

ANNUAL REPORT 2021



A JOURNEY AWAITING



📍 Kuching

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SARAWAK TOURISM BOARD

Introduction

Sarawak Tourism Board was incorporated under the Sarawak Tourism Board (Incorporation) Ordinance, dated 12 November 1994.

Objectives of the Board

To increase tourist arrivals in the state.

To create awareness among the trade, media and public on the diversity of Sarawak in terms of tourism products, both regional and international.

To position Sarawak as a prime destination for culture, adventure, nature, food and festivals (CANFF) tourism.



VISION

Making Sarawak the naturally preferred tourism destination.



MISSION

- Positioning and promoting Sarawak as a safe and friendly eco-tourism destination.
- Be the catalyst for tourism growth.
- Providing networking and synergy among the official agencies and tourism partners.
- Increasing awareness among Sarawakians on the benefits and importance of the tourism industry.
- Enhancing performance through motivation and teamwork.

FUNCTIONS OF THE BOARD

- To stimulate and promote tourism to and within Sarawak;
- To stimulate, promote and market Sarawak as a tourist destination;
- To organise, secure and enhance publicity in Malaysia and overseas on tourist attractions in Sarawak;
- To engage or assist in the development of tourism in the State and to carry out such activities in association with the Government, any public or local authority, any corporation, any company, any body or any person or as managing agents or otherwise on this behalf, or enter into any arrangement with such bodies or persons for sharing profits, union of interests, co-operation, joint venture or reciprocal concession;
- To make recommendations to the Minister on the measures and programmes to be adopted to facilitate and stimulate the development and promotion of the tourism industry in Sarawak and, where approved by the Minister, to implement or assist in the implementation of such measures and programmes; and
- To liaise and co-ordinate with and make representation to the Malaysian Tourism Promotion Board or the Federal Ministry of Tourism, Arts and Culture on all matters relating to the enhancement of tourism and the development of the tourism industry in Sarawak.



📍 India Street, Kuching

Board of DIRECTORS



BACK ROW STANDING (left to right)

**Mdm. Lina Tsen Pei Tsin, Mdm. Audry Wan Ullok, Tuan Haji Mohamad Taufik bin Abdul Ghani,
Mr. John Kennedy Janang, Tuan Haji Zolklipli Mohamad Aton, Mdm. Ngui Ing Ing,
Kapitan Albert Sim Yam Leong.**

FRONT ROW SITTING (left to right)

**YBhg Datu Antonio Kahti Galis, Puan Sharzede Datu Haji Salleh Askor (CEO),
YB Dennis Ngau (Chairman), YB Dato Sri Haji Abdul Karim Rahman Hamzah
(Ministry of Tourism, Creative Industry and Performing Arts),
YB Datuk Sebastian Ting Chiew Yew (Assistant Minister of Tourism),
Yang Berusaha Mr. Hii Chang Kee, (Deputy Chairman),
Tuan Haji Mohamad Ibrahim Nordin.**

Members of STB BOARD OF DIRECTORS

**YB DENNIS NGAU**

Chairman,
ADUN N.77 Telang Usan

**YANG BERUSAHA
MR. HII CHANG KEE**

Permanent Secretary,
Ministry of Tourism,
Creative Industry, And
Performing Arts Sarawak

**YBHG DATO SRI DR.
WAN LIZOZMAN BIN
WAN OMAR**

State Financial Secretary,
State Financial Secretary's
Office

**YBHG DATO' HAJI
ZAINUDDIN
ABDUL WAHAB**

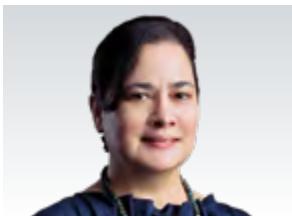
Director-General,
Tourism Malaysia

**YBHG DATU ANTONIO
KAHTI GALIS**

Permanent Secretary,
Ministry of Public Health,
Housing and Local
Government, Sarawak

**TUAN HAJI ZOLKIPLI
MOHAMAD ATON**

Chief Executive Officer,
Sarawak Forestry
Corporation

**MDM. AUDRY
WAN ULLOK**

President,
Sarawak Tourism
Federation (STF)

