



جابتن كماجوان قلنچوغن
كمنترين سومبر اوتام دان قلنچوغن
JABATAN KEMAJUAN PELANCONGAN
KEMENTERIAN SUMBER-SUMBER UTAMA DAN PELANCONGAN

STRATEGIC PLAN TOURISM DEVELOPMENT DEPARTMENT FOR YEAR 2021-2022

MINISTRY OF PRIMARY RESOURCES AND TOURISM
BRUNEI DARUSSALAM

BRUNEI
ABODE OF PEACE

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VISION

Increased in tourist arrivals that contribute significantly to the growth of the tourism related economic activities



MISSION



Strengthening and diversifying tourism attractions and products as well as improving the facilities and quality of their services

1. Due to the pandemic, the number of international visitors by air (essential travelers) is expected to slowly grow from **4,800 in 2021 to 4,920 by 2022** and at the same time to promote domestic tourism in contributing to the growth of Gross Domestic Product (GDP) of Brunei Darussalam;
2. Strengthen and enhance the **Primary Tourism Product** such as "Temburong, Kampong Ayer and Bandar Seri Begawan" and followed by "Belait" and "Tutong", as the main tourist attractions within the region and internationally;
3. Introducing **Emerging Tourism Product** as potential destinations by developing the Beaches (such as Serasa, Muara and Seri Kenangan) and Recreation Parks (such as Sungai Basong Recreational Park, Tasek Merimbun Heritage Park and Labi);
4. Develop **Activity-based Tourism Products** such as Adventure & Sports, Bird Watching, Diving, Education, Islamic Tourism, Community-based Tourism, Cruise Tourism and annual events such as Brunei Gastronomy and Brunei December Festival at the regional and international level;
5. Promote **MICE** (Meetings, Incentives, Conventions & Exhibitions) to attract professionals, experts and special interest groups such as Brunei International Flower Show dan MYCE Brunei;
6. Promote **Domestic Tourism** (Selera Bruneiku) through local culinary food journey and activities at places of interest as well as local products;

7. Enhance the capacity dan competency of **manpower** in the tourism industry to provide skilled and professional personnel for quality services;
8. Upgrade the **standard of tourism facilities and regulatory** in terms of cleanliness, safety and comfort of tourists;
9. Expand local and international **marketing and promotion** activities through collaboration with Private sectors such as Travel Agents, Hotels, Airlines, Restaurants and Tourism Service Providers; and
10. Reduce dependency on government spending to **diversify products and services as well as programme implementation** through Public-Private Partnership (PPP).



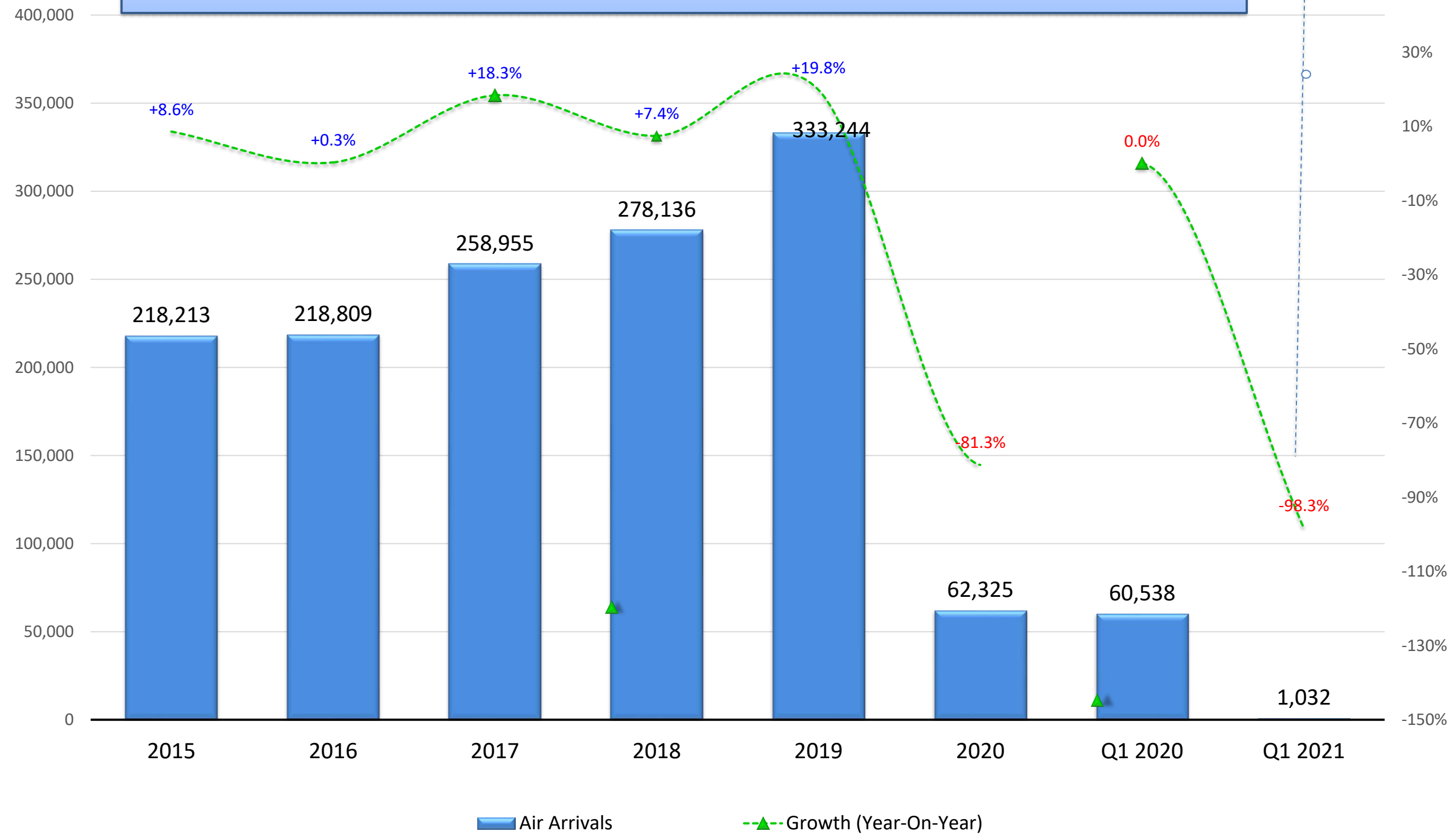
TOURISM STATISTICS



INTERNATIONAL ARRIVALS TO BRUNEI BY AIR, 2015 - 2021



Comparison between Q1 2020 to Q1 2021, the number of arrivals by air has decreased at **-98.3%** (quarter-on-quarter). This is due to the current global pandemic situation where flights restriction and close border policy being implemented

