



PRESS RELEASE

CONNECTING BORDERS: BRUNEI DARUSSALAM HOSTS EXCLUSIVE NETWORKING SESSION WITH SINGAPORE TRAVEL AGENTS

- 1. Singapore, 29th January 2024** – Brunei Tourism continued its international marketing efforts by organising Networking Session with Travel Agents in Singapore.
- The one-day event was hosted by the Ministry of Primary Resources and Tourism in collaboration with the National Association of Travel Agents Singapore (NATAS). Brunei Darussalam was led by The Honorable Dato Seri Setia Dr Haji Abdul Manaf bin Haji Metussin, Minister of Primary Resources and Tourism as Head of Delegation. Also present were Haji Ahmad Nasri bin Dato Dr. Haji Abdul Latif, Acting High Commissioner of Brunei Darussalam to Singapore, Hajah Tutiatty Haji Abdul Wahab, Permanent Secretary of the Ministry of Primary Resources and Tourism, and Mr. Simon Er, Deputy President of NATAS.
- The business-to-business (B2B) networking sessions took place on the 29th January 2024, reaching 20 travel agents and local media in Singapore. Held at the Royal Plaza on Scotts, the event served as the inaugural networking session of the year in Singapore for fostering connections among travel professionals from Brunei and Singapore.
- In the remarks delivered by the Minister of Primary Resources and Tourism, he highlighted that Brunei's unspoiled nature and continuous efforts towards responsible tourism are what attracts Brunei's ecotourism to other nations. He added that Brunei is more than just thick jungles for military training; it serves as a serene retreat, providing individuals with an opportunity to escape from the stresses of work and unwind in a peaceful and pristine environment. He also added that Brunei is a destination with an exclusive charm that might not appeal to everyone, but has special offerings that make Brunei stand out to travelers. Brunei's natural wonders, including pristine rainforests and preserved mangroves, create a serene and uniquely special atmosphere. The event also included product update presentations by Brunei Tourism and their stakeholders.

5. Brunei Tourism targets 362,000 international tourist arrivals with an estimated BND 228 million in tourism receipts this year. In 2023, Singaporean tourists recorded 8,192 arrivals to Brunei Darussalam and looks forward to an increase in numbers this year. Brunei Tourism is planning to host a familiarization trip in the upcoming months, followed by a series of marketing campaigns that will unfold throughout the year. For more information, please visit <https://bruneitourism.com> or visit their Instagram at @brunei.tourism

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