



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***

***LAUNCHING OF THE OFFICIAL BRUNEI DECEMBER FESTIVAL'S WEBSITE
1ST NOVEMBER 2017 THURSDAY
10:00AM
TOURIST INFORMATION CENTRE, GALERI SENI, BANDAR SERI BEGAWAN***



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LAUNCHING ON THE BRUNEI DECEMBER FESTIVAL'S WEBSITE

1. The most awaited festival in Brunei Darussalam this year the Brunei December Festival 2017 gains momentum today by the launching of its official website and application by The Minister of Primary Resources and Tourism, Yang Berhormat Dato Seri Setia Awang Haji Ali bin Apong. The event took place on the 1st November 2017 at the Tourist Information Center, Galeri Seni, Bandar Seri Begawan. Also present at the event were the Permanent Secretary and Deputy Permanent Secretary, Ministry of Primary Resources and Tourism, Foreign Dignitaries, State Legislative Council member, Members of the Brunei Tourism Board, Travel agents, Hoteliers, Strategic Partners and Event organizers
2. The Brunei Events (www.brunei.events) is a dedicated website for tourism services for the general public as well as tourists to keep themselves up-to-date on the latest events and upcoming happenings within the Sultanate. Brunei Events website will be packed with event listing including (but not limited to) roadshows, exhibitions, conferences, cultural activities, festivals and workshop.
3. Brunei Events will be working closely with Brunei Tourism Board in support of their effort to promote domestic events and tourism products, which will definitely contribute to improving the quality of tourism services and increase tourism activities in the country. In collaboration with Progresif Cellular and managed exclusively by Mixmediaworx, Brunei Event is hoping to be a platform for event management companies or individuals to promote their events locally as well as internationally.
4. During the event the Minister of Primary Resources and Tourism also promoted the Festival Insider Guide, a booklet which features all the events listed under the Brunei December Festival.
5. Brunei December Festival is the first ever one month long festival initiated by Brunei Tourism Board with the collaboration with different ministries, public sectors i.e event managers and relevant stakeholders using the “whole-of-nation” approach. As of now, over 40 events have been lined up to take place in the four

districts during the December holiday. Some of the events includes Brunei Film Blitz, International Food Fair, Festival, Bandarku Ceria, Tutongku Ceria, KBku Ceria, Bangarku Ceria, Creative Arts Festivals, Muslim Youth Camp, The AutoFest, Alpha Race, Brunei E-Sports Tournament, 1 Village and 1 Product and many more. For the complete events list please visit www.brunei.events

6. The objectives of the Brunei December Festival are: 1) to increase the number of international visitor arrivals to Brunei Darussalam by promoting and organizing themed events with the collaboration of stakeholders; 2) to develop annual calendar of events that will attract regular and repeat participation from the international and domestic tourists to the activities and events held; 3) Attract local residents to travel within the country to stimulate the growth of domestic tourism and Brunei seen as first choice for holiday and 4) to encourage local residents to spend in the country which will spur the domestic economy and increase business opportunities for SMEs.

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