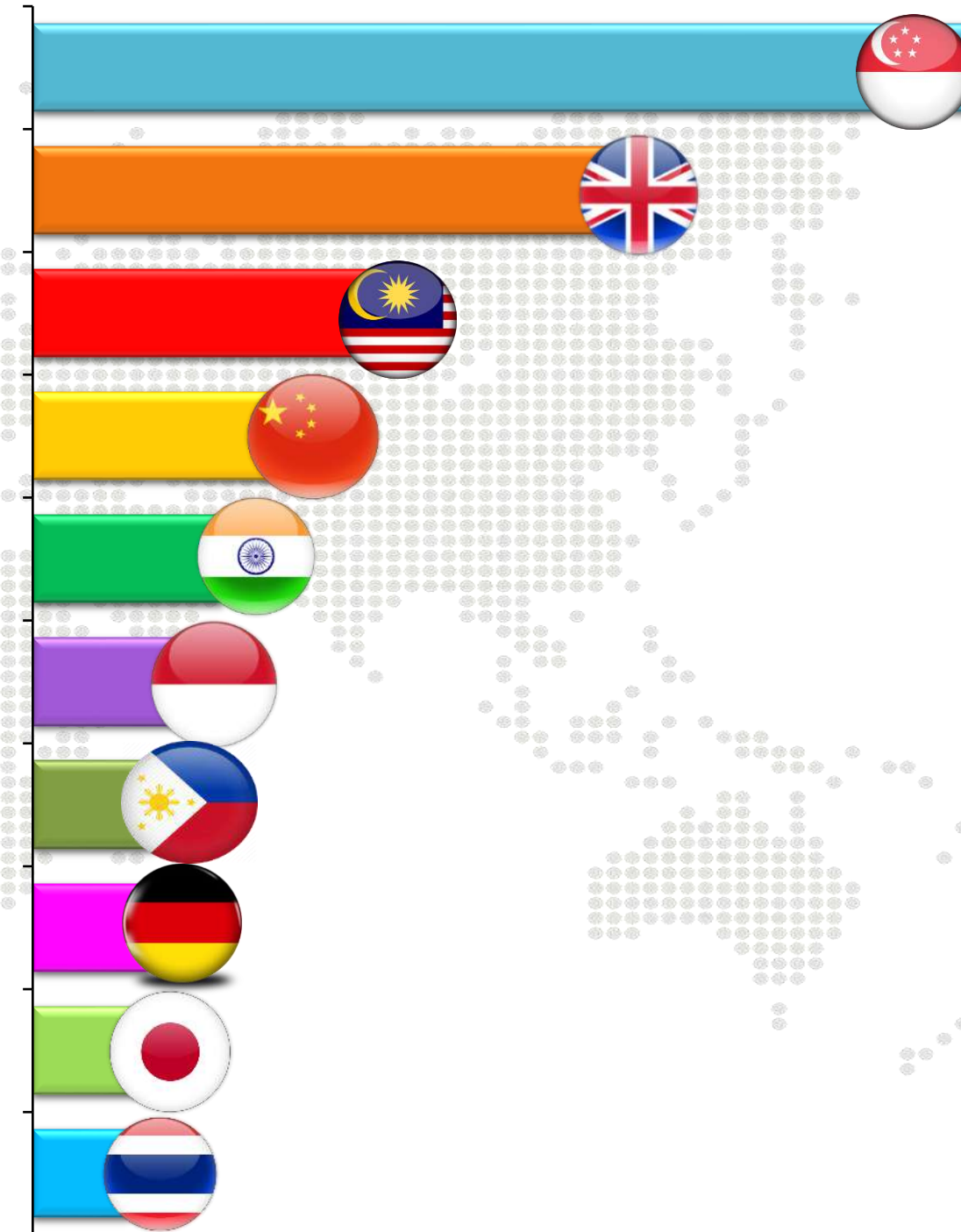


Note: All Air Arrivals after Mar 2020 are essential travelers

Source: Tourism Development Department, Ministry of Primary Resources and Tourism; and Immigration and National Registration Department, Ministry of Home Affairs.

INTERNATIONAL AIR ARRIVALS FROM TOP 10 COUNTRIES, Q1 2020 & 2021

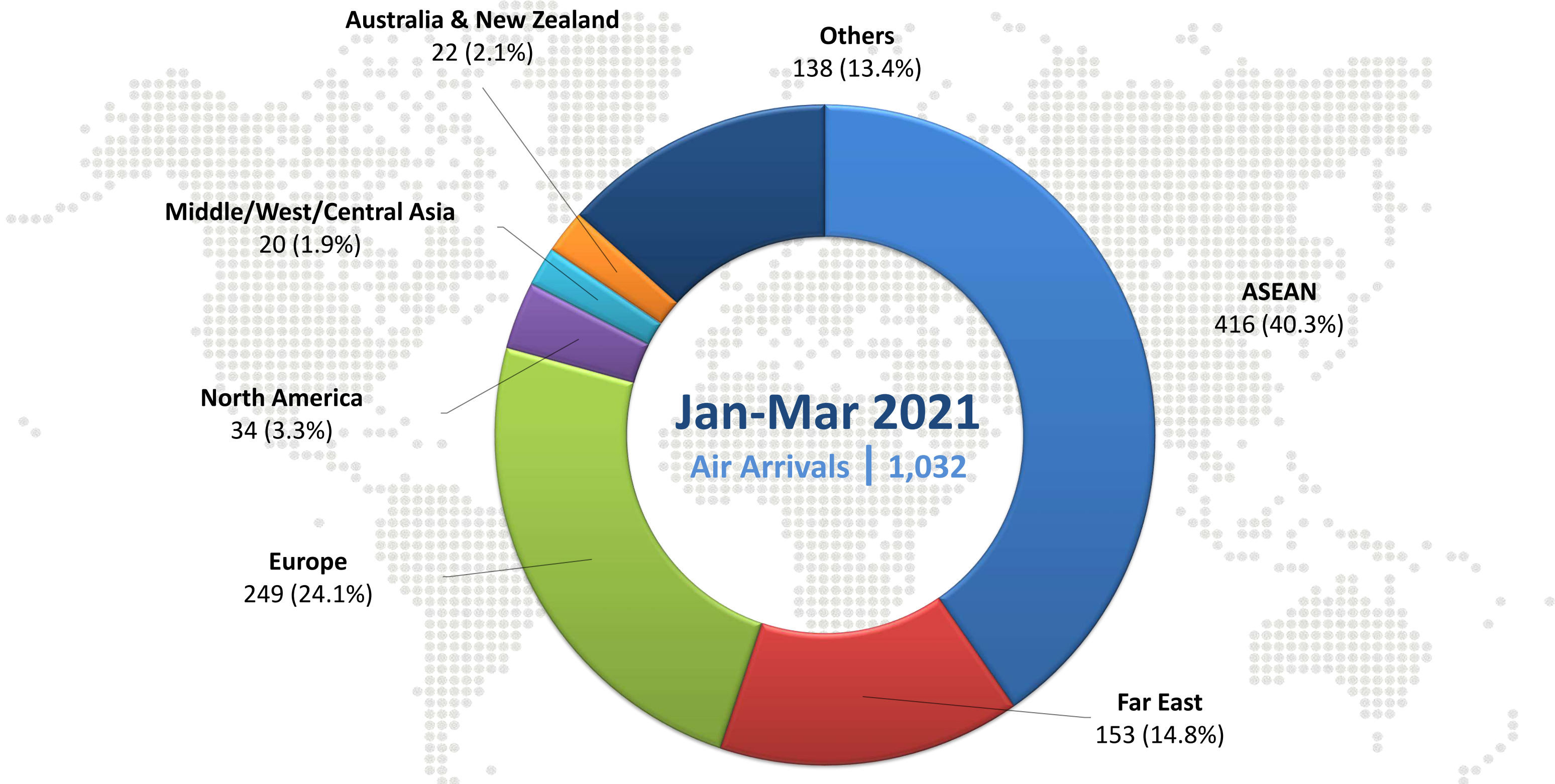
Q1 Rankings 2020	Q1 Rankings 2021	Countries	Q1 No. of Arrivals 2020	Q1 No. of Arrivals 2021	Growth (Y-O-Y)
8	1	Singapore	2,055	153	-92.6%
5	2	United Kingdom	3,050	147	-95.2%
1	3	Malaysia	16,568	142	-99.1%
2	4	China	11,156	109	-99.0%
10	5	India	1,666	54	-96.8%
3	6	Indonesia	6,153	43	-99.3%
4	7	Philippines	4,498	42	-99.1%
15	8	Germany	474	35	-92.6%
7	9	Japan	2,105	27	-98.7%
12	10	Thailand	1,022	24	-97.7%



Note: All Air Arrivals after Mar 2020 are essential travelers

Source: Tourism Development Department, Ministry of Primary Resources and Tourism; and Immigration and National Registration Department, Ministry of Home Affairs.

