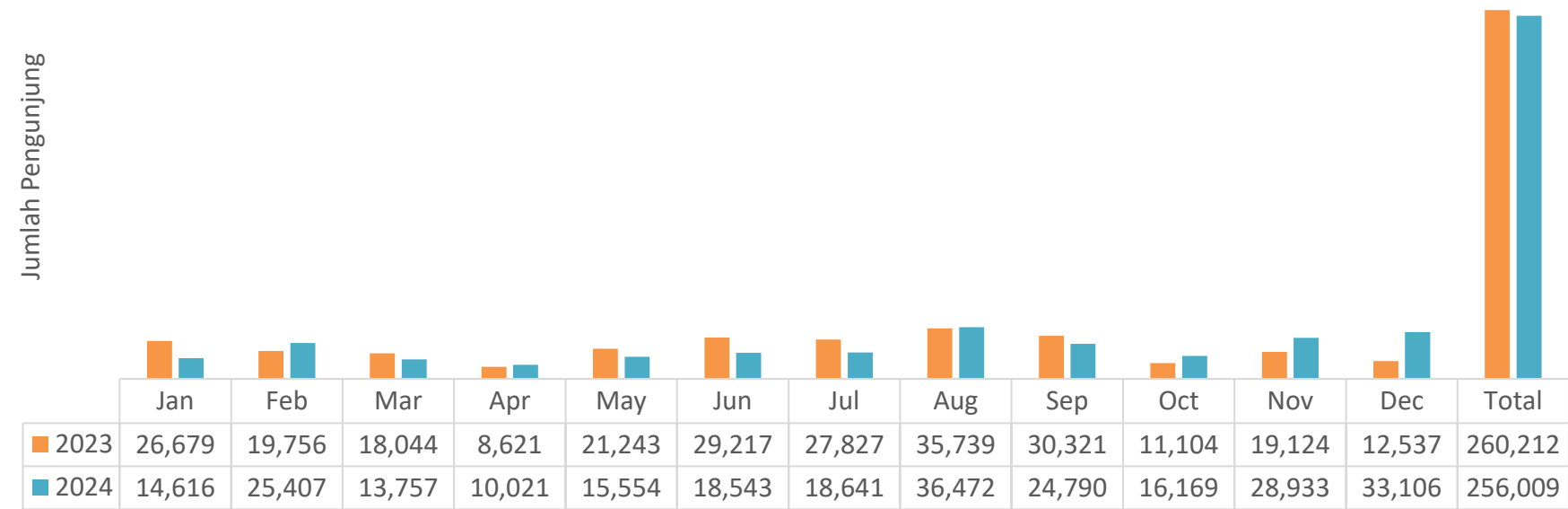
**Exhibition**  
2,622 arrivals  
1.0%



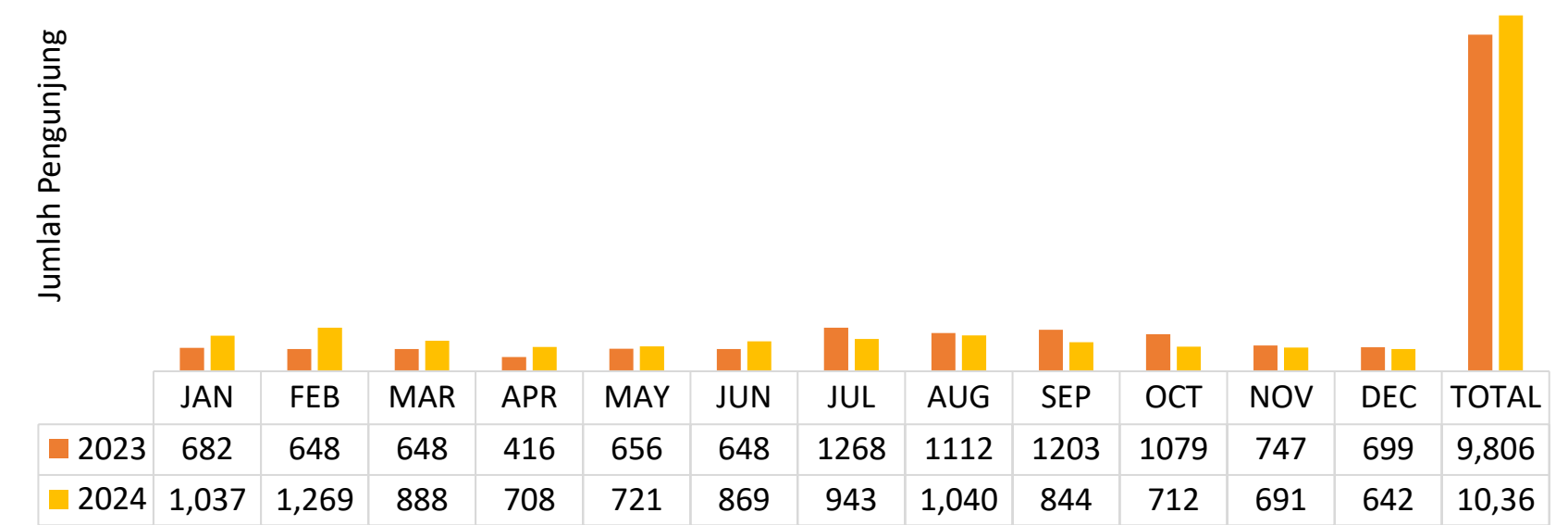
**Others**  
31,354 arrivals  
11.7%

# Total Number of Visitors to Domestic Attractions in Each District of Brunei Darussalam for 2023– 2024

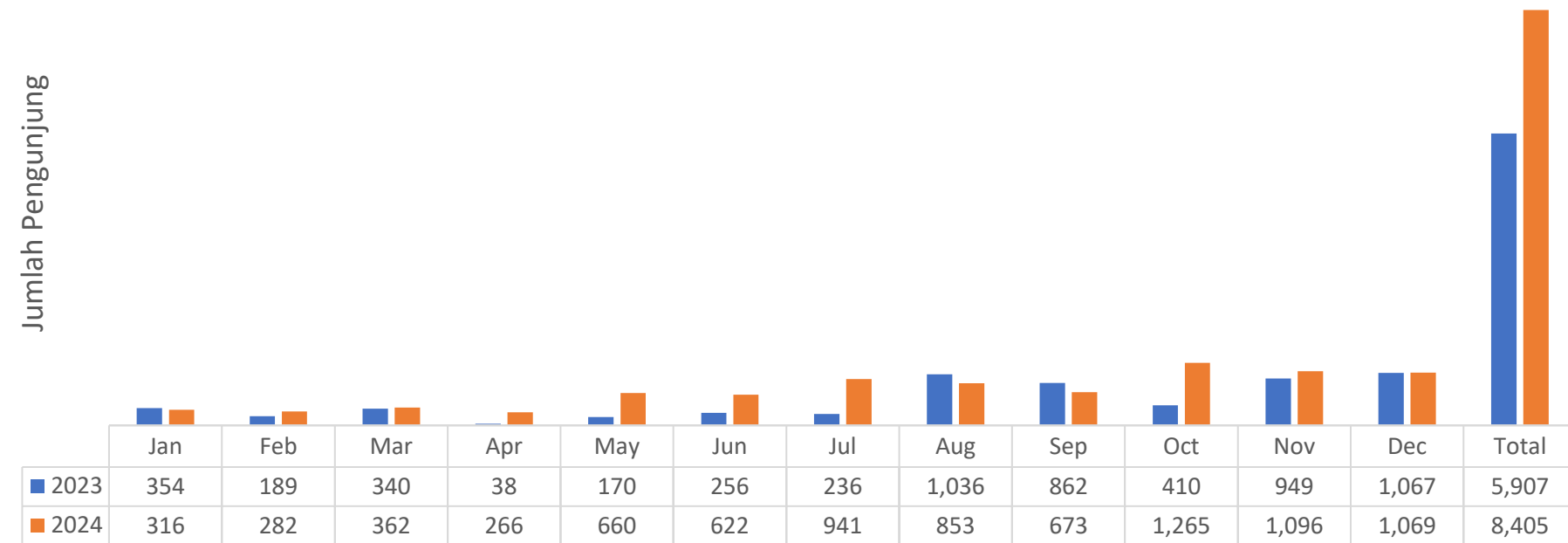
Brunei Muara



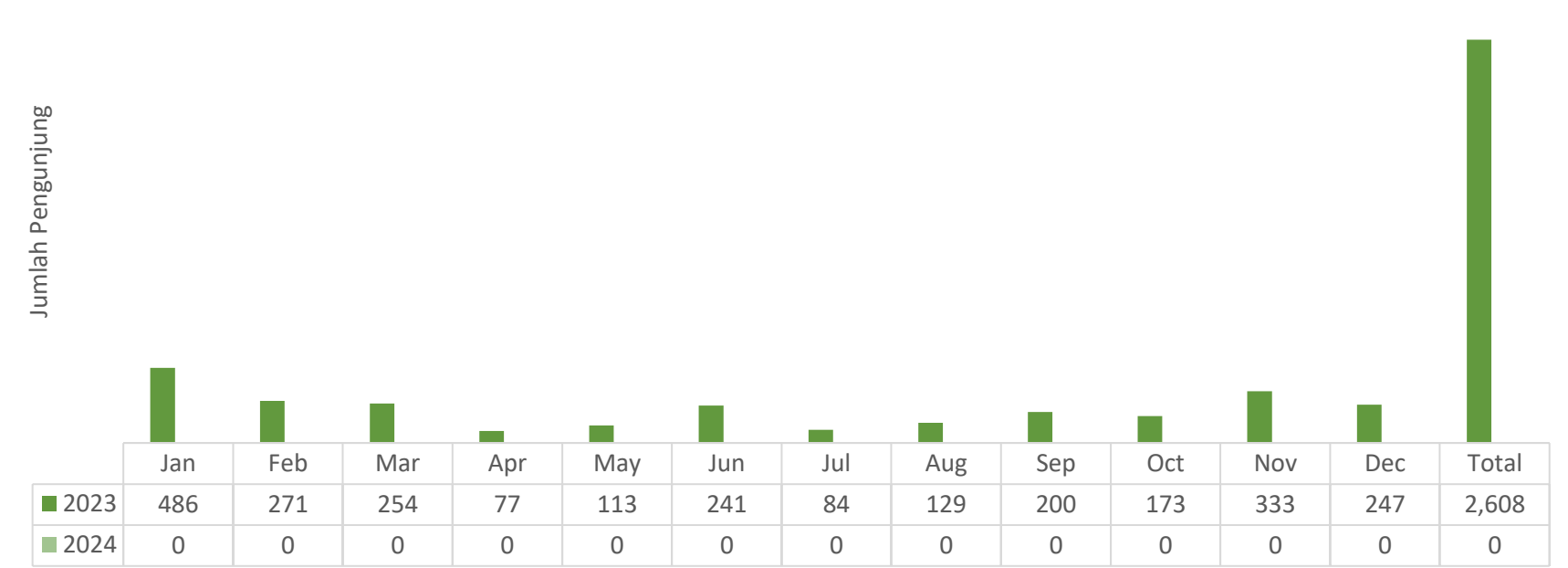
Temburong



Belait



Tutong



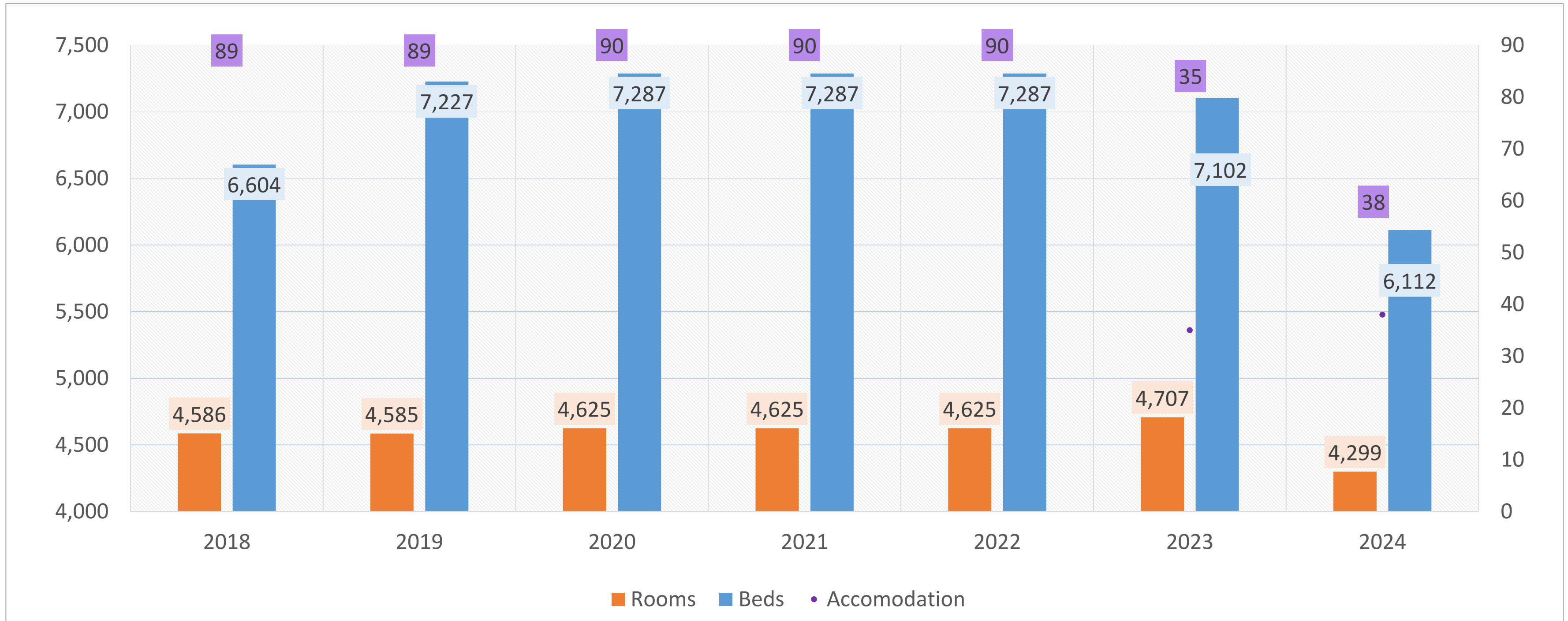


## Total Number of Visitors to Places of Interests in Brunei Darussalam for 2023 - 2024

District	Total Number of Visitors 2023	Total Number of Visitors 2024	Addition/Reduction of Total Number of Visitors	Growth (%)
Brunei Muara	260,212	256,009	-4,203	-1.6%
Tutong	2,608	0	-2,608	-100.0%
Belait	5,907	8,405	2,498	42.3%
Temburong	9,806	10,364	558	5.7%
<b>Total</b>	<b>286,722</b>	<b>274,778</b>	<b>-11,944</b>	<b>-4.2%</b>