**MDM. LINA TSEN
PEI TSIN**

Chairman,
Malaysian Association of
Tour and Travel Agents
(MATTA)
(Sarawak Chapter)

**TUAN HAJI
MOHAMAD IBRAHIM
NORDIN**

Chairman,
Malaysian Association of
Hotels (MAH)
(Sarawak Chapter)

**MDM. NGUI ING ING**

President,
Hotel Lance Court
and Hospitality

**KAPITAN ALBERT SIM
YAM LEONG**

Public Relations Officer,
Miri Chinese Chamber of
Commerce and Industry

**TUAN HAJI
MOHAMAD TAUFIK
BIN ABDUL GHANI**

Executive Chairman,
Kiasan Engineering
Sdn. Bhd.

**EX-OFFICIO PUAN
SHARZEDE DATU
HAJI SALLEH ASKOR**

Chief Executive Officer,
Sarawak Tourism Board

CHAIRMAN'S Review



INTRODUCTION

Although the year 2021 began with some measure of uncertainty due to border lockdowns and MCOs, Sarawak tourism remained resilient and innovative as it regained its footing in the unpredictable tourism climate under the pandemic.

I must commend the Sarawak Government for being foremost in establishing a secure foundation for Sarawakians through an aggressive COVID vaccination campaign. As one of the first states out the gate with vaccination, tourism frontliners soon followed suit, all in the hopes of expediting Sarawak tourism recovery and green bubble travel.

The year 2021 would see a continuation of our 3R Phase Strategy from 2020, especially on the Redialling Phase of Post COVID-19. It became a critical time in building the confidence of industry players and the tourism sector as a whole in accelerating recovery in order to stabilise the ecosystem.

The thrust of STB's marketing plan continued to place greater emphasis on market-driven strategies directed to trade partners and 'top-of-mind' outreach to consumers. In addition, our marketing plan took a more focused and targeted direction by segmenting the markets to fit in our range of product experiences. Information-sharing and virtual visibility became the mainstay for much of STB's marketing activities throughout 2021, as we re-established and maintained touchpoints with international markets through webinars and digital roadshows.



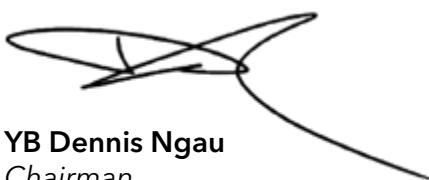
📍 Santubong, Kuching

For the domestic market, incentivised intrastate travel campaigns such as Sia Sitok Sarawak and other community-based tourism initiatives helped secure support for the tourism industry significantly affected by border closures. Driving visitations by Sarawakians through Sia Sitok Sarawak also increased awareness of new and existing tour and accommodation products among the domestic target audience, thereby cultivating potential tourism ambassadors and spokespersons among Sarawakians themselves.

Sarawak tourism has always advocated purposeful travel, which became the theme in a post-pandemic climate. Responsible tourism will be the essence in driving the tourism sector, which in turn will serve to preserve the Environment, Empower communities and create Economic impact. Through STB's intensified focus this year on promoting Responsible Tourism, we look forward to how RT can inculcate an attitude and set of behaviours that will positively impact the future of Sarawak's sustainable tourism and preserve its tangible and intangible heritage for future generations.

Although it may have been a waiting game for much of 2021, we look forward to the year 2022 when visitors from far and wide can come and discover Sarawak, where A Journey Awaits.

I would like to assure our state government that we at the Sarawak Tourism Board will continue to roll our sleeves and work hard for the state's tourism sustainability and to push Sarawak as preferred ecotourism destination in this region.


YB Dennis Ngau
Chairman

WORLD SCENARIO

Based on the data from UNWTO (World Tourism Organisation), international tourism rebounded moderately during the second half of 2021, with international arrivals down 62% in both the third and fourth quarters compared to pre-pandemic levels. According to limited data, international arrivals in December were 65% below 2019 levels.

