



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 RIVER HERITAGE TRAIL”
ROYAL WHARF, BANDAR SERI BEGAWAN
17 APRIL 2019, WEDNESDAY***



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“PROMOTION OF THE BRUNEI RIVER HERITAGE TRAIL”

1. The Minister of Primary Resources and Tourism, Yang Berhormat Dato Seri Setia Awang Haji Ali bin Apong officiated the promotion of the Brunei River Heritage Trail at the Royal Wharf, Bandar Seri Begawan. Present at the event were members of the State Legislative Council, Foreign Dignitaries, Permanent Secretary, Members of the Brunei Tourism Board, Deputy Permanent Secretaries, Brunei-Muara District Officer, and Head of Village (refer to attached).
2. The promotion of the Brunei River Heritage Trail is an initiative of the Tourism Development Department to continue its promotional efforts on showcasing tourism products available in the country. The heritage trail features Brunei River as a tourist destination with the aim to educate and create awareness both for locals and international visitors on the historical development and birth of Brunei Darussalam. The Brunei River itself holds rich history and many stories, and with the launch of this heritage trail, it aims to bolster the preservation of the Bruneian culture and heritage.
3. Some of the highlights of the River Heritage Trail includes the story of the establishment of the traditional settlements on stilts on the water and riverbanks, now known as Kampong Ayer. The heritage trail also highlights a few islands from the riverside, which symbolizes some of the famous Bruneian myths and legends, such as the island of “*Jong Batu*” which tells the tale of Nakhoda Manis and his mother. Another island - called “*Lumut Lunting*” – tells the tale of an epic cockfight between the rulers of Brunei and the Majapahit Empire in the legendary tale of *Syair Awang Semaun*.
4. Brunei’s new modern landmark, the 750-metre Raja Isteri Pengiran Anak Saleha Bridge can also be seen from the trail. Named after Her Majesty Duli Raja Isteri Pengiran Anak Saleha, this is the world’s second longest single-pylon cable-stayed bridge and is set to be an iconic landmark of Bandar Seri Begawan’s skyline. Other key Islamic architectural landmarks that can be spotted are the Omar ‘Ali Saifuddien Mosque with the Taman Mahkota Jubli Emas, and the golden domes of the Istana Nurul Iman.

5. Beyond the historical sites and landmarks that are dotted along Brunei River, Sungai Bunga Village can be seen and identified by the neat rows of modern houses on the water. This village is a modern resettlement which is part of His Majesty's Government's initiative to provide housing fitted with modern facilities for Kampong Ayer, with schools, clinics and other amenities available for the community.
6. With the increase of connectivity by the national airline, Royal Brunei, to around the region and beyond, there will be an increasing demand for diversity of tourism packages and products being offered - not only for the international market, but also for the local market. Last year, in comparison to 2017, the Ministry of Primary Resources and Tourism saw an increase of 7.4% of tourists coming into Brunei.
7. With the continuous involvement and collaboration with stakeholders, agents and the local community, the Ministry of Primary Resources and Tourism 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. It is essential that the local community also seize 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.
8. These various tourism products were showcased at the event consisting of nine (9) exhibitors by relevant government agencies, tourism service providers as well as the local community in showcasing and selling their products to support the Brunei River Heritage Trail.
9. Members of Brunei Tourism Board and guests were also taken on a Brunei River cruise. The river cruise provided the opportunity to see some of the attractions that are offered in the Brunei River Heritage Trail.

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LISTS OF MEMBERS OF STATE LEGISLATIVE COUNCIL PRESENT:

1. Yang Berhormat,
Pengiran Haji Ali bin Pengiran Maon
Pengkulu Mukim Berakas 'B'
2. Yang Berhormat,
Pengiran Haji Mohamed bin Pengiran Haji Osman @Othman
Ketua Kampung Masjid Lama, Pekan Muara, Sabun dan Pelumpong
3. Yang Berhormat,
Awang Naim bin Haji Kamis
Pengkulu Mukim Kota Batu
4. Yang Berhormat,
Awang Haji Mohimin bin Haji Johari @Jahari
Ketua Kampung Limau Manis