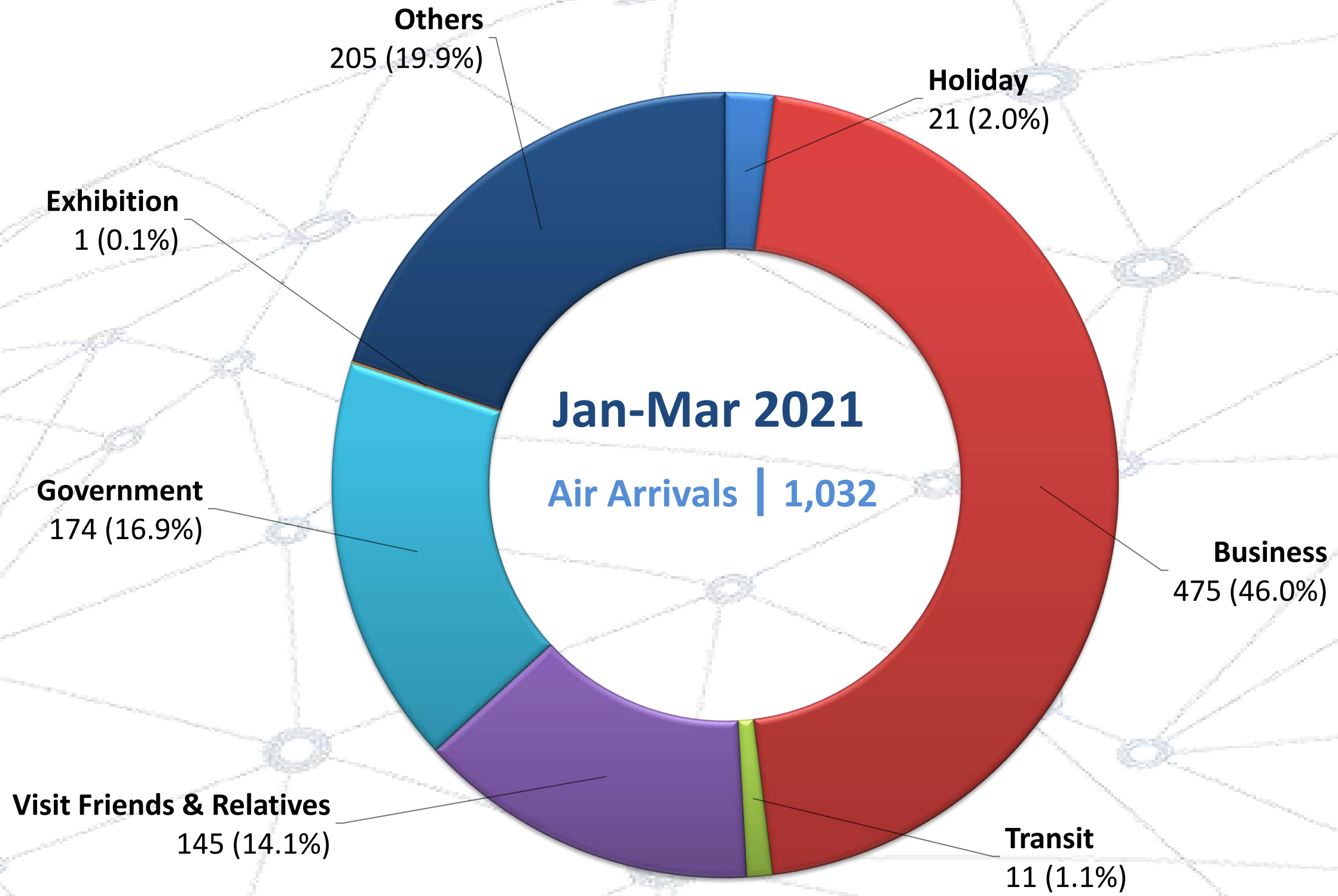
INTERNATIONAL AIR ARRIVALS BY REGION, Q1 2021



Note: All Air Arrivals after Mar 2020 are essential travelers

Source: Tourism Development Department, Ministry of Primary Resources and Tourism; and Immigration and National Registration Department, Ministry of Home Affairs.

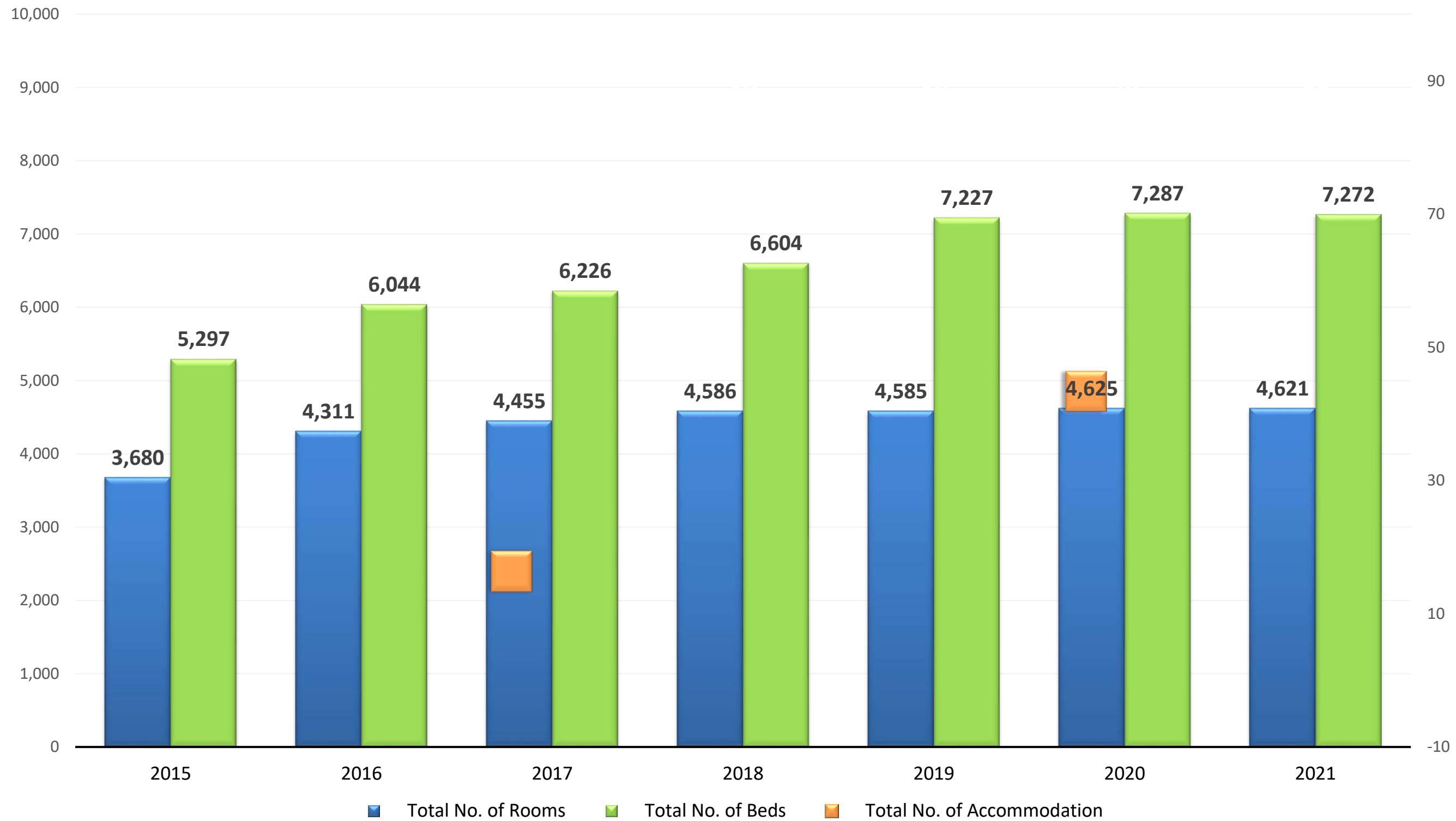
INTERNATIONAL AIR ARRIVALS BY PURPOSE OF VISITS, 2021