SLOW AND UNEVEN RECOVERY

UNWTO reported that pace of recovery remained slow and uneven across world regions due to varying degrees of mobility restrictions, vaccination rates and traveller confidence. Europe and North America recorded the strongest results in 2021 compared to 2020 (+19% and +17% respectively), but still both 63% below pre-pandemic levels.

By subregion, the Caribbean saw the best performance (+63% above 2020, though 37% below 2019), with some destinations coming close to, or exceeding pre-pandemic levels. Southern Mediterranean Europe (+57%) and Central America (+54%) also enjoyed a significant rebound but remained 54% and 56% down on 2019 levels respectively. North America (+17%) and Central Eastern Europe (+18%) also climbed above 2020 levels.

Meanwhile, Africa saw a 12% increase in arrivals in 2021 compared to 2020, though this was still 74% below 2019. In the Middle East arrivals declined 24% compared to 2020 and 79% over 2019. In Asia and the Pacific arrivals were still 65% below 2020 levels and 94% when compared to pre-pandemic values as many destinations remained closed to non-essential travel.

Tourism Performance in 2021

World



International Tourists Arrivals in 2020 = **400 million**

International Tourists Arrivals in 2021 = **415 million**

-72%↓ compared to 2019/pre-pandemic level.

Asia-Pacific



-92%↓ compared to 2019/pre-pandemic level.

Malaysia



Tourists arrivals **January - December 2021** = 134,728 vs. 4.29 mil in 2020 (**-98.13%**)

Excursionists arrivals January - December 2021 = 265,137 vs. 6.9mil in 2020 (**-96.2%**)

Sarawak



Visitor arrivals in 2021 = **235,425**

2020 = 1.19mil (-80.39%)

(Source: STB Research Division: January 2022)

INCREASED TOURISM SPENDING

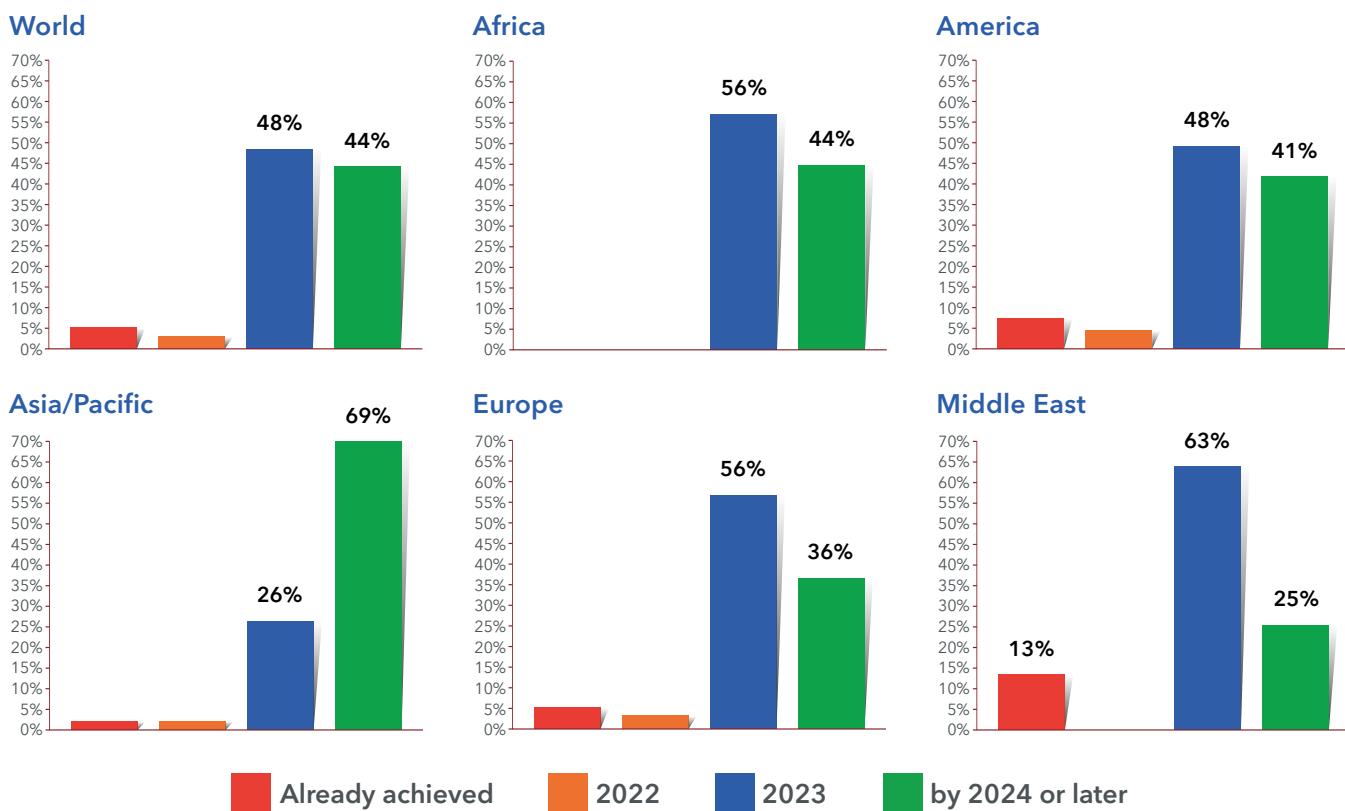
The economic contribution of tourism in 2021 (measured in tourism direct gross domestic product) was estimated at US\$1.9 trillion, above the US\$1.6 trillion in 2020, but still well below the pre-pandemic value of US\$ 3.5 trillion. Export revenues from international tourism could exceed US\$700 billion in 2021, a small improvement over 2020 due to higher spending per trip, but less than half the US\$1.7 trillion recorded in 2019.

