



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 BRUNEI DIVING PACKAGES
12 JULY 2017 WEDNESDAY
10:00AM
SERASA WATERSPORTS COMPLEX, MUARA***



MEDIA RELEASE
TOURISM DEVELOPMENT DEPARTMENT
MINISTRY OF PRIMARY RESOURCES AND TOURISM

PROMOTION OF THE BRUNEI DIVING PACKAGE

1. The Minister of Primary Resources and Tourism, Yang Berhormat Dato Seri Setia Awang Haji Ali bin Haji Apong officiated the promotion of the Brunei Diving Packages today at the Serasa Water Sport Complex. Present at the ceremony were Permanent Secretaries, Deputy Permanent Secretaries, Foreign Dignitaries, Diving Stakeholders, Royal Brunei Airlines, Hoteliers, Travel Agencies and Tour Operators.
2. Diving is a niche market that requires a great deal of promotion. The efforts of cross-selling and cross-promotion of diving and non-diving packages is crucial and should be further enhanced to include other tourism products and experience such as the Temburong, Bandar Seri Begawan and Kampong Ayer Packages.
3. With over 410 coral species and 700 different species of reef fish diversity, Brunei's coral life is considered to be one of the healthiest in the world. There are more than 60 diving sites including shipwrecks and oil rigs. Brunei is also known to have easy access to unique shipwreck sites.
4. A total of eight (8) diving packages were introduced at the event and will also be promoted to locals and international tourists through the dive operators. The Brunei Diving Package offers diving activities for beginners, fun divers, advance level and specialized courses featuring free diving and diving wrecks for people of all ages. The development of the Brunei Diving Package is a joint collaboration between the Tourism Development Department and local diving operators, Oceanic Quest Sdn Bhd and Poni Divers Sdn Bhd.
5. According to the statistics provided by local dive operators, a total of over 10,000 divers were recorded between the years of 2010 to 2017, which estimates to 1,400 divers per year, with 38% divers from overseas. Major source markets of the tourists are from Malaysia and Singapore followed by United Kingdom, Australia and Europe. The Ministry of Primary Resources and Tourism in its strategic plan has targeted to achieve around 450,000 tourists arrival by air by the year 2020, whereby the Tourism Development Department aims to attract 5,000 divers per year. Divers spend on average B\$1,500 per person per

package and stay about 6 days. The international tourist divers has generated total revenue of approximately B\$800,000.00.

6. Prior to the launching of the Brunei Dive Packages, the Ministry of Primary Resources and Tourism has also officiated the Temburong Destination Holiday Packages and Bandar Seri Begawan and Kampong Ayer Heritage Tour Packages. The Ministry urges concerted effort amongst the dive operators, travel agents and airlines to include diving in their international promotional activities to attract new and repeat divers.

-Ends-