



كمتنرين سومبر ۲ اوتم دان ڦلنچوڻن
MINISTRY OF PRIMARY RESOURCES AND TOURISM
BRUNEI DARUSSALAM

SIARAN MEDIA
JABATAN KEMAJUAN PELANCONGAN
KEMENTERIAN SUMBER-SUMBER UTAMA DAN PELANCONGAN

*MEDIA RELEASE
TOURISM DEVELOPMENT DEPARTMENT
MINISTRY OF PRIMARY RESOURCES AND TOURISM*

DATA PERANGKAAN PELANCONGAN BAGI TAHUN 2018

TOURISM STATISTICS FOR THE YEAR 2018

NEGARA BRUNEI DARUSSALAM



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BRUNEI DARUSSALAM

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1. In 2018, the tourism sector has reached another milestone in international tourist arrivals to Brunei Darussalam through the Brunei International Airport with the highest number of arrivals ever recorded. International tourist arrivals grew by 7.4 per cent year-on-year (y-o-y) from 258,955 tourists in 2017 to 278,136 tourists in 2018. This achievement has surpassed initial projection of 277,774 tourists for 2018.

Table 1: International Tourist Arrivals, 2017 and 2018

International Tourist Arrivals	2017	Growth %	2018
Air	258,955	+7.4%	278,136

Source: Tourism Development Department, Ministry of Primary Resources and Tourism; and Immigration and National Registration Department, Ministry of Home Affairs;

2. Since 2015, international tourist arrivals have continued to show positive trend towards the development of tourism in Brunei Darussalam. The growth of 7.4 per cent (y-o-y) in 2018 was mainly due to the consistent impact of high travel demand from the four main market since 2017 with Far East Market contributed the highest growth at 17.8 per cent (y-o-y), followed by Australia and New Zealand market at 10.9 per cent (y-o-y), Long Haul market at 2.9 per cent (y-o-y) and ASEAN market at 2.4 per cent (y-o-y). Furthermore, several tourism products have been introduced and enhanced for the tourists with continual support from travel agents in promoting Brunei Darussalam as the preferred tourist destination and Royal Brunei Airlines (RB) in improving the air connectivity with the introduction of new scheduled flights and services to China, South Korea, Melbourne, London, Dubai and Kuching.

In addition, another contributing factors to the growth in 2018 was due to the influx number of Chinese tourists visiting the country on holiday for the Chinese New Year celebration in February and international sports events held in Brunei Darussalam during the months of March, April, August, September and December such as The Richard Mille Brunei Championship, Korea Ladies Professional Golf Association's (KLPGA) tournament which gained wider exposure to the Far East market, Hassanal Bolkiah Trophy (HBT) 2018 for ASEAN Youth Football Tournament, Brunei Regatta, Royal Brunei Enduro and a number of international events under the Brunei December Festival 2018 campaign such as Orienteering Competition, Green Jewel Night Run, Brunei Unexpected Kingdom Ultra Marathon (BUKUM), Brunei Mountain Bike (MTB) challenge, Brunei E-sports, SEA DRC Drone race and BIMPNT-EAGA Friendship Games.

Table 2: International Tourist Arrivals by Region, 2017 and 2018

By Region	2017	Growth %	2018
Far East	70,193	+17.8%	82,698
Australia & New Zealand	9,994	+10.9%	11,087
Long Haul	28,601	+2.9%	29,417
ASEAN	130,210	+2.4%	133,276

Source: Tourism Development Department, Ministry of Primary Resources and Tourism; and Immigration and National Registration Department, Ministry of Home Affairs.

3. *China ranked as the first among the top 10 countries in 2018 due to the increase of air connectivity from newly scheduled flights with 23.6 per cent share (20.9 per cent share in 2017), followed by Malaysia at 21.4 per cent share (23.2 per cent share in 2017), Indonesia at 9.9 per cent share (8.7 per cent share in 2017), Philippines at 8.0 per cent share (8.9 per cent share in 2017) and Singapore at 5.1 per cent share (5.8 per cent share in 2017). In total, the top five countries have contributed the majority portion of international tourist arrivals into the country for 2018 at 67.9 per cent share of total tourist arrivals. Moreover, amongst the top performing countries in 2018, Switzerland has shown significant improvement in terms of growth and has tripled the number of arrivals by 300.5 per cent (y-o-y) to reach 1,682 arrivals last year from 420 arrivals in 2017.*

