



TOURISM TRENDS & OUTLOOK OF SARAWAK STATE & THE WAY FORWARD FOR A BETTER FUTURE

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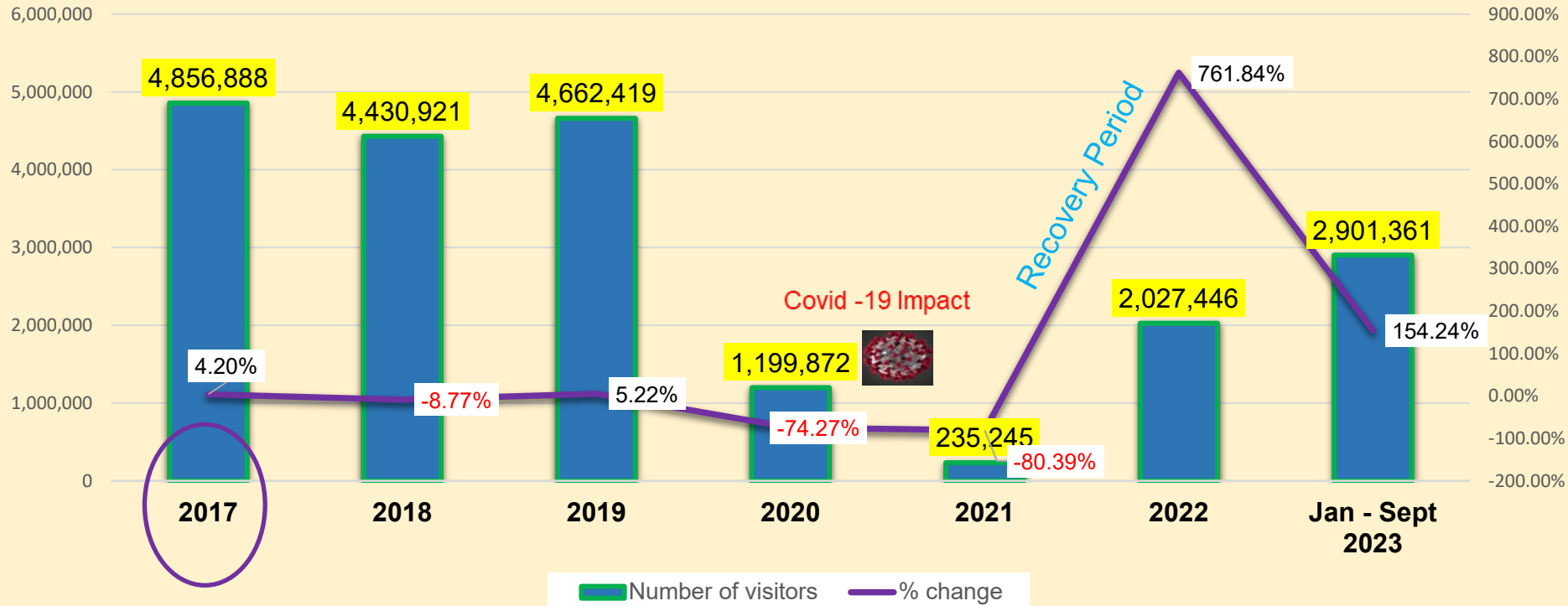
CONTENTS

- Sarawak's visitor arrival trends & outlook
- Post-Covid 19 strategies of Sarawak Tourism
- What is next? Moving forward



