



PRESS RELEASE

TOURISM DEVELOPMENT DEPARTMENT

MINISTRY OF PRIMARY RESOURCES AND TOURISM

***JAPANESE TRAVEL AGENCIES ESTABLISH STRONGER CONNECTIONS WITH  
BRUNEI DARUSSALAM***

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**1. Tokyo, Japan, 30th October 2023** – A total of 31 Japanese travel agencies joined a networking session with Bruneian delegations comprised of representatives from the Tourism Development Department and local travel agents to promote networking and foster valuable connections, held at the Brunei Darussalam Embassy in Tokyo, Japan.

**2.** Present was Yang Mulia Dayang Hajah Tutiatty binti Haji Abdul Wahab, Permanent Secretary at the Ministry of Primary Resources and Tourism, who delivered the opening remarks at the networking session. Also present was Mr. Kazuhiro Ito, Executive Director of Japan Association of Travel Agents (JATA), representatives of Royal Brunei Airlines and officials from the Embassy of Brunei Darussalam in Tokyo, Japan.

**3.** Yang Mulia Dayang Hajah Tutiatty in her remarks highlighted that “following the ease of travel restrictions worldwide, our national airline Royal Brunei has started flying 4 times weekly to, and from Narita and there has been 2,001 air arrivals from Japan recorded for just the first half of this year, which shows promising improvement and recovery”. She shared that the main objective of the session is to facilitate stronger connections and partnerships between Brunei and Japan in the field of travel and tourism, fostering opportunities for mutual success and growth.

**4.** In her remarks she encouraged the Japanese and Brunei agents to engage in fruitful discussions and create new and interesting packages that will allow the Japanese visitors to immerse in the nature and rich cultural heritage in Brunei Darussalam.

**5.** Among the attendees in the networking session were Hankyu Travel International, JTB Corp, Reiwa Travel, Travel Standard Japan, Keio Travel Japan, ASEAN-Japan Centre, and the Japan Association of Travel Agents.

6. Joining the Tourism Development Department were Royal Brunei Airlines, The Empire Brunei, Darussalam Services, Pan Bright Travel Services, and Bonasia Holiday Management Services Sdn Bhd.

7. The Tourism Development Department's participation at the Tourism Expo Japan 2023 in Osaka, Japan last week has piqued the interest of several agencies within the Japanese tourism industry and the public to explore Brunei Darussalam's offerings. From the 26th to the 29th of October, the Tourism Development Department continued its efforts at the event to increase the visibility of travel services to Brunei Darussalam and encourage more Japanese tourists to explore the offerings available in the country.

8. The department aims to exchange knowledge, encourage cultural enrichment, and attract more Japanese travellers to Brunei Darussalam. In addition to the networking session, a One-on-One Consultation Session with the Japan School Tours Bureau in Tokyo also took place on the 31st of October. The session was aimed at helping the local travel agents understand the Japanese educational market, while concurrently delving into prospects for educational group ventures.

9. For further information on activities conducted by the Tourism Development Department, please visit @info.bruneitourism on Instagram.

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