



Sarawak booming on the ASEAN tourism stage

Tourism is a growing market for Sarawak as evidenced by the increasing number of hotels and other accommodation set-ups in the cities and towns. Also, the number of national, international events, celebrations has also increased in the state, as pointed out by Datu Ik Pahon, Permanent Secretary of the Ministry of Tourism Sarawak.

“As part of our 50th Anniversary National celebration we will be hosting mega events like ASEAN International Film & Festival Award, Rainforest World Music Festival, Music Expo, Borneo Jazz, Borneo Cultural Festival, Sarawak Regatta, Borneo International Yachting Challenge to promote the state. He also lamented the lack of air connectivity as the major obstacle to further promote the state to emerging markets like China and Europe but remained hopeful more routes will be opened to facilitate tourism development in the state.”

surrounding nations. We will continue to promote Sarawak using our green backdrop including our Olympic diving medalist Pandelega this year. We see the SCORE tourism hinterland with their water bodies of dams as potential new attractions for rural tourism development and the Lundu/Sematan coastal belt as potential for cruise terminal tourism in the coming years. Another potentially tourism boom is that of the heritage trail along the capital's streets where many historical buildings are still intact. Of course, proper management, branding and promotion will be needed to make this a new product,” he added.

According to him, the upcoming ASEAN Tourism Forum (Jan 2014) to be held in Kuching will be an event that showcases Sarawak to the world as more than 500 international tourism buyers will be at the forum together with tourism ministers from ASEAN nations. He expects other sellers of events and promoters to be also actively campaigning for buyers at the event, which will augur well for local promoters and sellers as they will be able to link up with these promoters for win-win strategy.

***Tourism
Permanent
Secretary
Iku Pahon
talks about the
state's tourism
potential and
strategies***

“One of our strongest markets are those visitors from Kalimantan, Indonesia, weekend shoppers from Brunei and also health tourists from