Note: All Air Arrivals after Mar 2020 are essential travelers

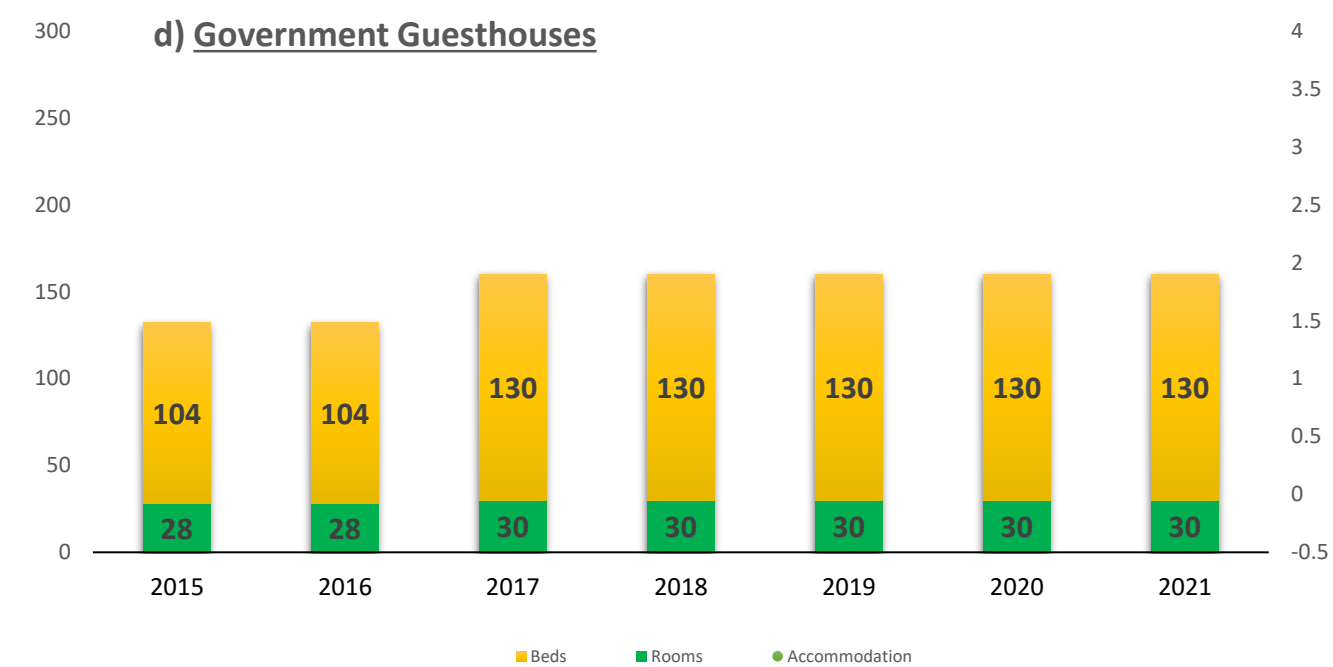
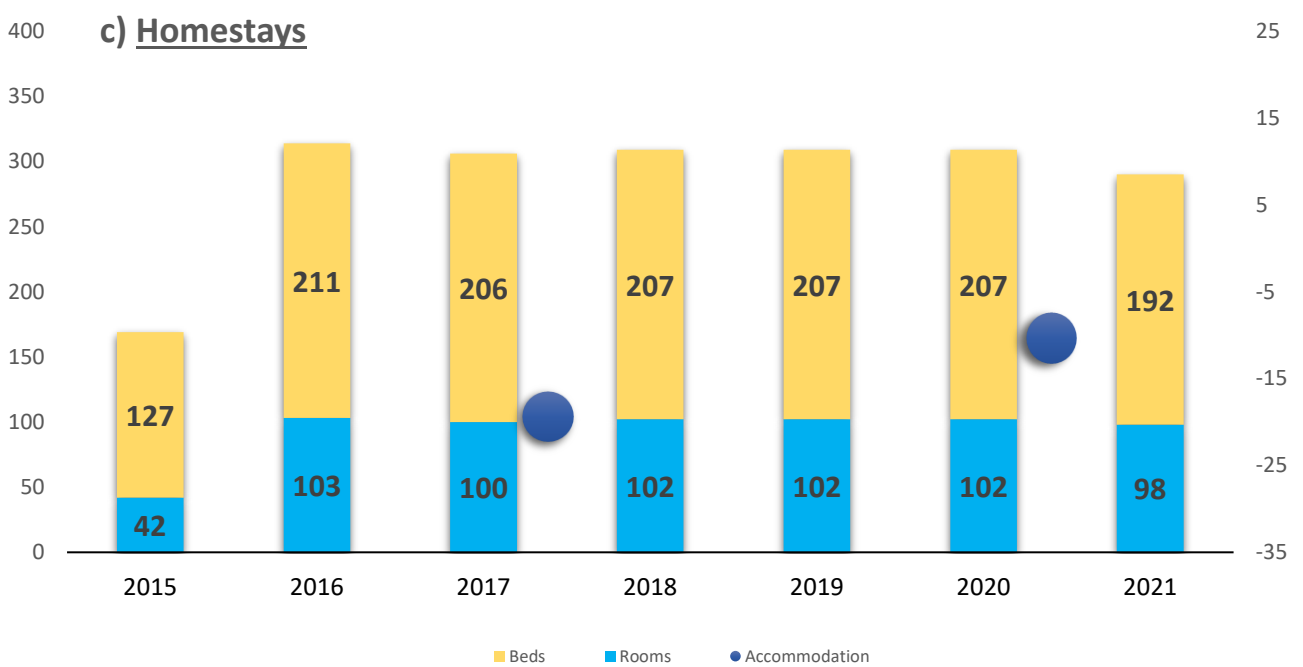
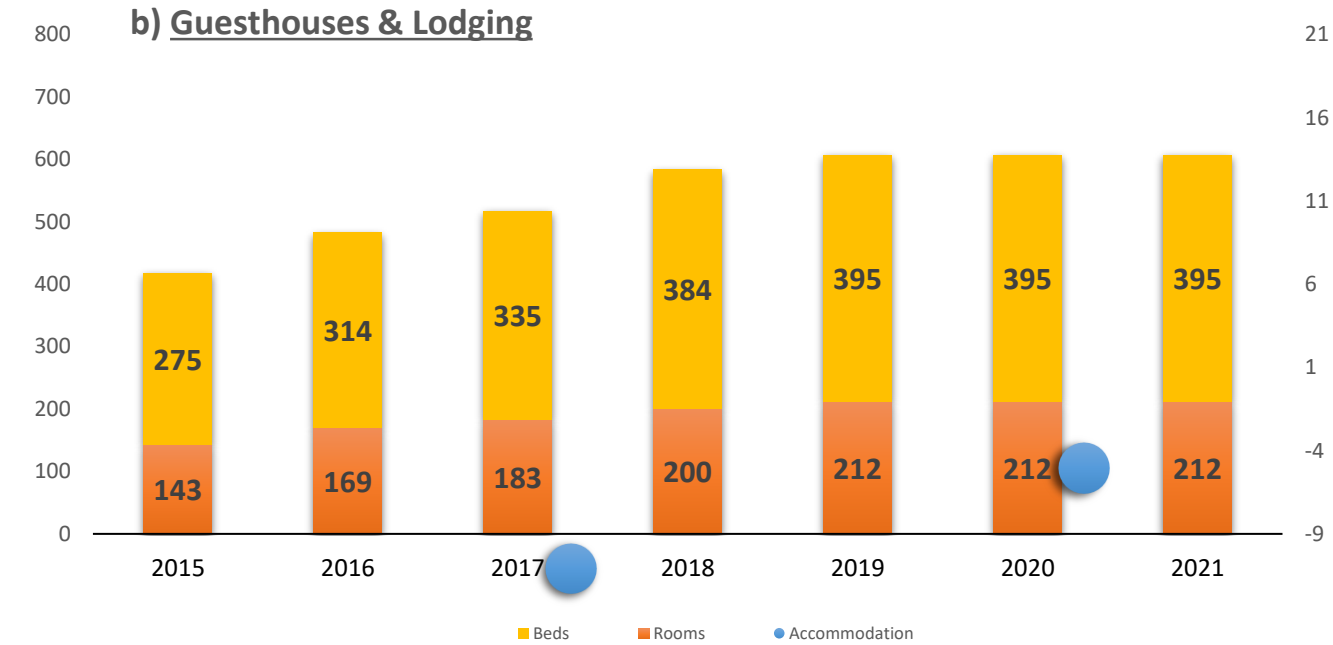
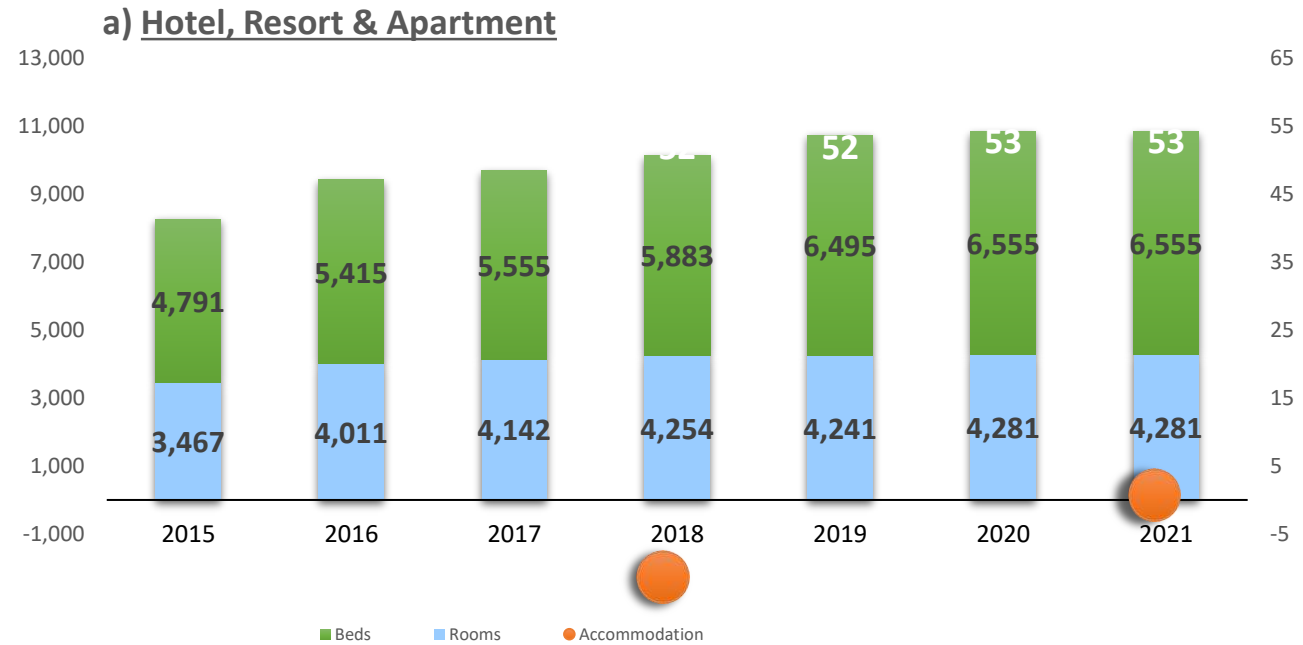
Source: Tourism Development Department, Ministry of Primary Resources and Tourism; and Immigration and National Registration Department, Ministry of Home Affairs.

