

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

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

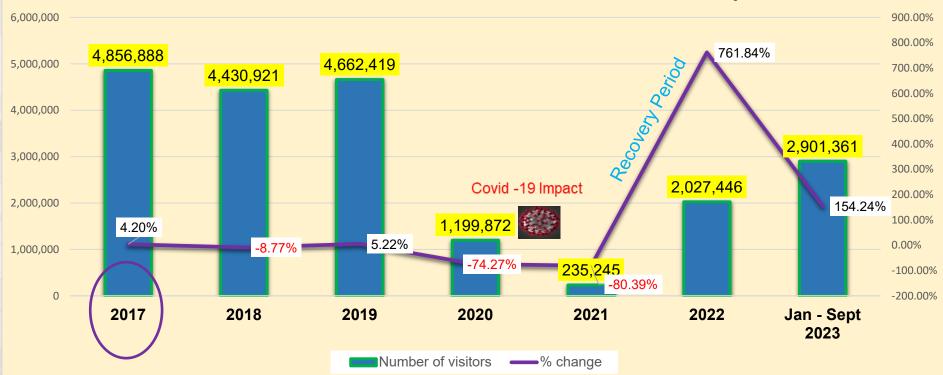






Sarawak Tourism VA trends: 2017 – 2022 & Jan- Sept.2023

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



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

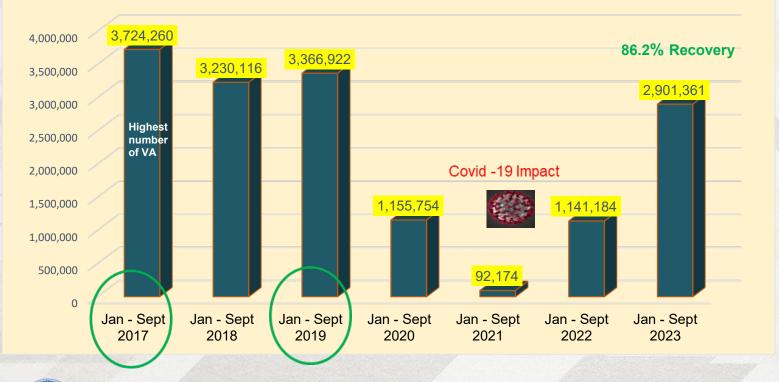
The VA arrival data showed that in Jan – Sept 2023, there was optimistic growth as compared to the same period in 2022 with a GR of +154.24%. Sarawak VA is still in the recovery phase and the current RR is 86% as compared to the same period in 2019. The current VA data in 2023 showed that Sarawak Tourism 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**.

Notes



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 Recoverv 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



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POST-COVID 19 DEVELOPMENT STRATEGIES: SARAWAK TOURISM





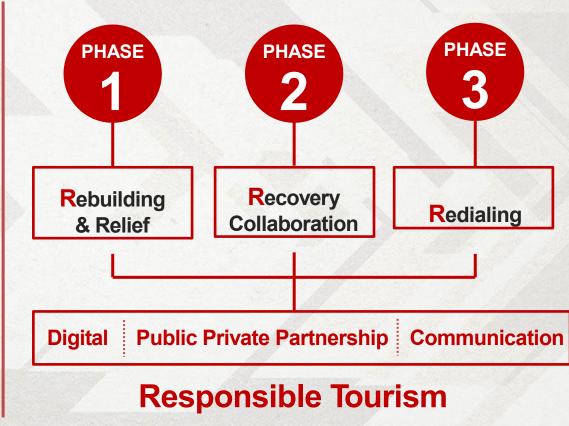


SARAWAK TOURISM: 3R STRATEGY

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

2020- AUG 2023 MILESTONES

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)

Version 1.0 – Version 3.0 July 2020 – March 2022

- Inbound tour operators: 97
- Handicraft Entrepreneurs: 32
- Hotels: 18

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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 **Target for Applications** As on 9th Aug 2023



