



Feel
SABAH
North Borneo

SABAH TOURISM BOARD

PATA GOLD
Pacific Asia Travel Association AWARDS 2023



The Sabah Tourism Board, or generally known as Sabah Tourism, is an agency of the Sabah State Government operating under the purview of the Ministry of Tourism, Culture and Environment. Sabah Tourism's primary responsibility is the marketing and promotion of tourism for the State.

Tourism is Sabah's third largest and one important income generating sector which supports more than 80,000 jobs. Striving to ensure that tourism remains an important economic pillar, Sabah Tourism continues to promote and market Sabah as a premier eco-tourism destination.

In the effort of promoting Sabah and in ensuring the success and sustainable growth of the sector, Sabah Tourism works closely with industry players. The concerted effort of Sabah Tourism together with the Ministry of Tourism, Culture and Environment and industry players, contributes to the overall development of the tourism sector both on a national and international scale.

Sabah Tourism was first established in August 1976 as the Sabah Tourism Promotion Corporation and later re-established as Sabah Tourism Board. It has since expanded in roles and responsibilities to cater to the current needs of the global tourism market.

Today, Sabah Tourism Board constitutes seven divisions: Research, Product, Marketing, MICE, Digital and Communications, Finance and Corporate Services and Internal Audit. Sabah Tourism's wholly owned subsidiary, Sri Pelancongan Sabah Sdn Bhd (SPS) compliments efforts of Sabah Tourism by capitalizing on event management, publicity and supply and sales of local handicrafts.

Sabah Tourism has Tourist Information Centre at their office located at No. 51 Jalan Gaya, Kota Kinabalu.

REPORT



vision

“To market and position SABAH, Malaysian Borneo as a premier Culture, Adventure and Nature (CAN) destination in the world.”

mission

“To form smart partnerships with tourism stakeholders towards adopting and complying with sustainable tourism practices.”



Marketing Award Category Travel Video

Who would have thought that we would be deprived of the wonders of the world. When the world stood still and everyone was made to wait. To stay. To let go of the yearnings of travel.

The whole world abided and forewent movement.

2019 & 2020 came and go, the future of travel seemed bleak. The longing remains, but the uncertainties lingers.

It wasn't until 2022, when travelling was possible again. The thirst will be quenched, the desire will be fulfilled.

Showcasing Sabah, welcoming the year 2022 with resilience, grit and grace. Catching Sabah.

Title of video : **Catching Sabah**

[CLICK HERE](#)





Submission by:

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