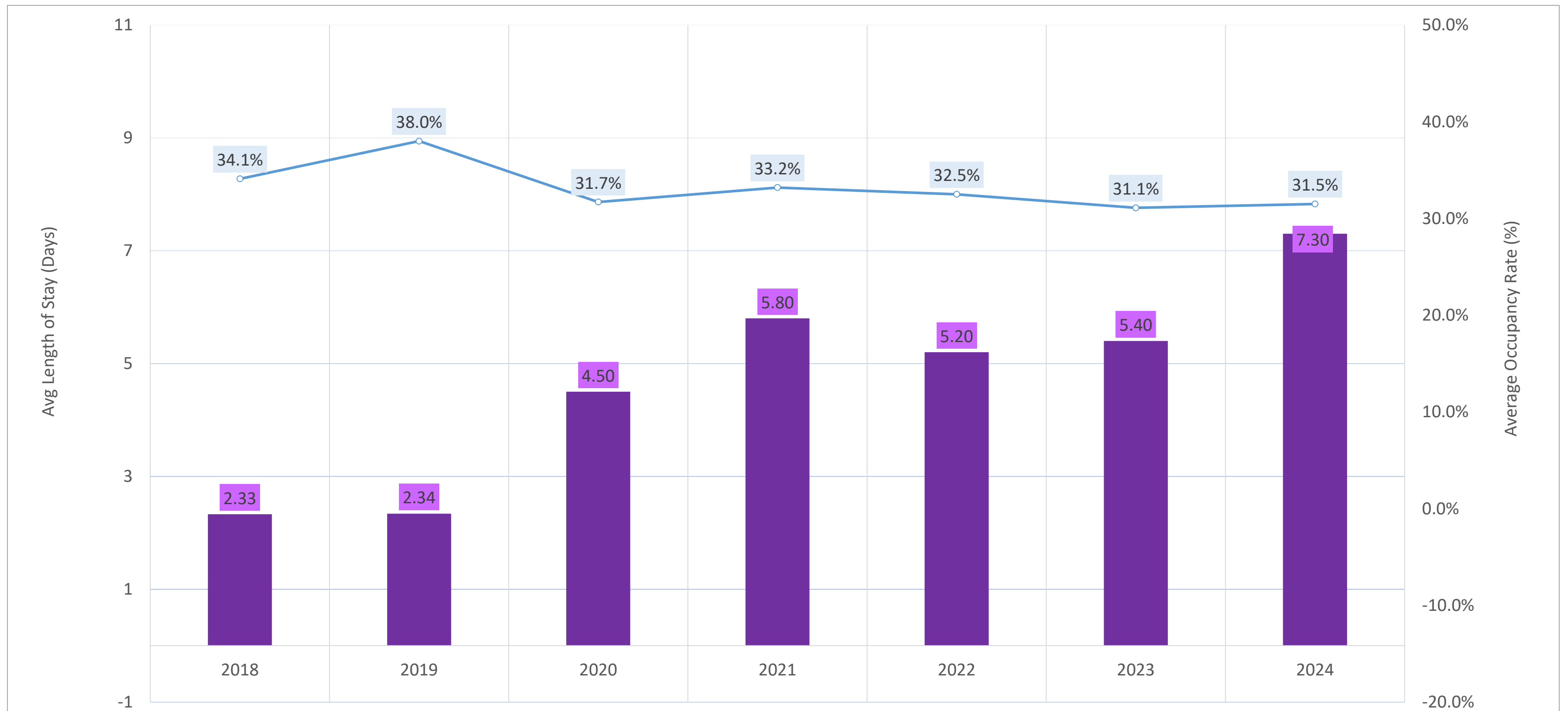
Source: Tourism Development Department, Ministry of Primary Resources and Tourism

# Total Accommodation Premises (Including Rooms & Beds) from 2018-2024



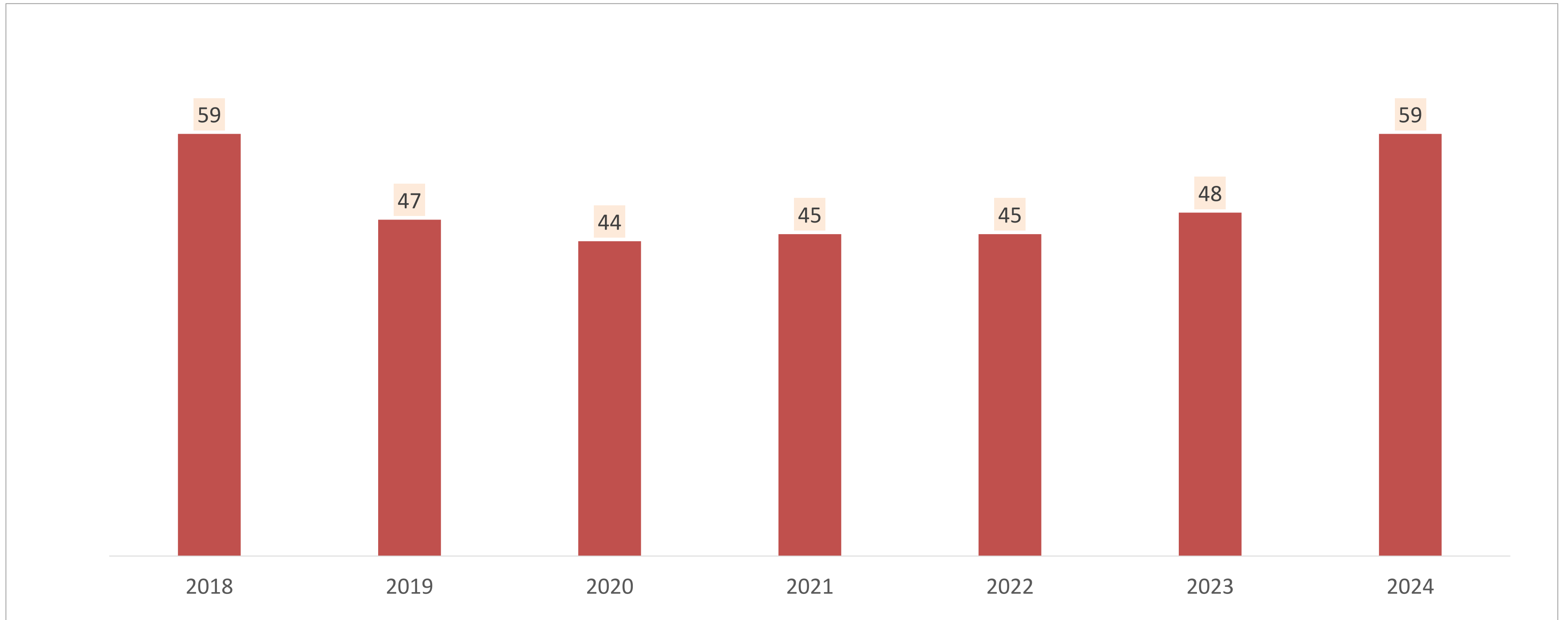
**Note:**  
The data for 2023 and 2024 only considers registered hotel accommodations and does not include Rest Houses, Lodging Houses, apartments, guest houses, homestays, and similar accommodations.

