



کمنتريڻ سومبرڻ اوتام دان قلنچوڻ
MINISTRY OF PRIMARY RESOURCES AND TOURISM
BRUNEI DARUSSALAM

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Tourism Development Department

Korean Drama Series “Asadal Chronicles” Filming in Brunei Darussalam

The Minister of Primary Resources and Tourism, Yang Berhormat Dato Seri Setia Awang Haji Ali bin Apong, hosted a reception yesterday at the Empire Hotel and Country Club for the Korean production team from Studio Dragon Corporation and various local supporting partners Royal Brunei Airlines, The Empire Hotel and Country Club, Sinar Holdings, Sinar Tour & Travel Sdn Bhd, Higher Hotel and Apartments, Star Lodge and Stone Ville Hotel, which marked the end of the filming of a new upcoming Korean drama series project titled the “Asadal Chronicles” in Brunei Darussalam. The drama series is directed by award-winning director Kim Won Seuk and written by Kim Young-hyun and Park Sang-Yeon. It is set in a historical fantasy period depicting a story of civilization which takes place in the fictional ancient city of Asadal.

The television network, Total Variety Network (tvN), is one of the leading entertainment network companies in South Korea which has successfully produced numerous big-hit highly rated television dramas, such as the critically acclaimed “Goblin” and “Memories of Alhambra”.

In collaboration with Sinar Tour & Travel Sdn Bhd, the film and production crew spent time filming in various Bruneian hot spots such as Ulu-Ulu Temburong and areas in Labi and Belait, among others. It is set to air in May 2019 nationwide in South Korea and globally through multiple cablecast channels, including Netflix and TVN.

The filming of “Asadal Chronicles” will serve as a highly effective tourism campaign for Brunei Darussalam worldwide as its main stars comprise of top Korean actors such as Song Joong Ki, Kim Ji Won, and Jang Dong Geun. Together with the increased flight connectivity and route on Royal Brunei Airlines, the country is expected to see an exponential growth in the number of tourists arriving into Brunei following the success of “Asadal Chronicles”.

In 2018, Brunei Darussalam saw a total of 278,136 international tourist arrivals – a 5% increase compared to the previous year. The positive growth can be significantly attributed to the high impact of travel demand from the Far East Market, such as China, Hong Kong, South Korea and Japan.

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