



**Ministry of Primary Resources and Tourism  
Brunei Darussalam**

## **OPENING REMARKS**

**YANG BERHORMAT  
DATO SERI SETIA AWG HAJI ALI BIN APONG  
*Minister of Primary Resources and Tourism  
Brunei Darussalam***

**AT THE LAUNCHING OF NEW PACKAGES  
“TEMBURONG HOLIDAY DESTINATION”**

**Setia Pahlawan Hall,  
Ministry of Primary Resources and Tourism  
Brunei Darussalam**

**Thursday, 1<sup>st</sup> September 2016**

بسم الله الرحمن الرحيم  
الحمد لله رب العالمين، وبه نستعين على أمور الدنيا والدين، والصلاة والسلام على  
أشرف الأنبياء والمرسلين، سيدنا محمد وعلى آله وصحبه أجمعين

**Your Excellencies, High Commissioners and Ambassadors**

**Permanent Secretaries,**

**Deputy Permanent Secretaries,**

**Head of Departments;**

**Our partners in Tourism Industries**

**Distinguished Guests, Ladies and Gentlemen.**

السلام عليكم ورحمة الله وبركاته

Salam Sejahtera & A very Good morning

1. The Ministry of Primary Resources and Tourism (MPRT) is committed to ensure that the tourism services sector becomes one of the significant contributors to the development and growth of the country's economy, particularly in the non-oil and gas sector.
2. This is in line with His Majesty the Sultan and Yang Di-Pertuan of Brunei Darussalam's 2016 New Year Titah, where His Majesty highlighted on

the need for the country to continue to move towards steady and competitive economic growth, and intensify its effort to increase the gross domestic product of the non-oil and gas sector.

3. Focusing on tourism sector, the MPRT immediate strategic focus is primarily on products development and product upgrade. In this regard, we have identified three categories of tourism products, namely the “primary products”, “emerging products” and activity-based tourism products.
4. What are the Tourism Primary products? These include Ulu Temburong National Park and its surrounding, Kampong Ayer and the surrounding mangroves, and places of interest around Bandar Seri Begawan. These products are already well-recognized as the main attraction, both amongst local or foreign tourists.
5. Emerging products are specifically on beaches, forest recreational parks such as Pantai Serasa, Berakas Forest Reserve and Recreational Park, and Tasek Merimbun. The Ministry of Primary Resources and Tourism, together with other relevant agencies, is currently examining the potential of these emerging tourism products to be upgraded and eventually developed as primary products.
6. Activity based products are namely; Diving, Bird-watching, Islamic Tourism, Medical Tourism, Traditional Sport Tourism, Cruise Tourism Educational Tourism, Meetings, Incentives, Conferences and Exhibitions (MICE), Adventure and Community-Based Tourism. Recently, we have

launched the “Birdwatching in Brunei” booklet as part of our continuous efforts in collaboration with local industry stakeholders to promote Brunei Darussalam as a destination for bird watching enthusiasts.

7. The MPRT through Tourism Development Department will continue to further develop our tourism industry in collaboration with the tourism stakeholders. According to our statistics, last year tourist arrival by air was about 218,000. We aim to more than double this to 450,000 per annum by the year 2020.
8. At this juncture, I would like to take this opportunity to convey my special thanks to the Ministry of Foreign Affairs and Trade; and the Ministry of Home Affairs on their efforts in facilitating and easing the process of obtaining visa into Brunei Darussalam for our tourism main market such as China, Turkey, and Russia. Alhamdulillah, such efforts has immediately resulted in making Brunei Darussalam a more attractive tourism destination for China and with the collaboration of the Royal Brunei Airlines and our local travel agent, a one year weekly chartered flight from Zhengzhou, People’s Republic of China to Brunei Darussalam has been initiated which started on 5 July 2016.
9. There are many reason why Brunei Darussalam is an excellent choice for local and foreign tourists as a holiday destination. Brunei Darussalam is a small, prosperous, politically stable and peaceful country. Mostly covered with pristine tropical rainforest rich in exotic flora and fauna, Brunei is a paradise for nature lovers and eco-tourism in general. With plenty of greenery, fresh and invigorating pollution free air, a healthy

environment free of tropical diseases, no haze, no traffic jams and one of the lowest crime rates in the world, no natural disaster and no terrorist incidents. All these make Brunei a truly welcoming and rejuvenating experience for tourists.

Ladies and Gentlemen

10. Now let's focus on the purpose of our gathering this morning, which is to launch the Temburong holiday packages. Our objectives include, Firstly, to promote Temburong as a preferred 3 Days 2 Nights holiday destination comparable to our other neighbouring tourism destination such Phuket, Bali, Langkawi. Secondly, to assist and to encourage the local travel agents to be more actively involved in promoting these tourism products both domestically and internationally. And lastly, to provide local residents a local option, which is a holiday in Temburong, especially when they plan their holiday in this coming December.

11. Various choices on holiday packages have been developed and put together by the Ministry and our Temburong tourism products and service providers namely Ulu-Uu Resort, Freme Rainforest Lodge, Trandie Marina Resort, Sumbiling Eco Village, Borneo Trekker and AZ Back To Nature ranging from premium, family, cultural and adventure packages offering competitive prices for tourists.

12. Some of you must be wondering why Temburong? Temburong's well preserved nature and ecosystem remain as its key selling point as a tourism destination combined with various local ethnicity and culture and

hospitable people, peacefulness, tranquility and clean environment, free from traffic makes Temburong a well-suited family holiday destination.

14. In our effort to develop Temburong, the Ministry has been working very closely with our stakeholders in Temburong especially Temburong District's Office and all the tourism product and service providers as well as the local communities in Temburong to create and produce attractive holiday packages catered for all age group. Furthermore, we also had gone to great lengths to ensure that the packages will have high levels of quality and safety standards, as well as high level of comfort and efficiency in terms of services provided for tourists.
  
15. I strongly urge all our tourism stakeholders; the travel agents, airlines, boat operators accommodation providers and our local communities to step up and work collectively together in building up Temburong as a preferred holiday destination and other tourism destinations in general.
  
16. To conclude, I welcomed the participation of all the 6 tourism product and service provider in Temburong who have worked together with MPRT to produce Temburong holiday packages which we are launching today. I would like to thank them for their dynamic involvement and I am looking forward for more involvement from other stakeholders as well as prospective clients who may be here in the hall today, to support these new initiatives. The packages will be on sale as of today from the respective tourism product and service providers. These packages are

also on offer at the Brunei Travel Fair this weekend at the Centrepont Hotel, Gadong.

17. Before I conclude, I would like to take this opportunity to once again thank the organizing committee and all tourism stakeholders for the efforts in organizing this launching ceremony this morning. To all invited guests, thank you for your strong interests and support. Let us turn all these into reality by purchasing one of the few packages on offer. Let be the first to grab the December Temburong package before they get sold out. Remember, the place is limited. So first come first served.

18. With the Kalimah '***Bismillaah Hirrahmaanir Rahiim***' and with **Salawat and Salam to our Prophet Muhammad Sallallahu Alahi Wassalam, may Peace be Upon Him**, it is indeed my great honour and pleasure to officially Launch the Temburong Holiday Package.

**Wabillahi Taufik Wal Hidayah, Assalamualaikum warahmatullahi wabarakatuh.**