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
Notes

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.

Source: Dept. of Immigration, Sarawak & Ministry of Tourism, Creative Industry & Performing Arts, Sarawak
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
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 3R strategy is based on responsible tourism and supported by 3 pillars such as digital platform, PPP, and integrated communication.
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
- 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 - MARKETING & PROMOTION: COLLABORATIVE PROGRAMMES

Intra-State Campaign
- Tour Packages
- Consortium of travel agents/ tour operators

Inter-State Campaign
- Tour packages + accommodation
- Consortium

PHASE 2
Recovery Collaboration
1) TripZilla
2) Vacaay
3) Untravelled
4) Traveloka
5) Klook
6) Family Traveler
Tourism Marketing: 3R Strategy

Redialing

Visitors Incentive Package

Tour Agent + Minimum of 2 pax visitors

Incentives

- Incentive of RM30.00 per person and additional RM20.00 per pax for 3D/2N tour package
- Incentive of RM40.00 per person and additional RM25.00 per pax for 4D/3N tour package
- Incentive of RM50.00 per person for and additional RM30.00 per pax for 5D/4N tour package
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

Source: Economic Planning Unit, Govt. of Sarawak
**SARAWAK TOURISM 2030: ASPIRATION & KEY OUTCOMES**

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

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<th>Outcome</th>
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<td>11% to GDP contribution</td>
<td>7.8% annual growth in visitor arrivals</td>
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<td>25% Tourism employment</td>
<td>50 increase homegrown business events</td>
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<td>10% increase handicraft sale</td>
<td>20% increase in community-based tourism</td>
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### 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
- Stakeholder engagement
- Regulatory framework
- Innovative environment
- Human capital

*Source: Economic Planning Unit, Govt. of Sarawak*
4.6 Million Visitors

Target for 2024

Enhance connectivity
Human Capital development
Digital is the key
Responsible Tourism & sustainability
Public-Private Partnership
Expansion strategy

SARAWAK TOURISM MOVING FORWARD
THANK YOU

FOR MORE INFORMATION, PLEASE CONTACT
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