# Length of Stay and Occupancy Rate, 2016-2024



Source: Tourism Development Department, Ministry of Primary Resources and Tourism

## Total Number of Registered Travel Agent, 2018-2024



### Note:

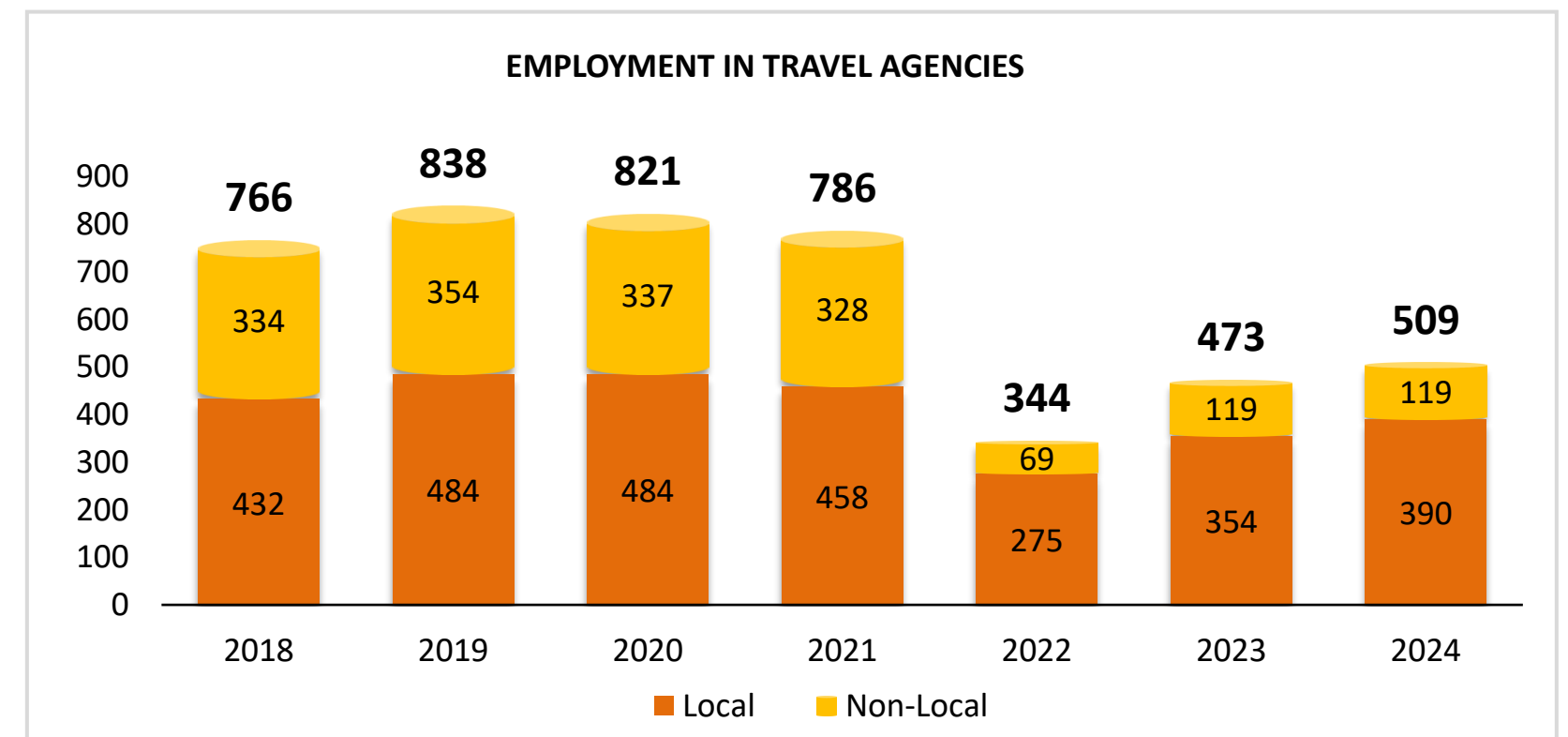
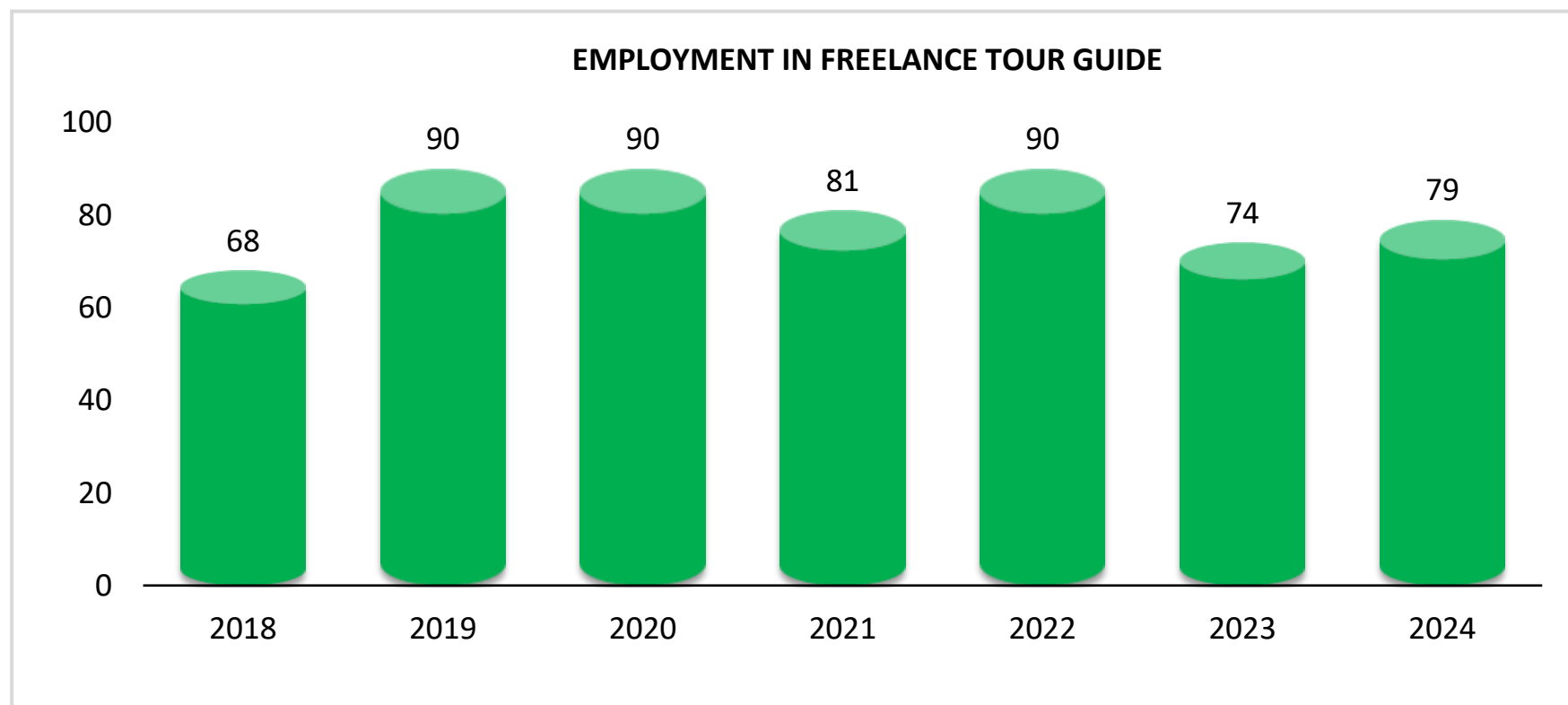
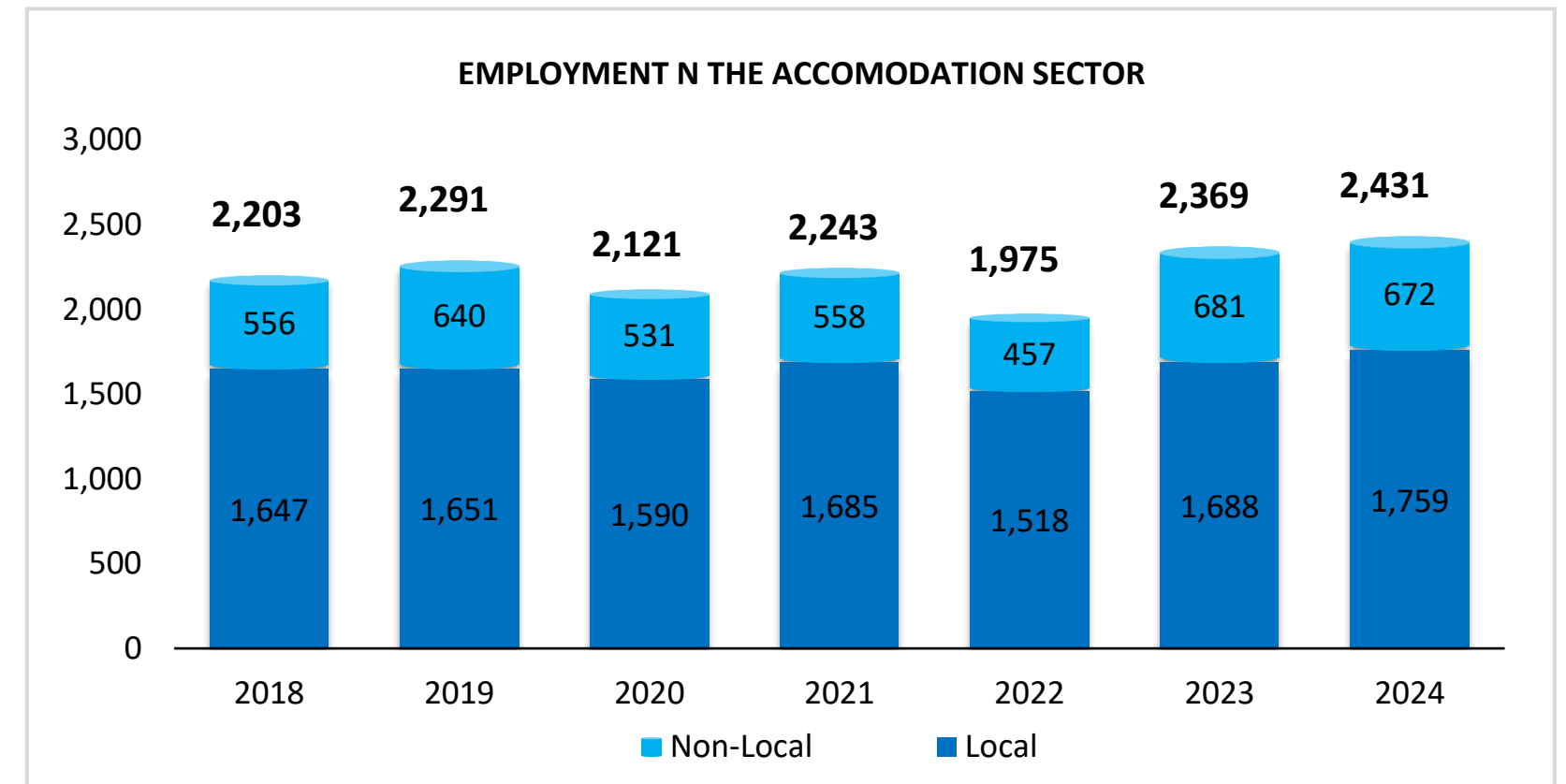
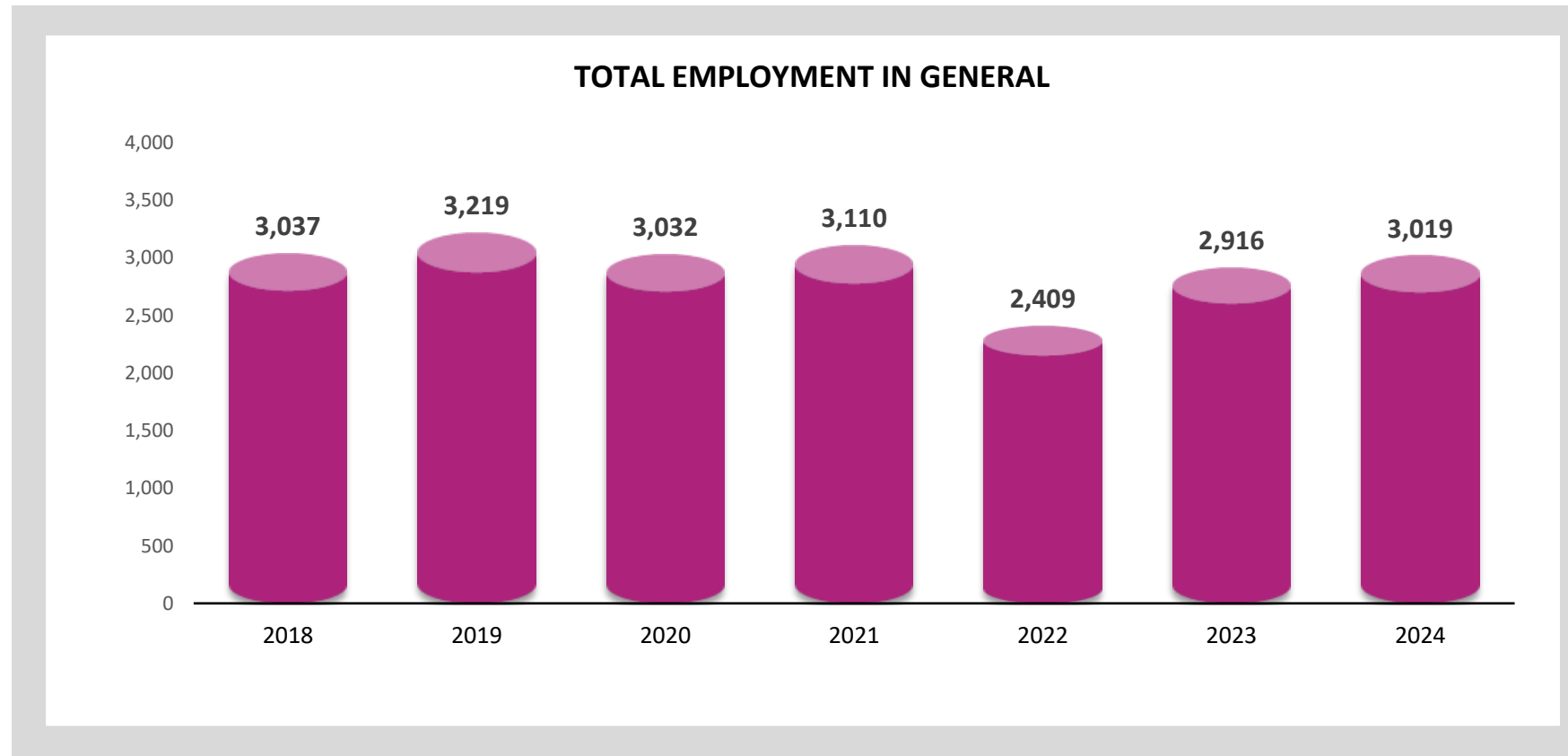
- The new registrations for Travel Agent Companies for the year 2024 are *Al-Miqat Travel & Tours, Firdaus Al-Munawwarah Travel Services, Hayya Travel & Tours, Maduli Travel Agency, Humzaik Travel & Tours, Borneo Twitchers Tours & Travel, Ghufran Travel & Tours, Al-Ekram Travel & Tours, Az-Zain Travel & Tours, Simply Umrah (B) Travel & Tours dan Ijtihad Travel & Tours*