Sarawak Tourism VA trends: 2017 – 2022 & Jan- Sept.2023

Sarawak Visitor Arrival Performance 2017 - 2022 & Jan- Sept 2023



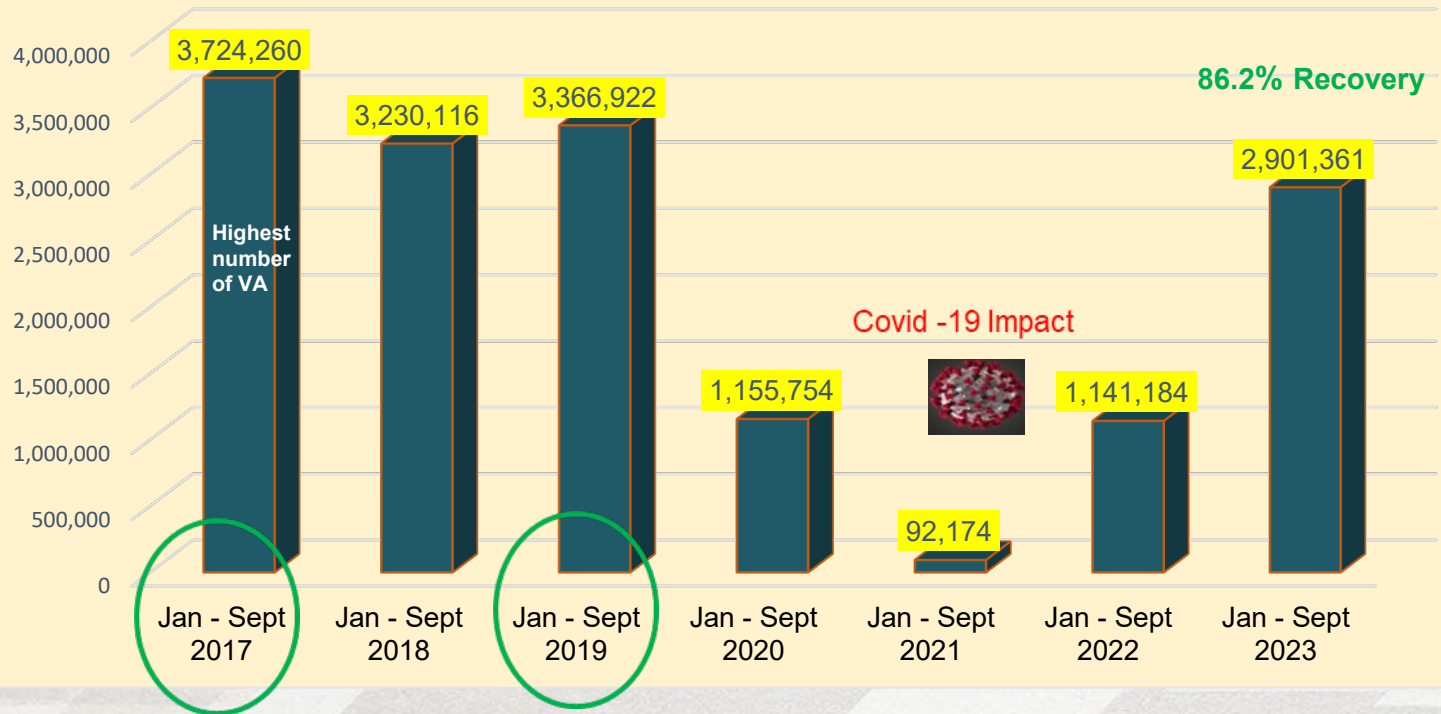
Notes

Source: Dept. of Immigration, Sarawak & Ministry of Tourism, Creative Industry & Performing Arts, Sarawak

The VA arrival data showed that in Jan – Sept 2023, there was optimistic growth as compared to the same period in 2022 with a GR of +154.24%. Sarawak VA is still in the recovery phase and the current RR is 86% as compared to the same period in 2019. The current VA data in 2023 showed that Sarawak Tourism will reach the pre-pandemic level in 2024. Based on the current VA trends Sarawak will achieve an estimated number of **3.8 million visitors**.

SARAWAK TOURISM VA TRENDS: JAN- SEPT 2017 – 2023 COMPARISON

Sarawak VA Performance Jan- Sept 2017-2023



Notes

The nine months VA data during the period 2017 – 2023 showed that Jan-Aug 2017 recorded the highest number of VA to Sarawak (3.7mil) followed by 2019 (3.4mil).