Average receipts per arrival are estimated to reach US\$1,500 in 2021, up from US\$1,300 in 2020. This is due to large pent-up savings and longer lengths of stay, as well as higher transport and accommodation prices. France and Belgium reported comparatively smaller declines in tourism expenditure with -37% and -28%, respectively over 2019. Saudi Arabia (-27%) and Qatar (-2%) also posted better results in 2021.

OUTLOOK FOR 2022

According to the latest UNWTO Panel of Experts survey, most tourism professionals (61%) see better prospects for 2022. While 58% expect a rebound in 2022, mostly during the third quarter, 42% point to a potential rebound only in 2023. A majority of experts (64%) now expect international arrivals to return to 2019 levels only in 2024 or later, up from 45% in the September survey.

When do you expect international tourism to return to pre-pandemic 2019 levels in your country?



(Source: UNWTO, May 2022)

MALAYSIA SCENARIO: VISITOR ARRIVALS

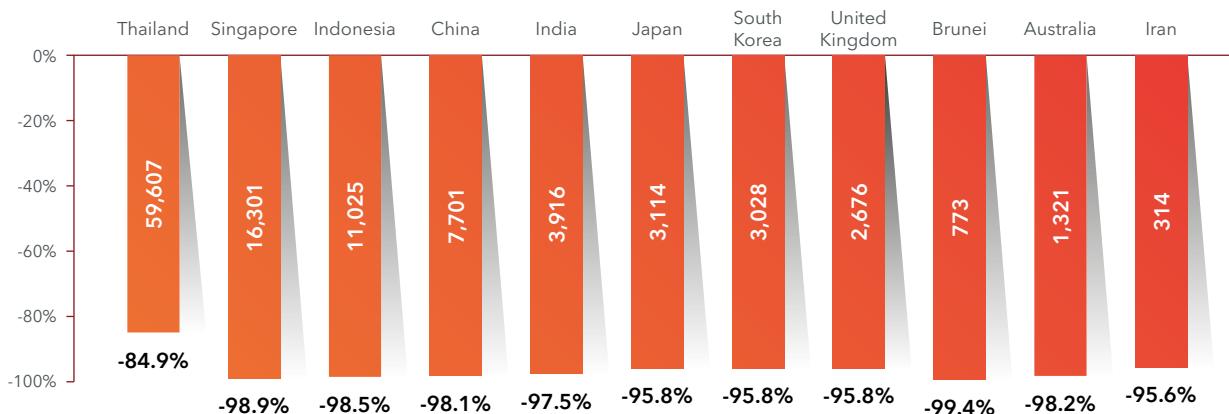
In 2021, tourist arrivals (VA) in Malaysia decreased by 96.9% over the same period in the previous year with a total of 134,728 in VA and recorded negative growth in tourist expenditure of -98.1%, amounting to a total of RM238.73 million. In addition, per capita expenditure amounted to RM1,771.96 (-39.5%).