## Comparison of Employment in Tourism Industry for 2023-2024

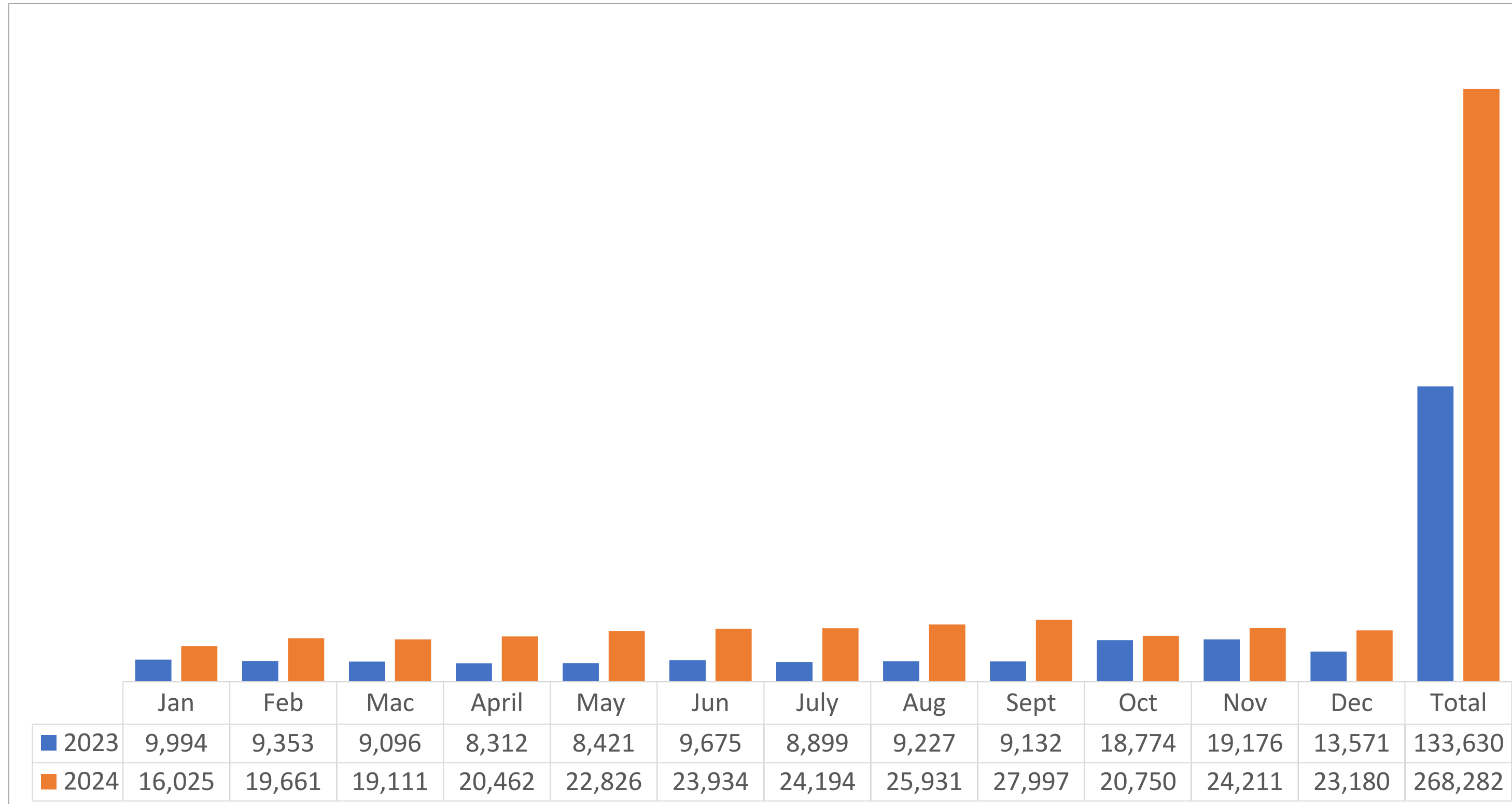
Employment	2023	2024	Addition/Reduction of Total Jobs	Growth (%)
Accommodations	2,369	2,431	62	2.6%
Travel Agent	473	509	33	7.0%
Freelance Tour Guide	74	77	3	4.1%
<b>Total</b>	<b>2,916</b>	<b>3,019</b>	<b>103</b>	<b>3.5%</b>
<b>Total Local Employees</b>	<b>2,125</b>	<b>2,149</b>	<b>24</b>	<b>1.1%</b>

# Employment in Tourism Industry, 2018-2024



Source: Tourism Development Department, Ministry of Primary Resources and Tourism