During Jan-Sept 2023, the Recovery Rate was 86.2% as compared with the same period in 2019. As compared the VA 2023 with the pre-pandemic period,

- ❖ The avg. VA per month in 2017 = **413,806**
- ❖ The avg. VA per month in 2019 = **374,102**
- ❖ The avg. VA per month in 2023 = **322,373**



POST-COVID 19 DEVELOPMENT STRATEGIES: SARAWAK TOURISM

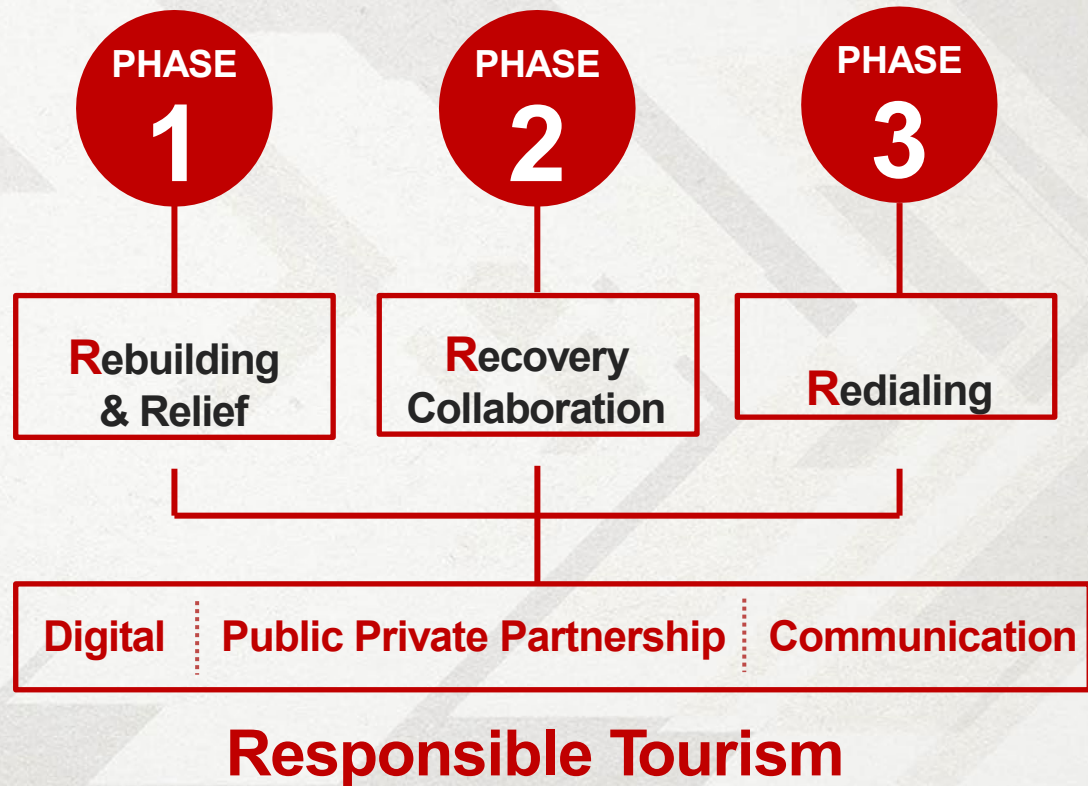
SARAWAK TOURISM: 3R STRATEGY

TOURISM MARKETING:

3R Strategy

STB had implemented the 3R strategy in the year 2020 with the aim of rebuilding Sarawak's tourism business ecosystem and to support the tourism industry players to recover and rebuild their businesses and to promote and market Sarawak beyond leisure tourism in alignment with the State's direction (STB,2020).

The 3 R strategy is based on responsible tourism and supported by 3 pillars such as digital platform, PPP, and integrated communication.