The highest number of visitor arrivals to Malaysia were from countries such as Thailand (59,607,

-84.9%), Singapore (16,308, -98.9%), Indonesia, (11,025,-98.5%), China (7,701, -98.1%), India (3,916, -97.5%), Japan (3,114, -95.8%), South Korea (3,028,-95.8%) and United Kingdom (2,676,-95.8%).

There was a significant decline from Malaysia's other traditional markets such as Brunei (773, -99.4%), Australia (1,321, -98.2%) and Iran (314, -95.6%).

Foreign Visitor Arrivals in Malaysia



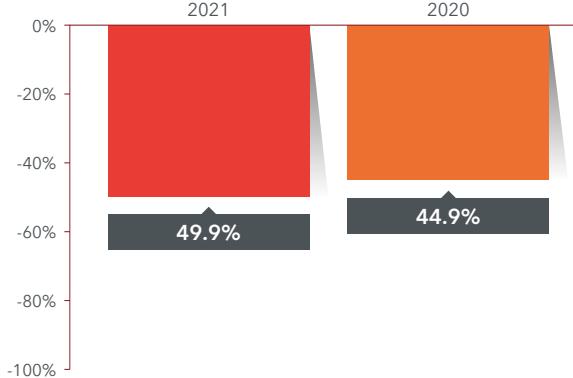
(Source: Tourism Malaysia with Cooperation of Immigration Department, 2021)

PERFORMANCE OF DOMESTIC TOURISM IN 2021

In 2021, domestic tourism in Malaysia continued to drop in the number of visitor arrivals and tourism expenditure due to COVID-19 lockdowns and interstate border restrictions. According to the Department of Statistics Malaysia, in terms of domestic visitors, a total of 66.0 million visitors was recorded in 2021 with a negative growth of 49.9 per cent as compared to the previous year (2020: -44.9%).

In terms of volume, the number of trips decreased from 147.0 million trips in 2020 to 72.4 million trips, with a negative growth of 50.7 per cent in 2021. Domestic tourism expenditure in 2021 dropped 54.5 per cent to RM18.4 billion compared to RM40.4 billion in 2020.

Number of Domestic Visitor Arrivals



TRAVELLING TRENDS IN DOMESTIC TOURISM

In 2021, shopping remained the most popular reason for domestic visitors since 2020, at 36.4 per cent (2020: 42.3%). Visiting relatives and friends contributed 24.2 per cent (2020: 32.0%), but was significantly lower compared to the pre-pandemic year which recorded 42.3 per cent. This foreseen situation was due to inter-district and interstate travel restrictions which made it unfeasible for people to visit relatives.

Selangor was the most visited state by domestic visitors in 2021, accounting for 10.2 million visitors, followed by W.P Kuala Lumpur, and Sarawak with 9.1 million, and 6.5 million domestic visitors, respectively. Land transport was the first most popular choice for domestic visitors in 2021 with 98.6 per cent. This was followed by air transport (1.1%) and water transport (0.3%).



Travelling Trend

Shopping

2020	42.3%	2021	36.4%
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Visiting Relatives and Friends

2020	32.0%	2021	24.2%
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Transportation by Domestic Tourism

Land	98.6%
Air	1.1%
Water	0.3%

SARAWAK SCENARIO

Based on economic trends and prospects for 2021, the visitor arrival (VA) target was set as 180,000. Sarawak managed to achieve its VA target for 2021, receiving 235,245 visitor arrivals and RM536.17 million in tourism receipts.

Of the 235,245 visitor arrivals, 22,378 were foreigners while 212,867 were domestic.

Visitor arrival trends in Sarawak showed a decline of 80.39% compared to 2020, the lowest recorded for the state over the 2017 - 2021 period, the highest VA being 4.8mil in 2017.