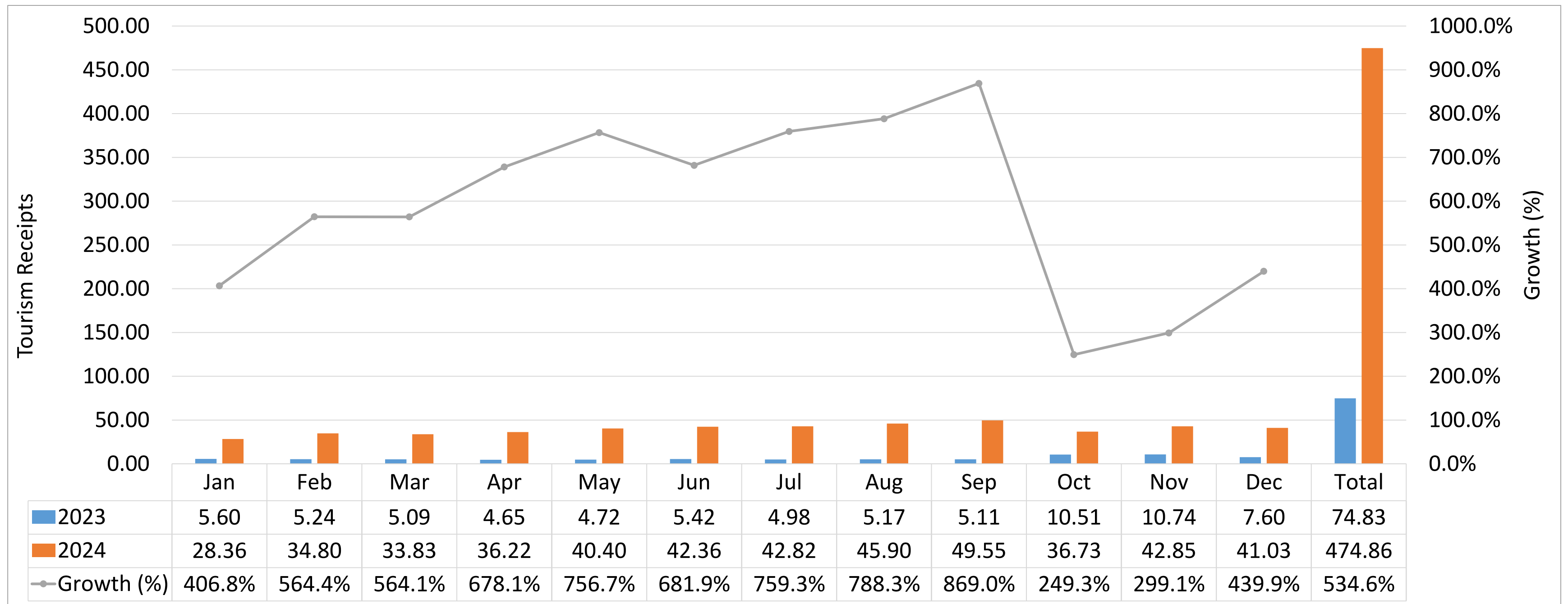
## Monthly Trends Comparison Tourist Arrivals for the year 2023-2024 (Air)



% Growth Month on Month	
Jan	60.30%
Feb	110.20%
Mac	110.10%
April	146.20%
May	171.10%
Jun	147.40%
Jul	171.90%
Ogos	181.00%
Sep	206.60%
Okt	10.50%
Nov	26.30%
Dis	70.80%

Source: Tourism Development Department, Ministry of Primary Resources and Tourism

## Comparison Monthly Air Arrival Tourism Receipts for the Year 2023-2024

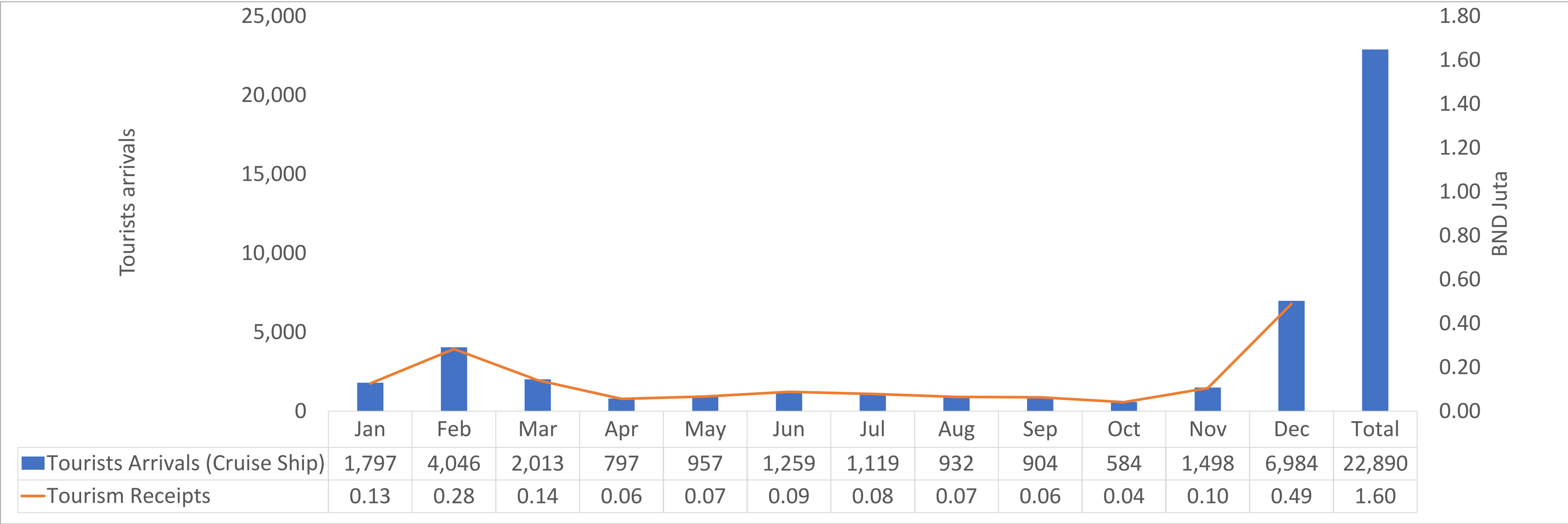


**Note:**

- For the year 2024, the tourism receipts calculation is based on an average stay duration of 6 days with an expenditure of BND295 per day.
- The definition of Tourism Receipts (air arrivals only) refers to the per capita expenditure of each tourist based on the length of stay and expenditure, which includes the average rate for hotels, transportation, food, and others.