50

2023

SARAWAK TOURISM - MARKETING & PROMOTION: COLLABORATIVE PROGRAMMES







SARAWAK TOURISM OTA/ TRAVEL PLATFORM COLLABORATION

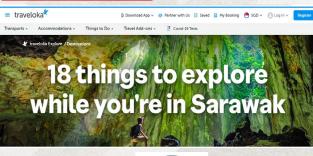
1) TripZilla



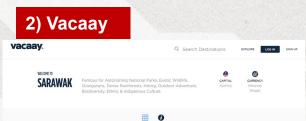
TRIPZILLA.COM

A 3D2N Foodie's Trip in Sarawak: Discovering The Unique Culinary Dishes of Borneo Mouth? Watering. Trip to Sarawak? Planning.



















6) Family Traveler





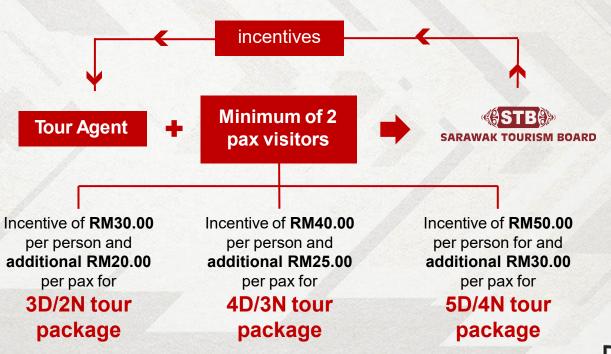


Tourism Marketing: 3R Strategy Redialing

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Visitors Incentive Package





RESPONSIBLE A



B40 Community Empowerment: Homestay Programme

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

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

SUSTAINABLE GOALS



Rainforest Wusic Festival

Greening initiatives in Sarawak iconic festivals & events

GreenPlanet

EcoGreen Planet Program- Tree Planting



Jejak digital – Digital literacy given to the Rural people



QUALITY EDUCATION



MOVING FORWARD & FUSILIRE FOURISM





SARAWAK TOURISM MOVING FORWARD



Post COVID-19 DEVELOPMENT STRATEGY 2030 SARAWAK TOURISM MASTER PLAN 2020-2035

Source: Economic Planning Unit, Govt. of Sarawak



Pacific Asia Travel Association

SARAWAK TOURISM 2030: **ASPIRATION** & KEY **OUTCOMES**



Figure 1.3.1: Aspiration framework for tourism sector

Aspiration By 2030, Sarawak will be a leading destination for eco-tourism and business events in ASEAN Region driven by empowered communities to conserve heritage, culture and biodiversity and to promote investment and development through responsible actions

Key outcomes	11% to GDP contribution 7.5% annual grow in visitor arrival	employn vth 50 increase h	25% Tourism employment 50 increase homegrown business events		10% increase handicraft sale 20% increase in community-based tourism	
Strategies	Enhance travel to and within Sarawak	Develop Sarawak tourism products and assets by building upon its cultural, heritage and natural assets	To position Sarawak as a leading and preferred ecotourism destination driven by empowered communities and responsible action		Improve capacity and capability of human capital	
	Increase accessibility and connectivity of Sarawak	Develop ecotourism attractions within Sarawak's rich natural environment	Develop signature events, festivals and business events unique to Sarawak		Develop signature museum and cultural products	
Catalytic initiatives	Enhancing Sarawak online presence through the improvement and designated focal points of tourism products	Establishing trade and tourism office to gather insights and implement operational marketing and branding campaigns	Provide training to tourism workforce and local communities		Build capabilities in digitalisation of tourism services	
Key impacts	Infrastructure	takeholder Regul ngagement frame		nnovative		
Source: Economic Planning Unit, Govt. of Sarawak						



4.6 Million Visitors

Target for 2024

Expansion strategy

Public-Private Partnership

> Responsible Tourism & sustainability

Enhance

connectivity

SARAWAK

TOURISM

MOVING

FORWARD

Human Capital development

Digital is the key



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