



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 THE BANGAR HERITAGE WALKING TRAIL AND
TEMBURONG HOLIDAY DESTINATION PACKAGE”
KOMPLEKS UTAMA BUMIPUTERA, BANGAR, TEMBURONG
5 MAY 2018, SATURDAY***



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1. The Minister of Primary Resources and Tourism, Yang Berhormat Dato Seri Setia Awang Haji Ali bin Apong launched new packages for the Temburong District at Kompleks Utama Bumiputera, Pekan Bangar, Temburong District. Present at the event were a member of the State Legislative Council, Foreign Dignitaries, Permanent Secretary, Members of the Brunei Tourism Board, Deputy Permanent Secretary and Temburong District Office, Penghulu and Head of Villages.
2. The promotion of the Temburong Holiday Destination Package is an initiative of Tourism Development Department to continue its promotional efforts on showcasing exciting tour packages available in the country. The tour package aims to feature hotspots and tours that will further attract more locals as well as international tourists to the Temburong district.
3. Last year, the Ministry of Primary Resources and Tourism through The Tourism Development Department introduced several holiday packages in Brunei Darussalam, such as the Temburong Holiday Destination Packages; Bandar Seri Begawan and Kampong Ayer National Heritage Package; Brunei Diving Package; Tutong Destinations Package and Belait Destination Packages in order to provide variety of offerings to travel agents, tourists as well as locals here in Brunei Darussalam.
4. One of the new products that to be promoted in the new package is a walking trail of Bangar town. This town centre is now accessible by foot, made possible with the support of the Ministry of Development to make the town centre more conducive for tourist to explore. With continuous involvement of the Ministry of Primary Resources and Tourism and collaboration with the stakeholders, agents and local community shows that the Ministry is committed to developing more tourism products and attracting more visitors into Brunei Darussalam. The travel agents are key to bringing in tourists by actively promoting the destination and tour packages overseas as well as providing good quality tour packages and

services. However, it is important to note that the tour packages and service need to commensurate with the price paid by the tourists. It is essential that the local community also seizes the opportunity to produce and sell local products or handicrafts to meet the changing needs of the market and consumers taste. These local product purchases are also part of the tourism experience.

5. Some of the highlights of this walking trail includes the Kompleks Utama Bumiputera where the promotion event took place - completed in 2007 to accommodate several shops and restaurants to help generate the economy of the Temburong district; a monument located just outside the Bangar jetty built as a tribute to the Government Officers who gave up their lives protecting Bangar Town in 1962; and Tamu Aneka Temburong where one can find the famous local delicacies such as the Kuih Wajid and Udang Galah.
6. Beyond the walking trail in Bangar, there is also a jungle trekking activity for those avid hikers to Bukit Patoi in Hutan Simpan Peradayan. There are also birdwatching packages added to the program where one can find over 100 different species of birds in Ulu Temburong National Park.
7. The number of people who purchased the Temburong tour packages last year increased by 9% from 11,738 pax in 2016 to 12,797 pax in 2017. With the increase interest in the Temburong district, product offerings have to constantly evolve and be innovative, as well as remain attractive not only to those who visit Brunei for the first time but also to our repeat visitors.
8. With the increase of tourist arrivals in 2017, there has been an increasing demand for local guides in the country especially those with language skills of Chinese, Korean, and Japanese. The Ministry of Primary Resources and Tourism through the Tourism Development Department, is working together with Laksamana Business College to deliver a series of training programs this year set for those interested to work as freelance tour guides and those wanting to enhance their Chinese language. Those interested can contact the Tourism Development Department for further information.
9. Connectivity and entry facilitation also plays an important role in increasing tourist arrivals. With the support from the Ministry of Foreign Affairs and Ministry of Home Affairs, visa facilitations have been given to several key markets such as China and Russia. Travel agents are encourage to utilize this facilitation and engage with relevant agencies look into more series of charters to enter Brunei Darussalam especially from cities such as Beijing, Ningxia, Xian, Seoul, Taipei and Tokyo.

10. In efforts to further develop Temburong, the Ministry has also been working very closely with the Ministry of Home Affairs, Ministry of Culture Youth and Sports, tourism stakeholders and the local communities in Temburong to create these exciting tour packages. Longer duration packages was introduced back in 2016 and this year packages promoted are for Day trips and those who wish to spend just one night in Temburong at an attractive price.
11. The Temburong Holiday Destination Packages consist of 8 packages namely Temburong Adventure, Wira Hutan Trek, Sumbiling Special, Waterfall Experience, Nature Camping, Jungle Experience, Temburong Highlights, and Temburong Leisure.
12. These various tourism products were showcased at the event consisting of twenty-five (25) exhibitors of tourism service providers as well as local community showcasing and selling their products for the Temburong Destination Package.
13. In conjunction of the promotion of the Temburong Holiday Destination Packages, a colorful mural was painted, located under the Pekan Bangar bridge and at the Gallery Warisan Temburong, depicting forest wildlife such as the proboscis monkey, hornbill, and fauna such featuring the sumboi-sumboi (pitcher plant) and the Bunga Simpur. The mural was painted by the collective efforts of teachers and students of Sekolah Menengah Sultan Hassan and local artists from the Collective Arts Events. The Politeknik Brunei and Majlis Perundingan Mukim dan Kampung Daerah Temburong were also acknowledged for their contribution to the event.

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