ACCOMMODATION, 2015 - 2021



Note: Based on Hotel, Resort & Apartment; Guesthouses & Lodging; Government Guesthouses and Homestay.

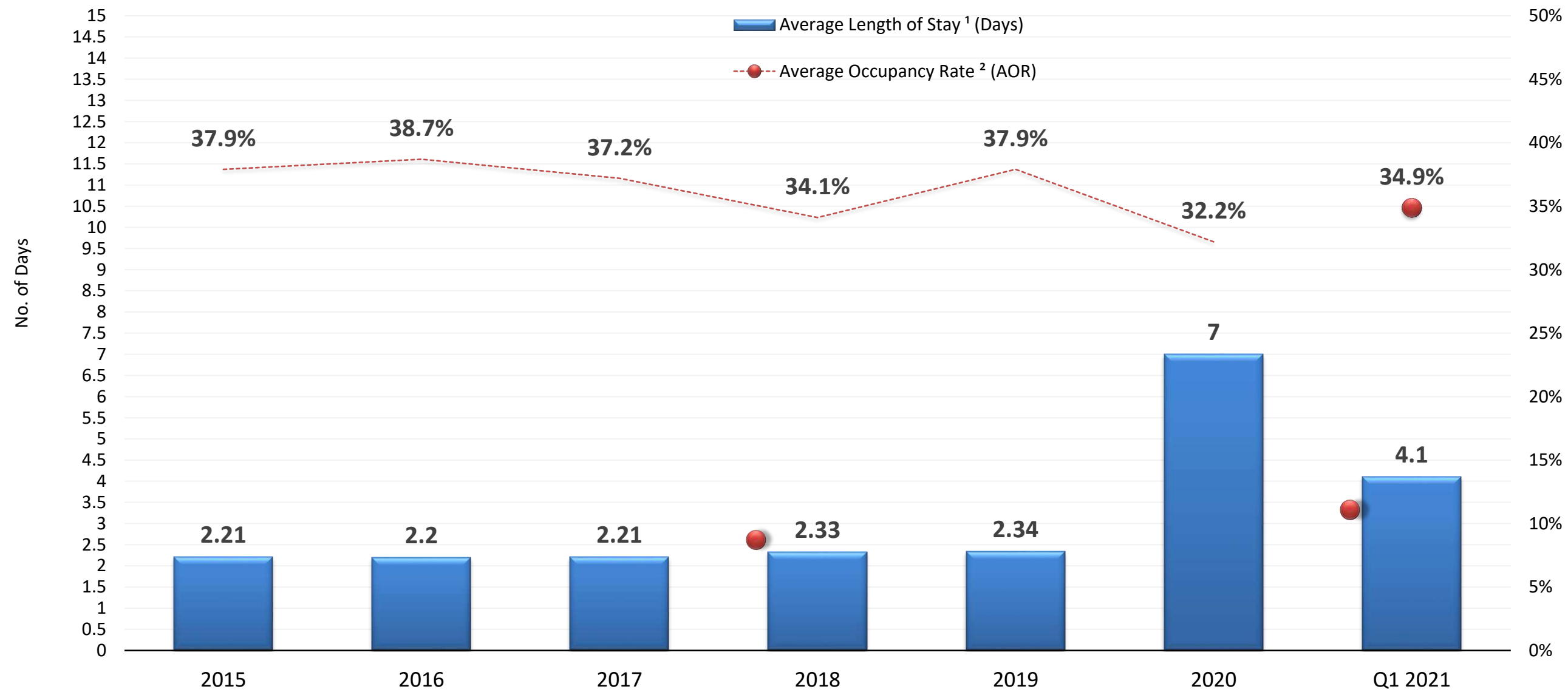
TYPES OF ACCOMMODATIONS, 2015 - 2021



Definition:

