كمنترين سومبر۲ اوتام دان ڤلنچوڠن

MINISTRY OF PRIMARY RESOURCES AND TOURISM

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MEDIA RELEASE
TOURISM DEVELOPMENT DEPARTMENT
MINISTRY OF PRIMARY RESOURCES AND TOURISM

THE LAUNCHING OF TEMBURONG PRODUCT PACKAGES

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1. The launching of Temburong Product Packages was officiated today at The Abode Resort and Spa, Temburong by Yang Berhormat Dato Seri Setia Awang Haji Ali bin Apong, Minister of Primary Resources and Tourism. Present at the event were Yang Berhormat Awang Haji Emran bin Sabtu, a member of the Legislative Council and Penghulu Mukim Bokok, Yang Mulia Dayang Hajah Tutiaty binti Haji Abdul Wahab Permanent Secretary Ministry of Primary Resources and Tourism, Deputy Permanent Secretaries, Members and Representatives of the Brunei Tourism Board and Temburong District Officer.

2. As one of the strategies of the Tourism Development Department to support the tourism industry which had been affected by the COVID-19 pandemic is to strengthen primary tourism products and introduce emerging products that have the potential to be developed as tourist attractions. Thus, the Department in collaboration with tourism service providers have taken the initiative to review and identify tourism products and activities that can be packaged for Temburong; Brunei-Muara; Tutong and Belait Districts.

3. The launching of product packages will be conducted in all four districts, which began with the launching of Temburong Product Packages in Temburong District earlier today. The objectives of the Launching of Product Packages are to:

    i.   Promote places of interest that offer 'experiential tours' service which will combine all primary products, emerging products and products from Mukim-Mukim Perundingan Kampong (MPK);

    ii. Assist tourism stakeholders such as Hotel, Tourist Guides, Tourist Agents; and Tourism Service Providers in providing an inclusive and flexible itinerary;

    iii. Promote new tourism attractions that are less known but have potential to be developed as main attractions;

iv.   Prepare for the School Term Holiday promotion in April, August and December this year; and

v.   Prepare for tourist arrivals from abroad once borders are open.

4.   In conjunction with the launching of product packages, brochures were also produced for each of the four districts that included sample itineraries that visitors can choose from or design their own tailor made tours and activities through local travel agencies.

5.   The event also witnessed an Award Presentation on ASEAN Sustainable Tourism Award (Rural Category) presented by Yang Berhormat Dato Seri Setia Awang Haji Ali bin Apong to Freme Travel Services Sdn Bhd for their "2 Days and 1 Night Discover Temburong Package". This year's "Safe Tourism" theme for the ASEAN Sustainable Tourism Award (Rural Category) covers the whole course of domestic and foreign guests from their arrival at the airport until their departure. The ASEAN Sustainable Tourism theme was adopted to encourage businesses to introduce new measures across a wide spectrum ranging from transportation to accommodation, facility, personnel, to the visitors' state of health. Accepting the award on behalf of Freme Travel Services Sdn Bhd was Pengiran Dato Paduka Osman bin Pengiran Haji Patra, Director, Freme Travel Services Sdn Bhd.

6.   A familiarization trip was also organised for Media and Travel Agents, starting with a tour to resort facilities in The Abode Resort and Spa. This was then followed by a trip to "Kompleks Utama Bumiputera Temburong" in Pekan Bangar where four (4) MPKs namely MPK Batu Apoi, MPK Belais and Buda-Buda, MPK Senukoh and Rumah Panjang Sibut included in the Temburong package were present to showcase their local products and cultural performances.

7.   The promotion of tourism product packages will continue with the launching of Brunei-Muara product packages this Saturday at the The Yayasan Sultan Haji Hassanal Bolkiah Islamic Arts and Calligraphy Studies Centre.

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Prepared by:

Tourism Development Department
Ministry of Primary Resources and Tourism