In terms of tourism receipts, there was also a decline of 80.39% compared to 2020. During the 2017 - 2021 period, Sarawak's highest revenue was in 2019, amounting to RM11.57 billion.

Monthly Visitor Arrivals in Sarawak 2021

MONTH	2020	2021	% CHANGE 2020/2021
JANUARY	419,776	13,065	-96.89%
FEBRUARY	311,168	8,969	-97.12%
MARCH	173,199	11,101	-93.57%
APRIL	10,081	12,845	27.42%
MAY	16,732	10,298	-38.45%
JUNE	30,300	8,489	-71.98%
JULY	72,655	9,186	-87.36%
AUGUST	44,156	8,825	-80.01%
SEPTEMBER	77,687	9,396	-87.91%
OCTOBER	18,338	20,926	14.11%
NOVEMBER	13,362	47,166	252.99%
DECEMBER	12,418	74,979	503.79%
TOTAL	1,199,872	235,245	-80.39%

cont'd

With 90% of Malaysia's adult population fully vaccinated in Q3 of 2021, cross-state and cross-district travel was allowed to resume starting October 11. Monthly visitor arrivals started to pick up in October 2021, marked by a positive visitor growth of 14.11%, followed by 252.99% growth in November 2021 and 503.79% in December.

SARAWAK VISITOR ARRIVALS AND TOURISM RECEIPTS

Sarawak Visitor Arrivals in 2021

235,245Growth
-80.39%

Sarawak Tourism Receipts in 2021

RM536.17 MilGrowth
-81.37%

Top Ten Countries - Visitor Arrivals in 2021



Domestic
212,867
-74.55%
836,568 (2020)



Indonesia
7,973
-80.39%
104,380 (2020)



Brunei
3,810
-97.89%
180,616 (2020)



Philippines
2,420
-82.80%
14,072 (2020)



India
2,069
-74.28%
8,045 (2020)



China
1,436
-80.04%
7,193 (2020)



Thailand
425
-88.30%
3,632 (2020)



South Korea
343
-86.85%
2,608 (2020)



Hong Kong
295
514.58%
48 (2020)



Europe
237
-88.52%
2,065 (2020)

(Source: Immigration Department of Malaysia, Sarawak, 2021
Ministry of Tourism, Creative Industry and Performing Arts Sarawak (MTCP), 2021)

VA trends from the countries of origin indicated that:

- The domestic market contributed the highest number of visitors to the total VA: 90.48%
- Potential new markets in the top 10 VA list
 - Thailand • Hong Kong • South Korea
- Traditional cross-border markets Brunei and Indonesia remained low in VA ranking due to travel restrictions
- India and China maintained the same ranking in 2020 e.g. 5th and 6th place respectively.

FAST FORWARD TO 2022

Sarawak announced visitor arrival target of 1.2 million for the year 2022 and has achieved total visitor arrivals of 703,481 as of July 2022. The state is optimistic about achieving its target for 2022, especially with the return of physical festivals and events such as the Rainforest World Music Festival and the Borneo Jazz Festival.

Corporate Services **DIVISION HIGHLIGHTS**



The Corporate Services Division's primary responsibility is to provide the support necessary for the Board to operate smoothly and efficiently. Additionally, its role is to ensure that every method and process is in adherence with the State Civil Service's vision and goals.

At the STB Strategic Retreat held on 2 - 3 February 2021, the objective was to formulate and review the strategies and action plan for 2021 during the COVID-19 pandemic to position Sarawak as a leading ecotourism destination by focusing on Culture, Adventure, Nature, Food and Festivals (CANFF) by empowering stakeholders through responsible actions.