SARAWAK TOURISM ONLINE ECOSYSTEM FUND

PHASE

1

Rebuilding
& Relief

Objective

Seed money to help local industry players **improve their digital footprint**

- Website Development
- Booking Engine platform purchase
- Online Advertising
- Content Production (videos, photos etc)

2020- AUG 2023 MILESTONES

Version 1.0 – Version 3.0
July 2020 – March 2022

- Inbound tour operators: **97**
- Handicraft Entrepreneurs: **32**
- Hotels: **18**
- Homestay Clusters: **8**

TOTAL:
155
Approved
Applications
2020 -2022

Version 4.0 – March 2023
(ongoing)

- Inbound tour operators: **13**
- Handicraft Entrepreneurs: **4**
- Hotels: **5**
- Homestay Clusters: **3**

TOTAL: 25
Approved
Applications
As on 9th Aug 2023

50
Target for
2023



SARAWAK TOURISM BOARD

The 17th UNWTO/PATA Forum- Guilin, China OCT 2023



PATA
Pacific Asia Travel Association



UNWTO
World Tourism Organization

SARAWAK TOURISM - MARKETING & PROMOTION: COLLABORATIVE PROGRAMMES

PHASE
2

**Recovery
Collaboration**

Intra-State Campaign

*Sia Sitok
Sarawak*

**Tour Packages
Consortium of travel
agents/ tour
operators**

*Sia Sitok