- a) **Hotels, Resort & Apartments:** Accommodation for tourists or guests for hire or any other form of reward that offers professional service and for Resorts is situated in a suitable location free of noise, atmospheric and marine pollution. Such as (*Radisson Hotel Brunei Darussalam, The Empire Hotel & Country Club and Abdul Razak Hotel Apartment*);
- b) **Guesthouses & Lodging:** Accommodation provided in a private house or commercial building run by the owner. Such as (*Nazira Guesthouse, Freme Rainforest Lodge House and Sumbiling Eco Village*);
- c) **Government Guesthouses:** Accommodation provided in a private house or commercial building run by the Government. Such as (*Pusat Belia and Rumah Persinggah Kerajaan*);
- d) **Homestays:** A form of hosted accommodation at a residence where guests will stay with the host's family and experience the everyday way of life of the family and community. Such as (*Baitul Wajihah Homestay, Kampong Sungai Matan Homestay and Kunyit 7 Lodge*);

LENGTH OF STAY AND OCCUPANCY RATE, 2015 - 2021



Performance

26 Apartment & Hotels only

Avg Occupancy Rate

Avg Length of Stay

Jan-Mar
2020

Jan-Mar
2021

Growth
(Y-O-Y)

37.75%

34.88%

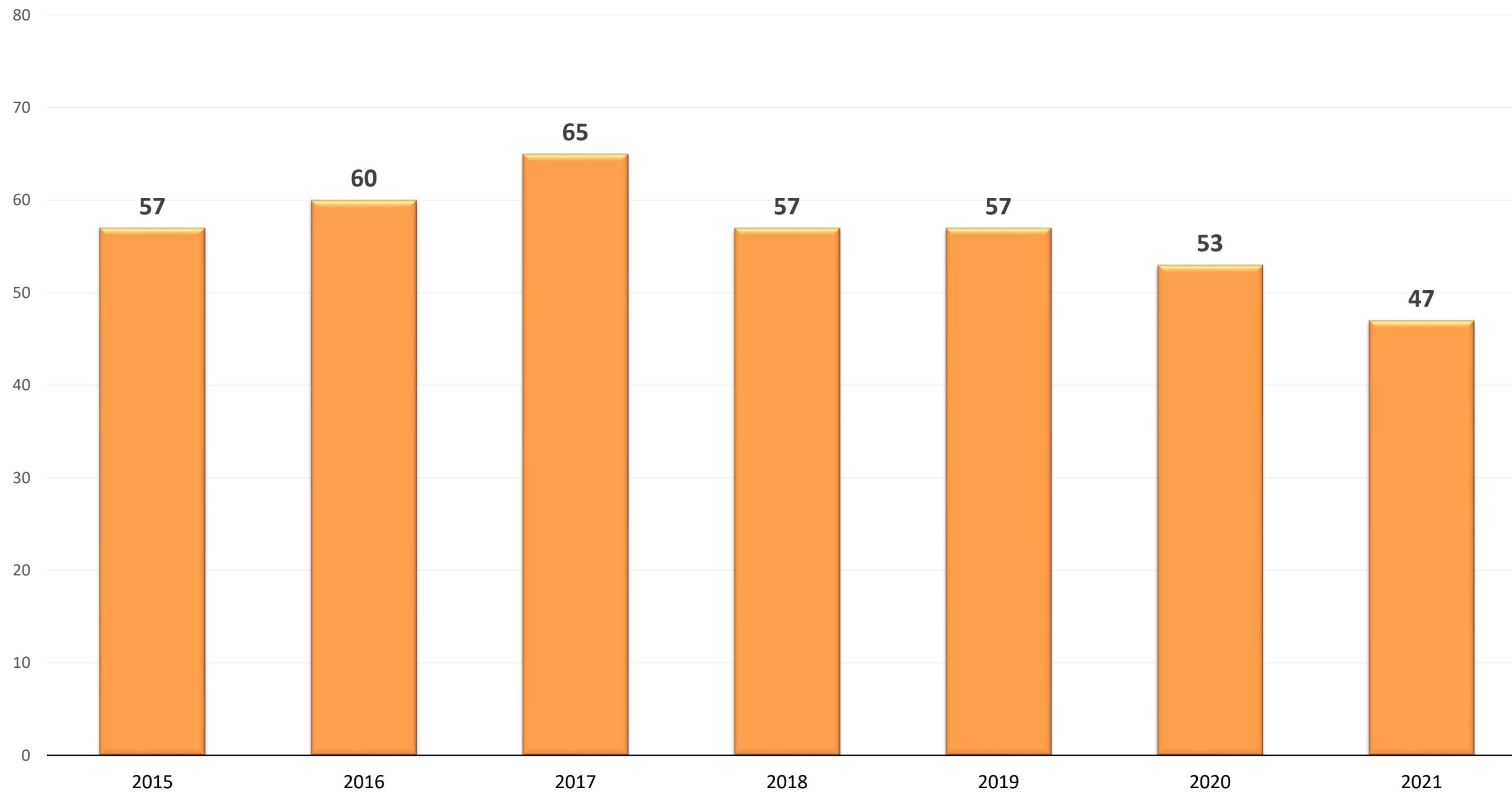
-7.59%

2.9

4.1

+41.38%

TRAVEL AGENTS, 2015 - 2021



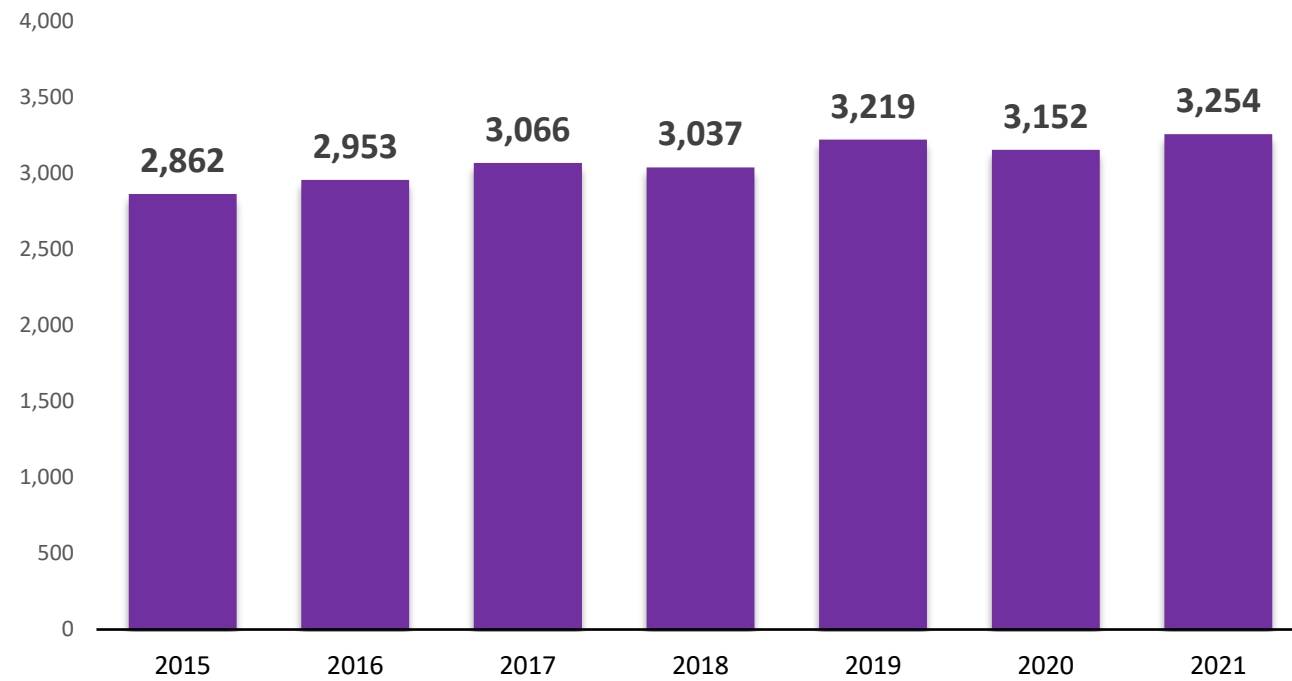
Note:

Number of registered Travel Agents under the Tourism Development Department are based on inbound and outbound travel.

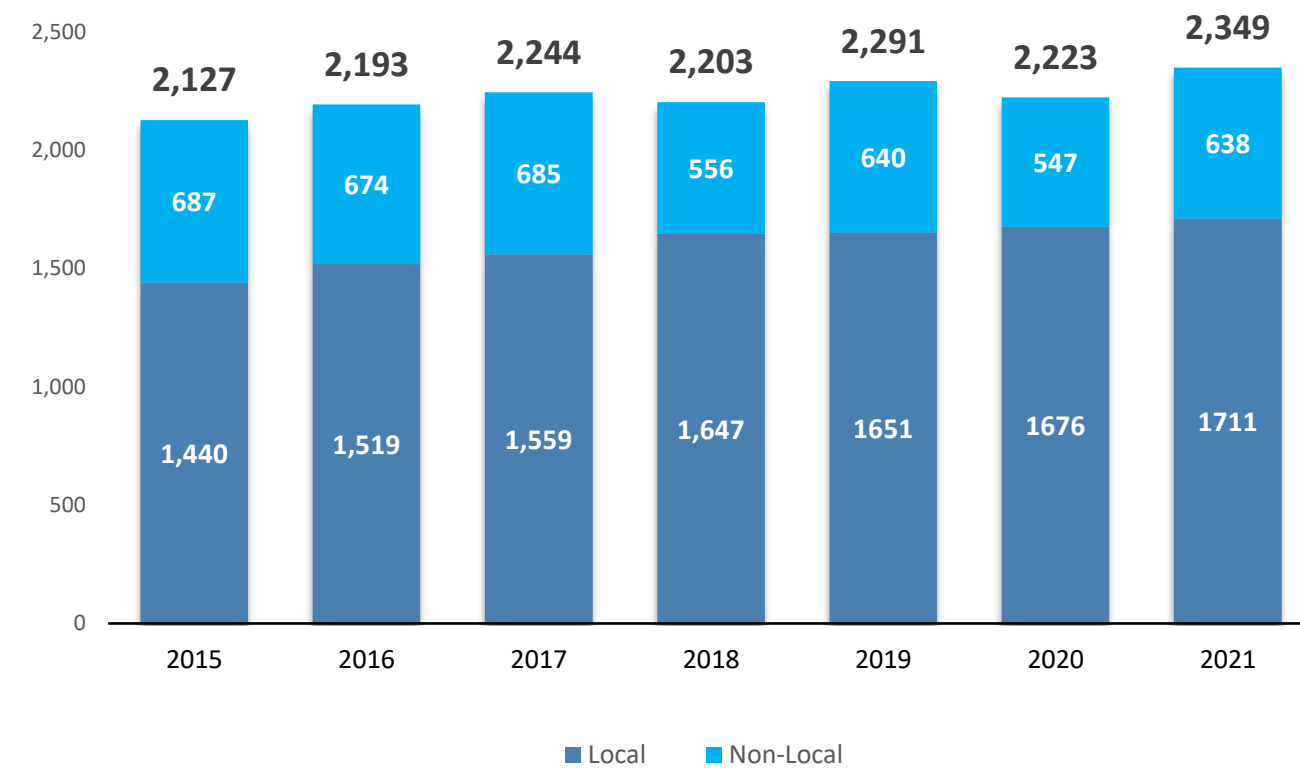
Source: Tourism Development Department, Ministry of Primary Resources and Tourism; and Travel Agents in Brunei Darussalam.