Table 3: International Tourist Arrivals by Top 5 Countries, 2017 and 2018

Country	2017 (Share %)	Country	2018 (Share %)
1. Malaysia	60,030 (23.2%)	1. China	65,563 (23.6%)
2. China	54,125 (20.9%)	2. Malaysia	59,528(21.4%)
3. Philippines	23,159 (8.9%)	3. Indonesia	27,462 (9.9%)
4. Indonesia	22,420 (8.7%)	4. Philippines	22,319 (8.0%)
5. Singapore	14,919 (5.8%)	5. Singapore	14,091 (5.1%)
Total	174,653 (67.4%)	Total	188,963 (67.9%)

Source: Tourism Development Department, Ministry of Primary Resources and Tourism; and Immigration and National Registration Department, Ministry of Home Affairs.

4. The ASEAN market remained as the largest source market for 2018 at 47.9 per cent share (50.3 per cent share in 2017), followed by Far East market at 29.7 per cent share (27.1 per cent share in 2017), Long Haul market such as Europe, Middle East and America at 10.6 per cent share (11.0 per cent share in 2017), while Australia and New Zealand markets both contributed at 4.0 per cent share (3.9 per cent share in 2017).

Table 4: International Tourist Arrivals by Market Areas, 2017 and 2018

Source Markets	2017 (Share %)	2018 (Share %)
ASEAN	130,210 (50.3%)	133,276 (47.9%)
Far East	70,193 (27.1%)	82,698 (29.7%)
Long Haul	28,601 (11.0%)	29,417 (10.6%)
Australia & New Zealand	9,994 (3.9%)	11,087 (4.0%)

Source: Tourism Development Department, Ministry of Primary Resources and Tourism; and Immigration and National Registration Department, Ministry of Home Affairs.

5. The main purpose of visit to Brunei Darussalam for 2018 is for leisure and holiday purposes at 45.6 per cent share (44.1 per cent share in 2017). About 12.4 per cent are visiting the country for the purpose of business (13.6 per cent share in 2017), while 12.1 per cent are on transit (9.0 per cent share in 2017) followed by Visiting Friends and Relatives (VFR) at 9.6 per cent share (10.3 per cent share in 2017), Government visits at 3.1 per cent share (2.5 per cent share in 2017), Exhibition at 0.5 per cent share (0.6 per cent share in 2017), Others at 9.0 per cent share (9.9 per cent share in 2017) and Not specified at 7.7 per cent (10.0 per cent share in 2017). China and Malaysia remained as the top contributors for the leisure and holiday market at 19.6 per cent share and 6.7 per cent share respectively.

Table 5: Main Purpose of Visit and Top 5 Nationalities by Holiday, 2017 and 2018

Purpose of visit	2017 (Share %)	2018 (Share %)
Holiday	114,325 (44.1%)	126,862 (45.6%)
Business	35,118 (13.6%)	34,448 (12.4%)
Transit	23,199 (9.0%)	33,761 (12.1%)
Visit Friends and Relatives	26,742 (10.3%)	26,744 (9.6%)
Government	6,426 (2.5%)	8,495 (3.1%)
Exhibition	1,651 (0.6%)	1,255 (0.5%)
Others	25,682 (9.9%)	25,144 (9.0%)
Not Specified	25,812 (10.0%)	21,427 (7.7%)

Holiday by Nationality	2017 (Share %)	2018 (Share %)
1. China	45,917 (17.7%)	54,379 (19.6%)
2. Malaysia	17,950 (6.9%)	18,628 (6.7%)
3. Philippines	7,945 (3.1%)	7,749 (2.8%)
4. Indonesia	5,629 (2.2%)	6,034 (2.2%)
5. Singapore	3,681 (1.4%)	3,663 (1.3%)

Source: Tourism Development Department, Ministry of Primary Resources and Tourism; and Immigration and National Registration Department, Ministry of Home Affairs.

6. In addition to the total number of tourist arrivals by air, a total of 4,243,200 international visitor arrivals were also recorded from other Immigration control posts for 2018.