Sarawak
Accommodation*

**Tour packages +
accommodation
Consortium**

Inter-State Campaign

*Sia Sitok
Sarawak
Sana Sini
Sarawak
Plus*



UNWTO
World Tourism Organization



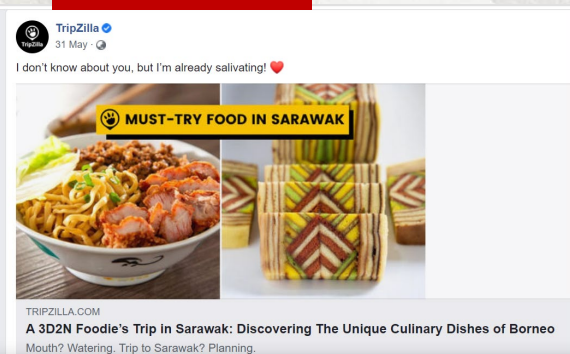
SARAWAK TOURISM BOARD

The 17th UNWTO/PATA Forum - Guilin, China OCT 2023

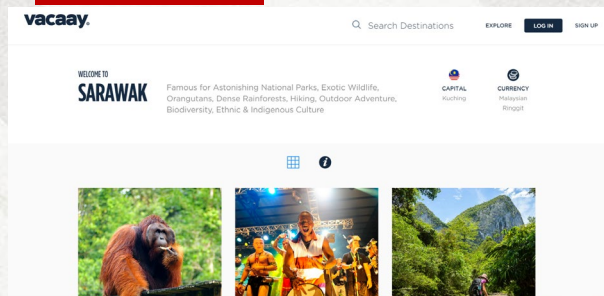
PATA
Pacific Asia Travel Association

SARAWAK TOURISM OTA/ TRAVEL PLATFORM COLLABORATION

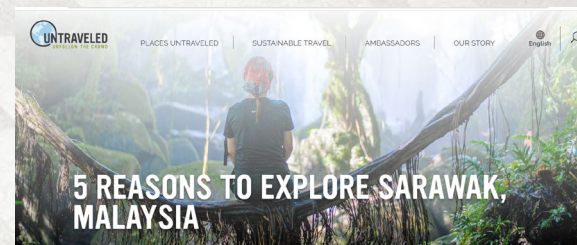
1) TripZilla



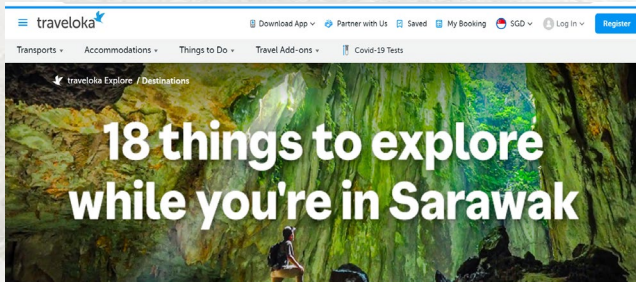
2) Vacaay



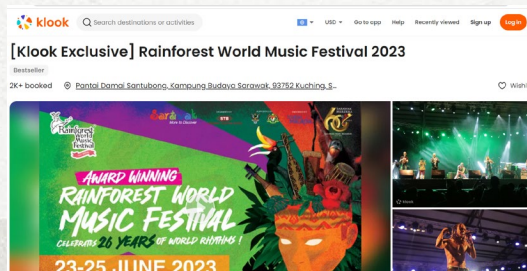
3) Untravelled



4) Traveloka



5) Klook



6) Family Traveler

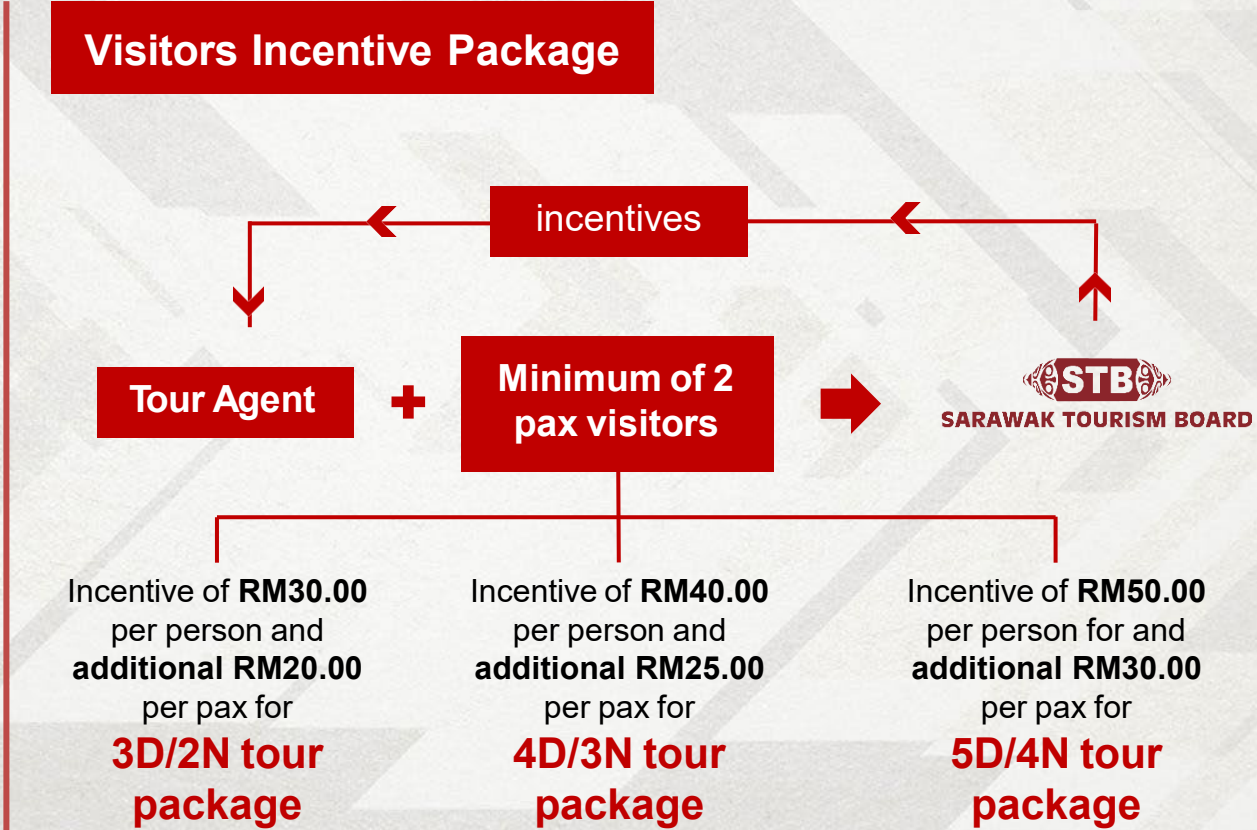


PHASE
3

Redialing

Tourism Marketing:
3R Strategy
Redialing

Visitors Incentive Package



RESPONSIBLE TOURISM

SUSTAINABLE DEVELOPMENT GOALS

4 QUALITY EDUCATION



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



17 PARTNERSHIPS FOR THE GOALS



B40 Community Empowerment: Homestay Programme



Sarawak Ambassadors' Programme in collaboration with Sarawak State Library & SATT College for tourism key players