# Monthly Trends of Tourism Receipts from Cruise Ships for the Year 2024

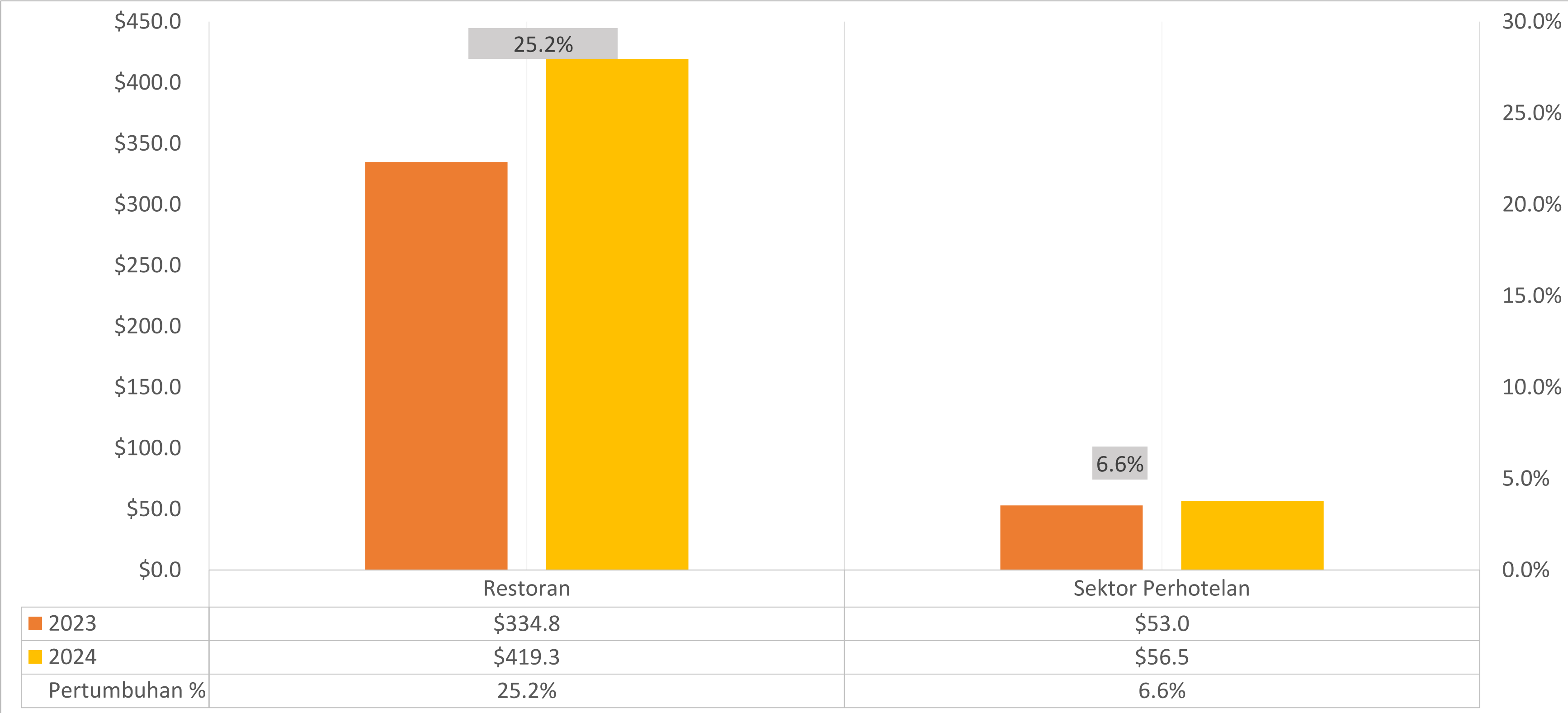


**Note:**

- For tourism receipts from sea travel, based on several surveys conducted, it is estimated at BND70 per tourist. This means that for each cruise ship, approximately 70% of the passengers disembark and spend money, while 30% stay on board.
- Therefore, the estimated tourism revenue from cruise ships in 2024 is approximately BND1.60 million.

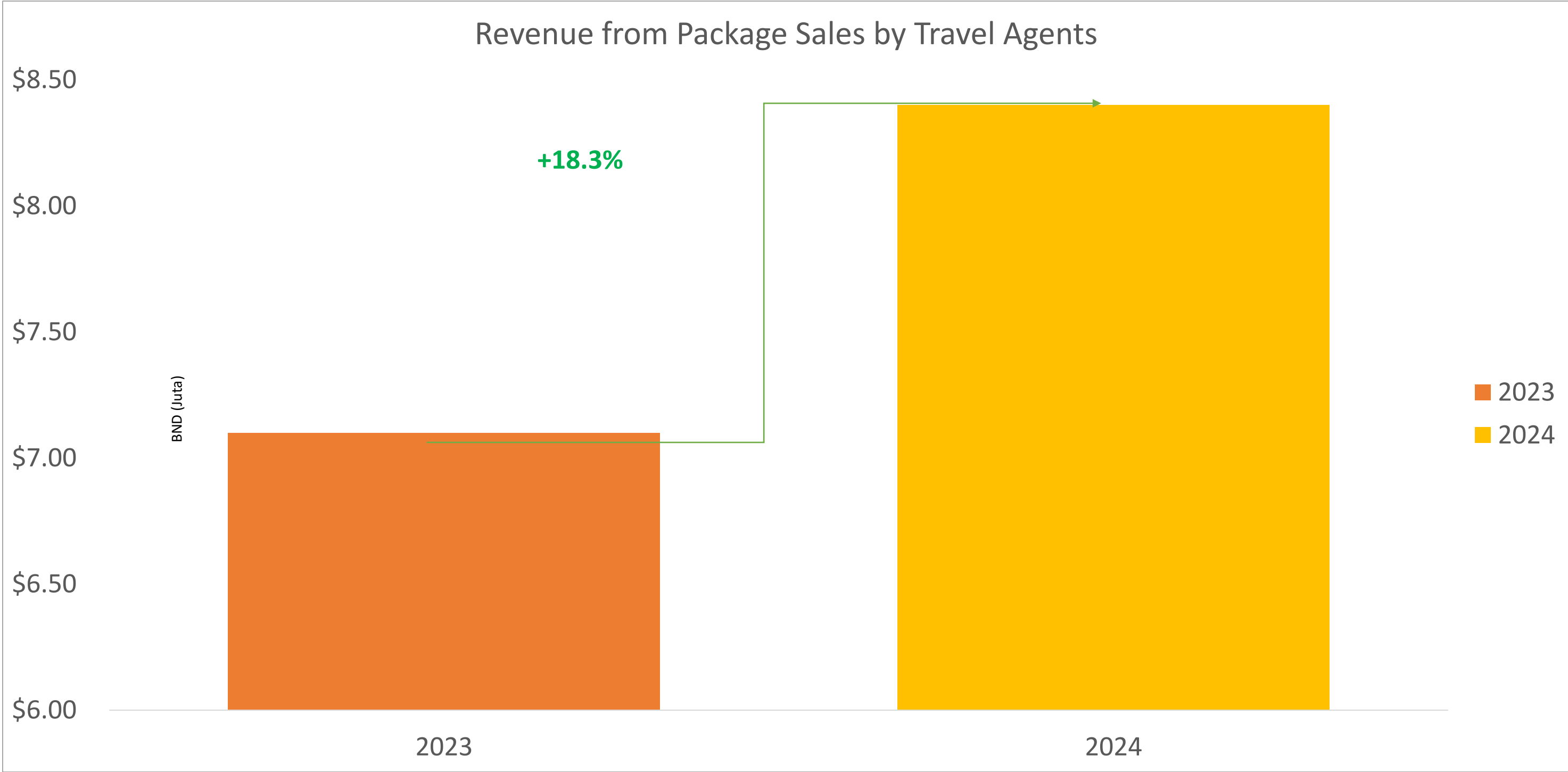
Source: Tourism Development Department, Ministry of Primary Resources and Tourism

# Comparison of Tourism and Hospitality Industry Revenue for the Year 2023-2024.



Source: Tourism Development Department, Ministry of Primary Resources and Tourism, Department of Economic Planning and Statistics, Ministry of Finance

# Comparison of Revenue from Package Sales by Travel Agents for the Year 2023-2024.



Note: The data source for Restaurants and Accommodation is obtained from the Department of Planning and Economic Development and Statistics, while the information for Travel Agents is gathered from data collected by the Department of Tourism Development.

Source: Tourism Development Department, Ministry of Primary Resources and Tourism, Department of Economic Planning and Statistics, Ministry of Finance

# Tourist Arrival Targets via Air and Sea for the Years 2025 to 2035



# Tourism Receipts Targets for Tourist Arrivals via Air and Sea for the Years 2025 to 2035



Source: Tourism Development Department, Ministry of Primary Resources and Tourism, Department of Economic Planning and Statistics, Ministry of Finance



# THANK YOU



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