EMPLOYMENT, 2015 - 2021

Total Direct Employment

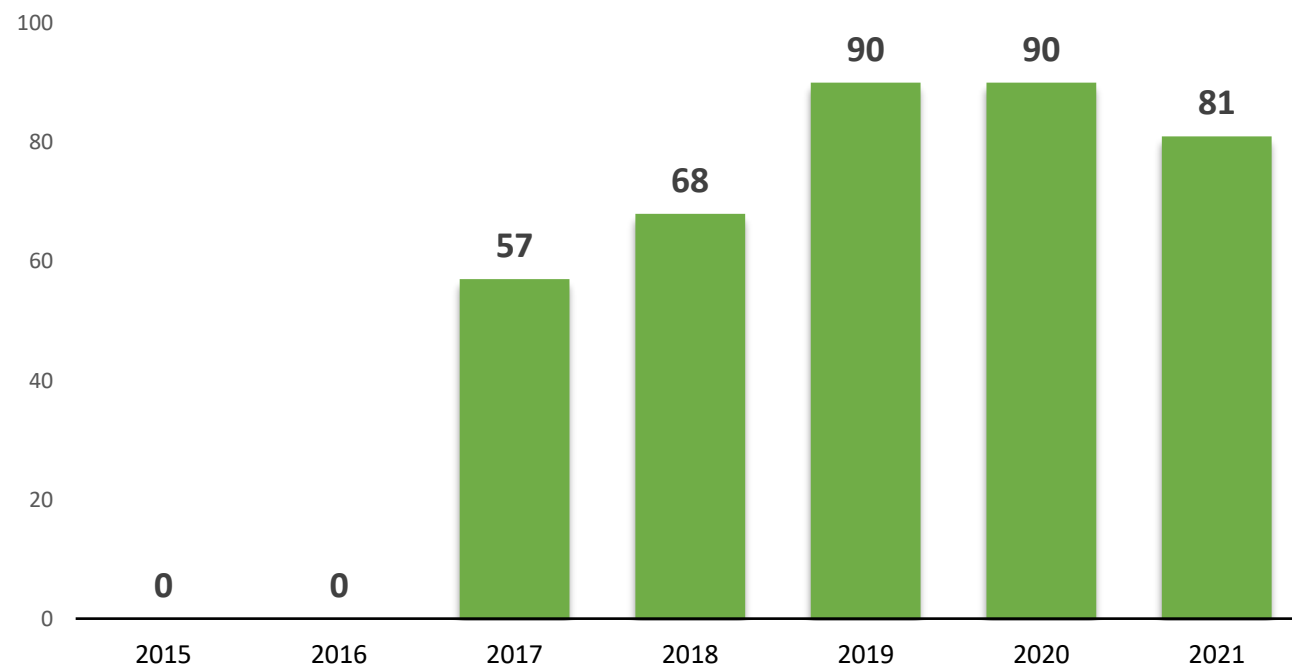


Accommodation

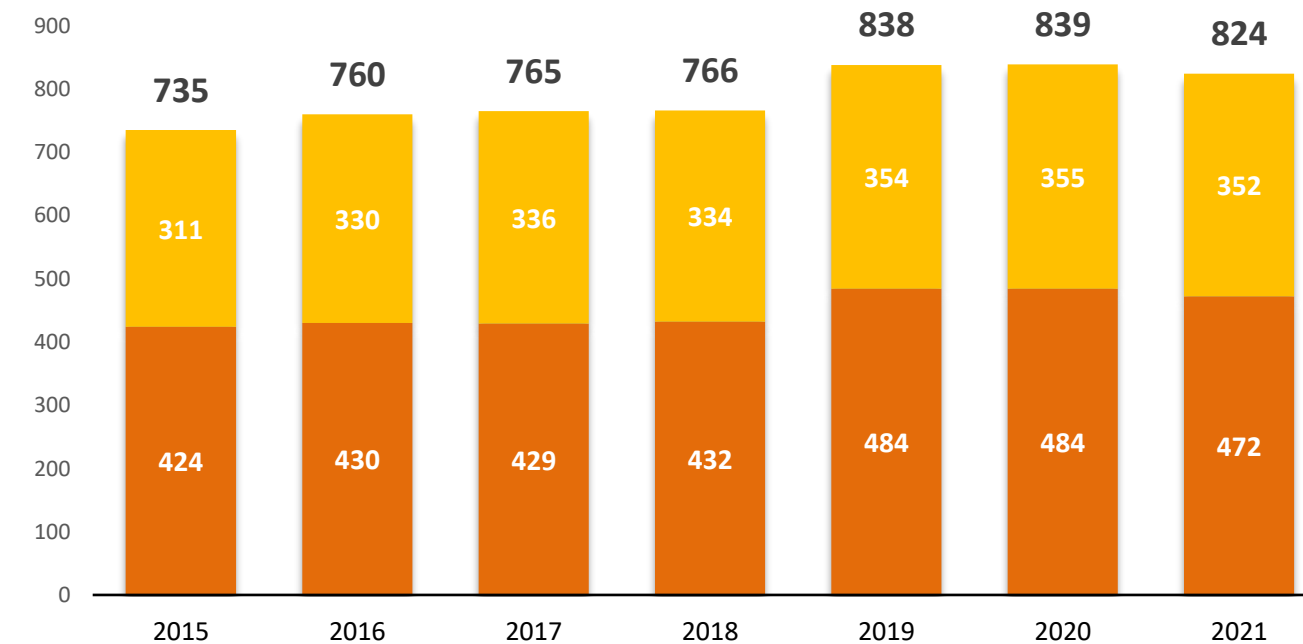


Note: Based on Accommodation, Travel Agents and Tour Guide Freelance

Local Tour Guide Freelance



Travel Agents



Source: Tourism Development Department, Ministry of Primary Resources and Tourism; Travel Agents in Brunei Darussalam; and Accommodations in Brunei Darussalam.

Places of Interest in Brunei Darussalam, 2021



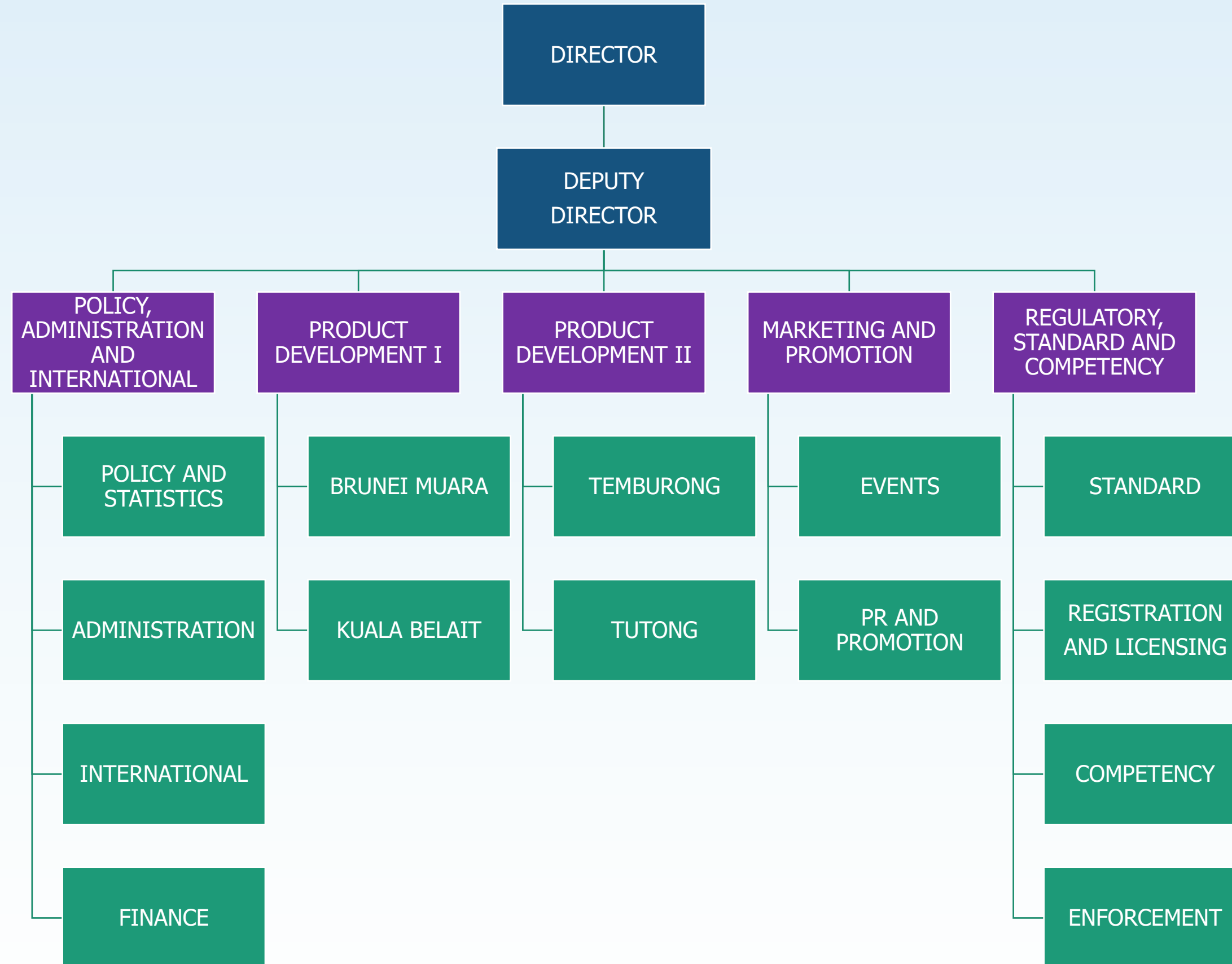
Source: Tourism Development Department and Forestry Department, Ministry of Primary Resources and Tourism; Ministry of Culture, Youth and Sport; Jerudong Park Country Club Sdn Bhd



ORGANISATION STRUCTURE



ORGANISATION STRUCTURE 2021





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