Greening initiatives in Sarawak iconic festivals & events



EcoGreen Planet Program- Tree Planting



Jejak digital – Digital literacy given to the Rural people

MOVING FORWARD & FUTURE TOURISM



SARAWAK TOURISM MOVING FORWARD



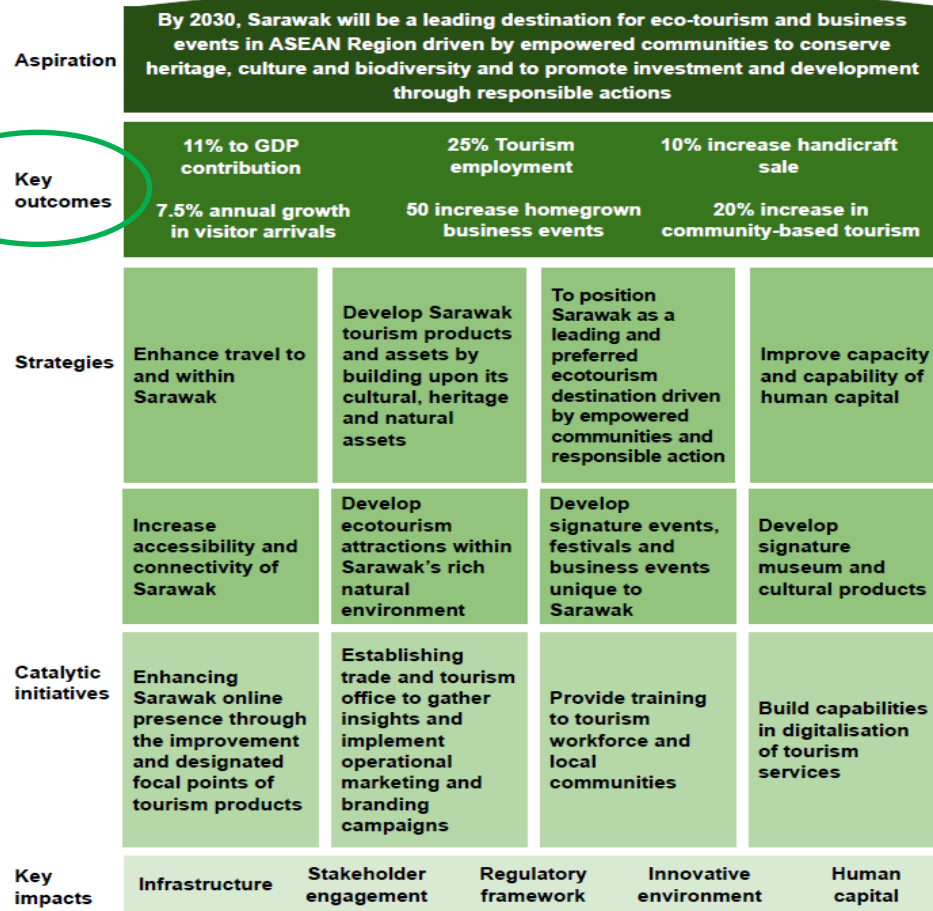
Post
COVID-19
**DEVELOPMENT
STRATEGY
2030**



Source: *Economic Planning Unit, Govt. of Sarawak*

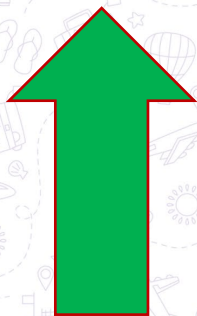
SARAWAK TOURISM 2030: ASPIRATION & KEY OUTCOMES