Table 6: International Visitor Arrivals, 2017 and 2018

International Visitor Arrivals	2017	2018
Land Borders	4,046,143	4,224,440
Cruise Ship	10,886	18,760
Total	4,057,029	4,243,200

Source: Immigration and National Registration Department, Ministry of Home Affairs; and Shipping Agencies.

7. The average length of stay for hotels in 2018 was for 2.3 days compared to 2.2 days in 2017. Whereas, the average occupancy rate for hotels was 34.2 per cent in 2018 compared to 37.4 per cent in 2017.

Table 7: Average Length of Stay and Average Occupancy Rate, 2017 and 2018

Year	Average Length of Stay (Hotel)	Average Occupancy Rate (Hotel)
2017	2.2 days	37.4%
2018	2.3 days	34.2%

Source: Immigration and National Registration Department, Ministry of Home Affairs; and Accommodations in Brunei Darussalam

8. For accommodations in 2018, there were a total of 89 establishments ranging from Luxury Resorts (for example The Empire Hotel and Country Club), International Standard Hotel (for example Radisson Hotel); Business Standards; Budget; Lodgings; Apartments, Guest Houses and Homestays. The total number of hotels, resort and apartments are 52, followed by 16 Homestays, 18 Guest Houses and Rest Houses and 3 Government Guest Houses. Meanwhile, the total number of rooms and beds available were 4,586 rooms and 6,604 beds. Whereas in 2017, total number of establishments was recorded at 87, with 4,455 rooms and 6,226 beds.

Table 8: Accommodations, 2017 and 2018

Accommodations	2017	2018
Total Establishments	87	89
Total Number of Rooms	4,455	4,586
Total Number of Beds	6,226	6,604

Source: Accommodations in Brunei Darussalam

9. For 2018, total number of registered travel agents under the Tourism Development Department was 59 establishments compared to 65 establishments in 2017. All travel agents are based on inbound and outbound activities.

Table 9: Travel Agents, 2017 and 2018

Travel Agents	2017	2018
Total Establishments	65	59

Source: Travel Agents in Brunei Darussalam



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NEGARA BRUNEI DARUSSALAM

1. Dalam tahun 2018, sektor pelancongan telah mencatatkan satu lagi pencapaian dalam ketibaan pelancong antarabangsa ke Negara Brunei Darussalam melalui Lapangan Terbang Antarabangsa Brunei dengan jumlah ketibaan pelancong yang tertinggi pernah direkodkan. Ketibaan pelancong antarabangsa telah meningkat sebanyak 7.4 peratus dari tahun ke tahun (*year-on-year/y-o-y*) daripada 258,955 pelancong pada tahun 2017 kepada 278,136 pelancong pada tahun 2018. Pencapaian ini adalah diluar jangkaan sasaran bagi tahun 2018 iaitu seramai 277,774 pelancong.

Jadual 1: Ketibaan Pelancong Antarabangsa, 2017 dan 2018

Ketibaan Pelancong Antarabangsa	2017	Pertumbuhan %	2018
Udara	258,955	+7.4%	278,136

Sumber: Jabatan Kemajuan Pelancongan, Kementerian Sumber-Sumber Utama dan Pelancongan; dan
Jabatan Imigresen dan Pendaftaran Kebangsaan, Kementerian Hal Ehwal Dalam Negeri.

2. Dari tahun 2015, jumlah ketibaan pelancong telah menunjukkan tren yang positif dan terus meningkat kearah kemajuan industri pelancongan di Negara Brunei Darussalam. Pertumbuhan sebanyak 7.4 peratus ini adalah disebabkan oleh permintaan perjalanan (*travel demand*) yang tinggi dan konsisten dari keempat pasaran utama sejak tahun 2017 dengan kenaikan yang tertinggi pada pasaran Timur Jauh (*Far East*) sebanyak 17.8 peratus (*y-o-y*), diikuti dengan pasaran Australia dan New Zealand sebanyak 10.9 peratur (*y-o-y*), pasaran Jarak Jauh (*Long Haul*) sebanyak 2.9 peratus (*y-o-y*) dan pasaran ASEAN sebanyak 2.4 peratus (*y-o-y*). Selain itu, terdapat pengenalan dan penambahbaikan yang

berterusan kepada beberapa produk-produk pelancongan dengan kerjasama yang berterusan dari ejen-ejen pelancongan dalam mempromosikan Negara Brunei Darussalam sebagai destinasi pilihan pelancong (*preferred tourist destination*) dan Penerbangan DiRaja Brunei (RB) dalam meningkatkan perhubungan udara (*air connectivity*) melalui pengenalan perkhidmatan dan penerbangan baharu daripada pasaran-pasaran seperti Republik Rakyat China, Korea, Melbourne, London, Dubai dan Kuching.

