



كمنترين سومبر ٢ اوتام دان قلنچوغن

MINISTRY OF PRIMARY RESOURCES AND TOURISM  
BRUNEI DARUSSALAM

***MEDIA RELEASE  
TOURISM DEVELOPMENT DEPARTMENT  
MINISTRY OF PRIMARY RESOURCES AND TOURISM***

***PROMOTION OF  
"DISCOVER MUARA"  
CRUISE SHIP CENTRE, MUARA  
2 MAC 2019, SATURDAY***



**MEDIA RELEASE**  
**TOURISM DEVELOPMENT DEPARTMENT**  
**MINISTRY OF PRIMARY RESOURCES AND TOURISM**

***PROMOTION OF “DISCOVER MUARA”***

---

1. The Minister of Primary Resources and Tourism, Yang Berhormat Dato Seri Setia Awang Haji Ali bin Apong launched the promotion of Discover Muara at the Cruise Ship Centre at Muara. Present at the event were members of the State Legislative Council, Foreign Dignitaries, Permanent Secretary, Deputy Permanent Secretaries, Members of the Brunei Tourism Board, Brunei / Muara District Office, Brunei Association of Hotels, Association of Travel Agents of Brunei, CEO of Marine Port Company, Penghulu and Head of Villages.
2. The promotion of the Discover Muara is an initiative of Tourism Development Department to continue its promotional efforts on showcasing the places of interest and exciting tour packages available in the country. The tour package aims to feature Serasa and Muara famous hotspots and promote tours that will further attract more locals as well as international tourists to the Muara town.
3. Muara is well known for its tranquil and clean beaches and provide various activities that can cater for different types of market such as families, youths, honeymooners, adventures, sports and others. Those with families for example can enjoy picnic and barbeque while the youth can experience the bicycle ride along the beach or fishing. On the other hand for the more adventurous can experience some of the watersport activities or ATV rides. Cruise Ship Centre and Serasa Terminal Ferry are located in Muara where both are the gateway for international arrival via sea to Brunei Darussalam. Due to its strategic location, historical landmarks and own history Muara has the potential to become an additional tourist attraction especially for those transit tourist arriving from the cruise ship and ferry passengers.
4. Apart from the famous Muara and Serasa Beach, other places of interests available in Muara includes Kampong Kapok which is famous for its bananas and their kerepek pisang (banana chips), Bukit Tempayan Pisang which is known locally for the legend of the Batu Kumala Naga (dragon stone), *Marine Biodiversity Centre*, Tanjong Batu and others. In addition to that tours also available such as Kampong Kapok Tour, Sunset Beach Ride, beach activities and watersport

activities including diving. The Kapok Village has long practiced the community-based ecotourism (CBET) concept where some of their activities includes cultural performance involving the local youth, selling of local fruits, handicraft making, traditional cooking and activities involving community among others.

5. Among the objectives of the promotion of Discover Muara are:
  - i. To promote to the public and tourist the uniqueness of Muara as a tourist destination especially the transit passenger from cruise ship and ferry passengers travelling from Kota Kinabalu and Labuan to Brunei;
  - ii. To raise awareness to the travel agents on the potential of Muara as a tourist destination especially travel agent that handle tourist from the cruise ship; and
  - iii. To promote and encourage locals to enjoy the tourist spots in their own country during the schools' holidays and to target foreigner working at the Pulau Muara Besar to invite their family to visit Brunei Darussalam.
6. Various activities were also organized during the launching which includes; mini exhibition by the tour operators, local souvenirs shops, Village Consultative Council and foods from iconic restaurants in Muara. Kapok Village Consultative Councils also showcased cultural performances. This event also invited some nearby schools to visit in hope to increase student awareness on the tourism industry development in the country.
7. According to the statistics gathered by the Tourism Development Department between 2014 until 2018, there are more than 130 thousands tourists' arrival from the cruise ship into Brunei. While the statistics from the Department of Immigration and Registration recorded that between 2014 until 2018 more than 264 thousands foreigners have entered Brunei via Serasa Ferry Terminal.

-Ends-