Figure 1.3.1: Aspiration framework for tourism sector

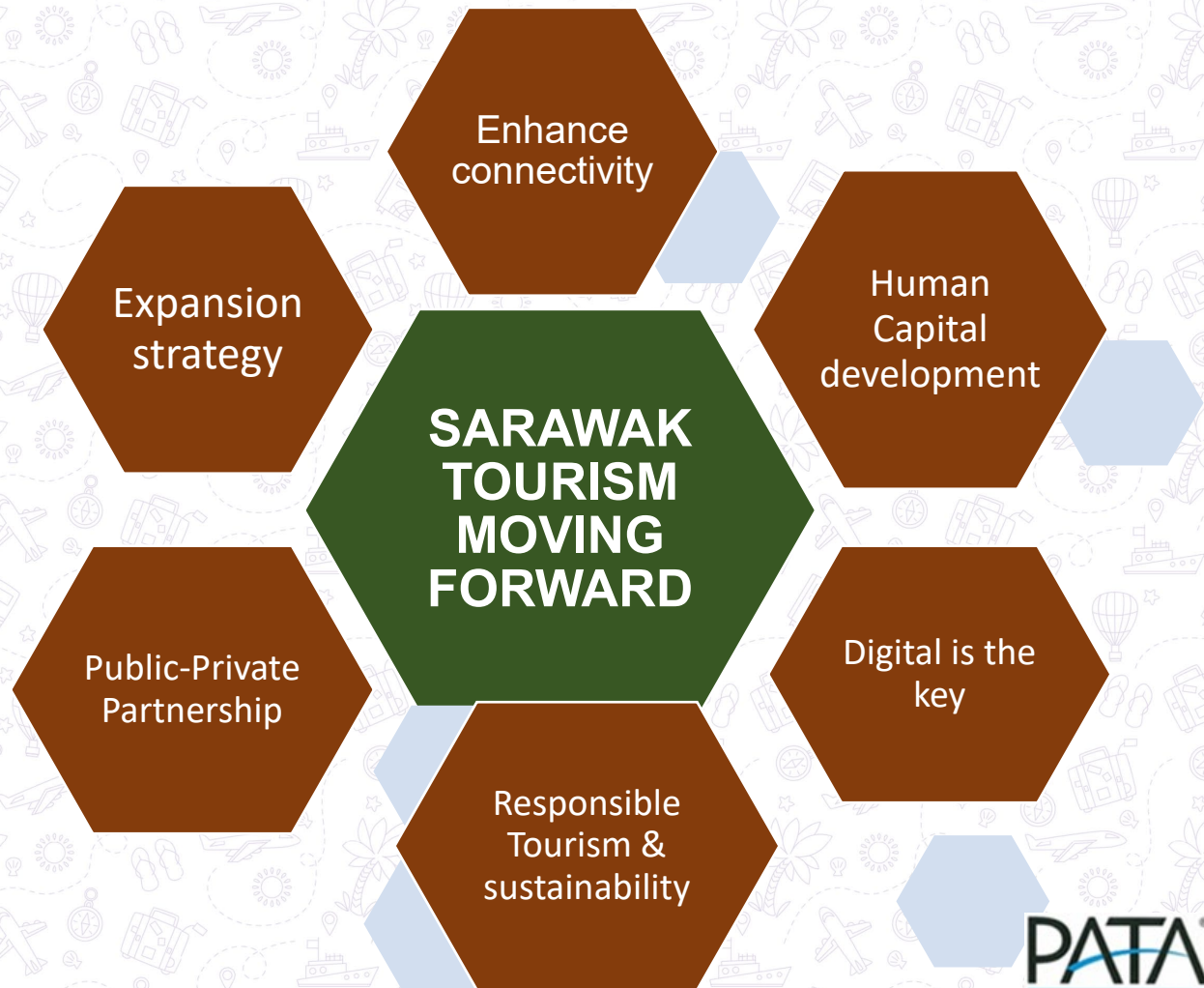


Source: Economic Planning Unit, Govt. of Sarawak

4.6 Million Visitors



Target for 2024





THANK YOU

FOR MORE INFORMATION, PLEASE CONTACT
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www.sarawaktourism.com