Di samping itu juga, antara lain penyumbang kepada kenaikan pada tahun 2018 adalah disebabkan oleh ketibaan jumlah pelancong dari Rakyat Republik China yang melawat dan bercuti di negara ini semasa Perayaan Tahun Baru Cina pada bulan Februari dan penganjuran acara-acara sukan antarabangsa yang telah diadakan pada bulan Mac, April, Ogos, September dan Disember seperti Kejohanan ‘Richard Mille Brunei 2018’; Kejohanan Persatuan Golf Wanita Korea (KLPGA) yang mana telah memberikan pendedahan yang luas kepada pasaran dari Timur Jauh (*Far East*); Kejohanan Hassanal Bolkiah Trophy (HBT) 2018 bagi belia bolasepak ASEAN; Regatta Brunei Darussalam; Royal Brunei Enduro 2018; *BIMPNT-EAGA Friendship Games* dan aktiviti-aktiviti sepanjang kempen Brunei December Festival 2018 yang bertaraf antarabangsa iaitu Orienteering Competition, Green Jewel Night Run, Brunei Unexpected Kingdom Ultra Marathon (BUKUM), Brunei Mountain Bike (MTB) challenge, Brunei E-sports, SEA DRC Drone race.

Jadual 2: Ketibaan Pelancong Antarabangsa melalui Rantau, 2017 dan 2018

Rantau	2017	Pertumbuhan %	2018
Timur Jauh (<i>Far East</i>)	70,193	+17.8%	82,698
Australia & New Zealand	9,994	+10.9%	11,087
Jarak Jauh (<i>Long Haul</i>)	28,601	+2.9%	29,417
ASEAN	130,210	+2.4%	133,276

Sumber: Jabatan Kemajuan Pelancongan, Kementerian Sumber-Sumber Utama dan Pelancongan; dan
Jabatan Imigresen dan Pendaftaran Kebangsaan, Kementerian Hal Ehwal Dalam Negeri.

3. Republik Rakyat China telah menduduki tempat pertama dari 10 negara-negara teratas pada tahun 2018. Ini adalah disebabkan adanya peningkatan perhubungan udara (*air connectivity*) melalui penerbangan baharu yang menyumbang sebanyak 23.6 peratus (20.9 peratus pada 2017), diikuti dengan Malaysia sebanyak 21.4 peratus (23.2 peratus pada 2017), Republik Indonesia sebanyak 9.9 peratus (8.7 peratus pada 2017), Republik Filipina sebanyak 8.0 peratus (8.9 peratus pada 2017), dan Singapura sebanyak 5.1 peratus (5.8 peratus pada 2017). Secara keseluruhannya, kelima-lima negara teratas ini telah menyumbangkan sebahagian besar kepada ketibaan pelancong antarabangsa ke negara ini iaitu sebanyak 67.9 peratus dari jumlah keseluruhan ketibaan pelancong di tahun 2018. Selain daripada itu, di tahun 2018 juga telah merekodkan, Negara Switzerland telah menunjukkan peningkatan signifikan iaitu lebih dari tiga kali ganda peratus peningkatan (300.5 peratus) (*y-o-y*) dengan jumlah ketibaan seramai 1,682 pelancong di tahun 2018 berbanding dengan 420 pelancong pada tahun 2017.

