



**Asia-Pacific
Economic Cooperation**

2012/TWG40/024
Agenda Item: 16

Brunei Darussalam Tourism Report

Purpose: Information
Submitted by: Brunei Darussalam



40th Tourism Working Group Meeting
Taipei, Chinese Taipei
25-26 April 2012

The Green Heart of Borneo
BRUNEI
A Kingdom of Unexpected Treasures

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BRUNEI DARUSSALAM

PRISTINE NATURE, ANCIENT ROYAL HERITAGE, AUTHENTIC MALAY CULTURE AND TRADITION, PREMIUM GOLF AND TASTEFUL OPULENCE IN A SAFE, WHOLESOME AND FRIENDLY DESTINATION




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FAST FACTS

- **Size** : 5,765km²
- **Population** : 400,000
- **Capital** : **Bandar Seri Begawan**
- **Religion** : Islam, Buddhism, Christianity
- **Language** : Malay, English, Chinese
- **Government** : Malay Islamic Monarchy



Scale 1:32,000,000 at 5°N
Mercator Projection

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Tourism Masterplan

- **Implementation of the Tourism Masterplan due to start on mid 2012**
- **5 Year Plan**
- **Total of 69 projects identified**
- **Nature, Culture Islamic, Secondary Offerings and Optimization Projects.**

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The projects are chosen around two growth clusters, Nature and Culture & Islamic, to be supported by secondary offerings and optimization of the current product offering

Primary Tourism Growth Clusters

- Nature**
 - Ecotourism
 - Wildlife
 - Adventure
 - Scenic Beauty
 - Amateur Sports
 - Education
- Culture & Islamic**
 - Museums
 - Handicraft
 - Performing Arts
 - Islamic
 - Kg. Ayer
 - Exchange

Secondary Product Offerings

- Diving
- Beach Tourism
- Wellness
- Entertainment
- MICE
- Cruise & Marine

Optimization of the Current Offering

- Tourist Info
- Tourist Websites
- Ground Transport Improvement
- Signage
- Develop and Enforce Rules & Regulations
- Tour Professional Training

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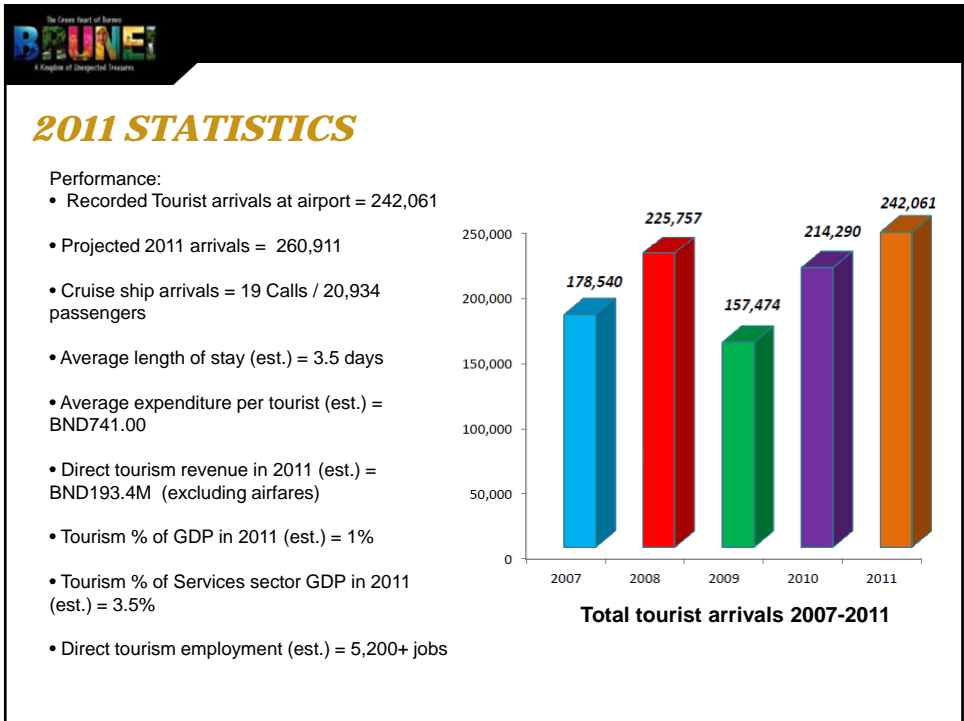


Table 2: TOTAL TOURIST ARRIVALS BY NATIONALITY FOR 2011

	NATIONALITY	TOTAL		NATIONALITY	TOTAL
1	MALAYSIA	61,470	27	PAKISTAN	579
2	CHINA	32,853	28	MYANMAR	522
3	INDONESIA	20,350	29	RUSSIA	429
4	AUSTRALIA	18,845	30	NORWAY	400
5	UK	18,222	31	DENMARK	363
6	PHILIPPINES	17,446	32	SWEDEN	368
7	SINGAPORE	16,221	33	POLAND	352
8	NEW ZEALAND	10,381	34	SRI LANKA	388
9	THAILAND	4,809	35	SWITZERLAND	319
10	INDIA	4,616	36	SPAIN	318
11	USA	4,200	37	UAE	317
12	JAPAN	4,140	38	OMAN	266
13	VIETNAM	3,018	39	CAMBODIA	227
14	OTHERS	2,960	40	CZECH REP.	228
15	CANADA	2,411	41	BELGIUM	219
16	FRANCE	2,301	42	PORTUGAL	218
17	GERMANY	1,819	43	FINLAND	151
18	KOREA	1,696	44	LAOS	123
19	TAIWAN	1,438	45	AUSTRIA	86
20	NETHERLANDS	1,332	46	GREECE	81
21	HONG KONG	1,270	47	KUWAIT	53
22	BANGLADESH	1,004	48	BAHRAIN	34
23	NEPAL	986	49	QATAR	20
24	SAUDI ARABIA	837	50	N.S.	0
25	IRELAND	699		TOTAL	242,061
26	ITALY	676			

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2012 Projection

Performance targets:

Projected actual 2012 arrivals at LTAB = 300,139 (15%)

Direct target tourism revenue in 2012 = BND 222.4M
(excluding airfares)

Cruise Ships arrival 2012 = 13 calls / 26,541 passengers *

Cruise Ships arrival 2013 = 6 calls/16,176 passengers *

* confirmed number

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THANK YOU!