



MEDIA RELEASE

PRESENTATION CEREMONIES FOR ASEAN TOURISM STANDARD AWARDS 2024 AND CERTIFICATE OF PARTICIPATION IN TOURISM SERVICE PROVIDERS ENHANCEMENT PROGRAM 2023

1. **Bandar Seri Begawan, 19th February 2023** - The Ministry of Primary Resources and Tourism through the Tourism Development Department conducted a presentation ceremony to honor Brunei Darussalam's recipients of the ASEAN Tourism Standards Awards. This prestigious recognition was bestowed upon Brunei's entities in conjunction with the ASEAN Tourism Forum 2024 (ATF 2024), themed 'Quality and Responsible Tourism – Sustaining ASEAN Future' held on January 26 in Vientiane Capital, Laos,
2. Hosted at the Ministry of Primary Resources and Tourism, where the Guest of Honor was Yang Mulia Hajah Tutiatty binti Haji Abdul Wahab, Permanent Secretary at the Ministry of Primary Resources and Tourism presented the awards.
3. The ASEAN Tourism Standard serves as a standard for all ASEAN member countries and regional tourism industry players in providing high-quality and excellent service delivery to tourists, with the goal of making ASEAN a world-class destination in accordance with the ASEAN Strategic Tourism Plan 2016-2025.
4. Among the notable recipients, The Empire Brunei stands out as the sole recipient of **The ASEAN MICE Venue Standard** in both the **Exhibition Venue Type 1** and **Meeting Room** categories. Additionally, **Radisson Hotel Brunei Darussalam** and **An-Naura Hall, Yayasan Sultan Haji Hassanal Bolkiah Complex**, were awarded for their excellence in the **Meeting Room** category.
5. **Radisson Hotel Brunei Darussalam** was also awarded with the **ASEAN Green Hotel Standard**, while **Kuala Belait** among all four districts in Brunei Darussalam was recognized as the **ASEAN Clean Tourist City**, with the award already presented in Laos during the ATF 2024.
6. **Freme Rainforest Lodge Sdn Bhd** was also awarded for its achievement in **ASEAN Sustainable Tourism (Gastronomy Tourism – Rural)**.
7. The event also presented **Certificate of Participation in Tourism Service Providers Enhancement Program 2023** to five participants namely **Eco Ponies Garden, Labi Coffee Farm, Lamin Warisan, Mori Farm and Roda Impian Cruise**. The program, launched by the Tourism Development Department, aims to assist tourism service providers in improving their products and services to meet higher standards. Its goals include establishing a distinctive selling point for providers and enhancing the value and personalization of visitor experiences.

8. For further information on the ASEAN Tourism Standards, interested parties may visit www.tourism.gov.bn.

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