Jadual 3: Ketibaan Pelancong Antarabangsa mengikut Lima Negara Teratas, 2017 dan 2018

Negara	2017 (Sumbangan %)	Negara	2018 (Sumbangan %)
1. Malaysia	60,030 (23.2%)	1. Republik Rakyat China	65,563 (23.6%)
2. Republik Rakyat China	54,125 (20.9%)	2. Malaysia	59,528(21.4%)
3. Republik Filipina	23,159 (8.9%)	3. Republik Indonesia	27,462 (9.9%)
4. Republik Indonesia	22,420 (8.7%)	4. Republik Filipina	22,319 (8.0%)
5. Singapura	14,919 (5.8%)	5. Singapura	14,091 (5.1%)
Jumlah	174,653 (67.4%)	Jumlah	188,963 (67.9%)

Sumber: Jabatan Kemajuan Pelancongan, Kementerian Sumber-Sumber Utama dan Pelancongan; dan Jabatan Imigresen dan Pendaftaran Kebangsaan, Kementerian Hal Ehwal Dalam Negeri.

4. Pasaran ASEAN masih kekal sebagai pasaran utama pada tahun 2018 dengan sumbangan sebanyak 47.9 peratus (50.3 peratus pada 2017); diikuti dengan pasaran Timur Jauh (*Far East*) sebanyak 29.7 peratus (27.1 peratus pada 2017); pasaran Jarak Jauh (*Long Haul*) seperti Eropah, Timur Tengah (*Middle East*) dan Amerika sebanyak 10.6 peratus (11.0 peratus pada 2017), manakala Australia dan New Zealand telah menyumbang sebanyak 4.0 peratus (3.9 peratus pada 2017).

Jadual 4: Ketibaan Pelancong Antarabangsa mengikut Pasaran-Pasaran Utama, 2017 and 2018

Pasaran-Pasaran Utama	2017 (Sumbangan %)	2018 (Sumbangan %)
ASEAN	130,210 (50.3%)	133,276 (47.9%)
Timur Jauh (<i>Far East</i>)	70,193 (27.1%)	82,698 (29.7%)
Jarak Jauh (<i>Long Haul</i>)	28,601 (11.0%)	29,417 (10.6%)
Australia & New Zealand	9,994 (3.9%)	11,087 (4.0%)

Sumber: Jabatan Kemajuan Pelancongan, Kementerian Sumber-Sumber Utama dan Pelancongan; dan
Jabatan Imigresen dan Pendaftaran Kebangsaan, Kementerian Hal Ehwal Dalam Negeri

5. Tujuan lawatan utama ke Negara Brunei Darussalam bagi tahun 2018 adalah lebih tertumpu kepada aktiviti-aktiviti percutian sebanyak 45.6 peratus (44.1 peratus pada 2017), dan seterusnya perniagaan 12.4 peratus (13.6 peratus pada 2017); persinggahan sementara (*transit*) 12.1 (9.0 peratus pada 2017); melawat rakan dan saudara-mara (*Visiting Friends and Relatives - VFR*) sebanyak 9.6 peratus (10.3 peratus pada 2017); urusan Kerajaan sebanyak 3.1 peratus (2.5 peratus pada 2017), Pameran sebanyak 0.5 peratus (0.6 peratus pada 2017), dan lain-lain tujuan sebanyak 9.0 peratus (9.9 peratus pada 2017) manakala 7.7 peratus tidak dinyatakan (10.0 peratus pada 2017). Republik Rakyat China dan Malaysia masing-masing menyumbang sebanyak 19.6 peratus dan 6.7 peratus tiba ke Negara ini dengan tujuan riadah dan bercuti.

Jadual 5: Tujuan Lawatan dan Lima Negara Teratas mengikut Percutian, 2017 and 2018

Tujuan Lawatan	2017 (Sumbangan %)	2018 Sumbangan %)
Percutian	114,325 (44.1%)	126,862 (45.6%)
Perniagaan	35,118 (13.6%)	34,448 (12.4%)
Persinggahan (<i>Transit</i>)	23,199 (9.0%)	33,761 (12.1%)
Melawat Rakan dan Saudara-mara	26,742 (10.3%)	26,744 (9.6%)
Kerajaan	6,426 (2.5%)	8,495 (3.1%)
Pameran	1,651 (0.6%)	1,255 (0.5%)
Lain-lain Tujuan	25,682 (9.9%)	25,144 (9.0%)
Tidak dinyatakan	25,812 (10.0%)	21,427 (7.7%)

Percutian mengikut Kewarganegaraan	2017 (Sumbangan %)	2018 (Sumbangan %)
1. Republik Rakyat China	45,917 (17.7%)	54,379 (19.6%)
2. Malaysia	17,950 (6.9%)	18,628 (6.7%)
3. Republik Filipina	7,945 (3.1%)	7,749 (2.8%)
4. Republik Indonesia	5,629 (2.2%)	6,034 (2.2%)
5. Singapura	3,681 (1.4%)	3,663 (1.3%)

Sumber: Jabatan Kemajuan Pelancongan, Kementerian Sumber-Sumber Utama dan Pelancongan; dan Jabatan Imigresen dan Pendaftaran Kebangsaan, Kementerian Hal Ehwal Dalam Negeri.

6. Seramai 4,243,200 pelawat antarabangsa juga telah dicatatkan melalui pos-pos kawalan Imigresen pada tahun 2018.

Jadual 6: Ketibaan Pelawat Antarabangsa, 2017 and 2018

Ketibaan Pelawat Antarabangsa	2017	2018
Darat	4,046,143	4,224,440
Kapal Persiaran	10,886	18,760
Jumlah	4,057,029	4,243,200

Sumber: Jabatan Imigresen dan Pendaftaran Kebangsaan, Kementerian Hal Ehwal Dalam Negeri; dan Agensi-Agenzi Perkapalan.

7. Purata tempoh penginapan (*Average Length of Stay*) bagi hotel pada tahun 2018 adalah selama 2.3 hari berbanding dengan 2.2 hari pada tahun 2017. Manakala, purata kadar penginapan (*Average Occupancy Rate*) bagi hotel adalah sebanyak 34.2 peratus pada tahun 2018 berbanding dengan 37.4 peratus pada tahun 2017.

Jadual 7: Purata Tempoh Penginapan dan Purata Kadar Penginapan, 2017 and 2018

Tahun	Purata Tempoh Penginapan (Hotel)	Purata Kadar Penginapan (Hotel)
2017	2.2 days	37.4%
2018	2.3 days	34.2%

Sumber: Jabatan Imigresen dan Pendaftaran Kebangsaan, Kementerian Hal Ehwal Dalam Negeri; dan Tempat-Tempat Penginapan di Negara Brunei Darussalam

8. Pada tahun 2018, sebanyak 89 premis penginapan pelancongan yang terdiri daripada taraf resort mewah (seperti The Empire Hotel and Country Club), taraf antarabangsa (seperti Radisson Hotel), taraf perniagaan, penginapan bajet, *lodging*, apartmen, *guest house* dan inapdesa (*homestay*). Dari jumlah 89 premis penginapan yang di catatkan sebanyak 52 buah penginapan yang memberi perkhidmatan penginapan hotel, resort dan apartmen, inapdesa (*homestay*) sebanyak 16 buah, *guest houses* and *rest houses* sebanyak 18 buah dan *Government guest houses* sebanyak 3 buah. Sementara itu, jumlah keseluruhan bilik dan katil pada tahun 2018 adalah sebanyak 4,586 buah bilik dan 6,604 buah katil berbanding dengan pada tahun 2017 iaitu sebanyak 87 buah premis dengan 4,455 buah bilik dan 6,226 buah katil.

Jadual 8: Tempat Penginapan, 2017 and 2018

Tempat Penginapan	2017	2018
Jumlah Premis-Premis	87	89
Jumlah Bilangan Bilik	4,455	4,586
Jumlah Bilangan Katil	6,238	6,604

Sumber: Tempat-Tempat Penginapan di Negara Brunei Darussalam

9. Jumlah ejen-ejen pelancongan yang berdaftar dibawah Jabatan Kemajuan Pelancongan pada tahun 2018 adalah sebanyak 59 buah syarikat berbanding 65 buah syarikat pada tahun 2017. Kesemua ejen-ejen pelancongan ini mengendalikan aktiviti *inbound* dan *outbound*.

Jadual 9: Ejen-Ejen Pelancongan, 2017 and 2018

Ejen-Ejen Pelancongan	2017	2018
Jumlah Syarikat	65	59

Sumber: Ejen-Ejen Pelancongan di Negara Brunei Darussalam