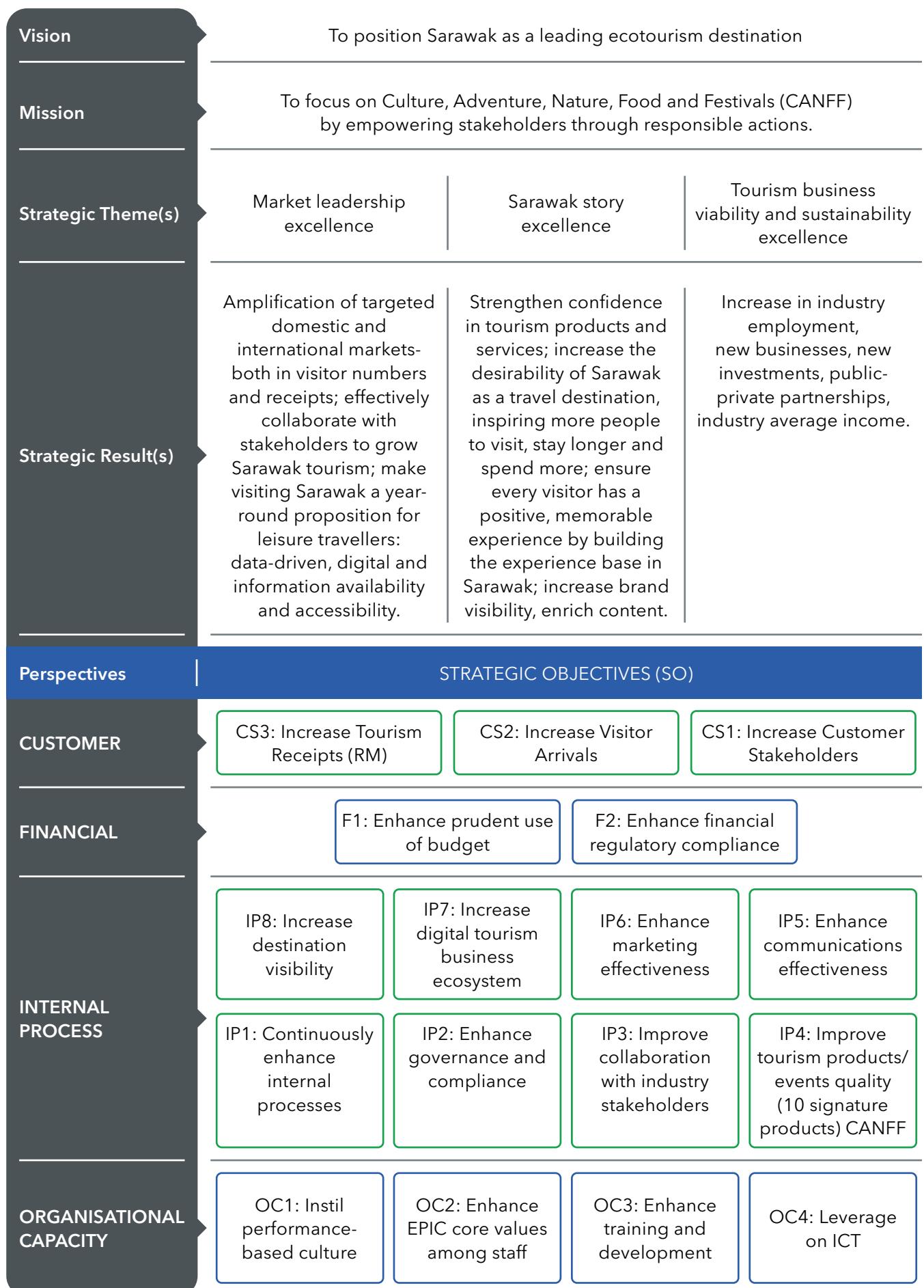
34 Key Performance Indicators (KPIs) were formulated to be achieved in 2021, encompassing customer perspectives, financial perspectives, organisational capacity, and service delivery perspectives. For 2021, STB scored an overall performance of 7.55/10 in its Balanced Scorecard, an increase of 22.3% from 2020.

BALANCED SCOREBOARD 2021



Overall performance for year 2021 is 7.55. Performance increased by 22.3% in 2021.

STB STRATEGIC MAP 2021



STB STRATEGIC RETREAT 2021

PERSPECTIVES	STRATEGIC OBJECTIVE	KPI	IV	T	ST	ACTUAL PERFORMANCE	SCORE
Customer (30%)	CS1: Increase Customer Stakeholders	CS1 M1: Stakeholders' satisfaction rating on STB's collaboration programmes (Sia Sitok Sarawak, e-hailing, Digital eco-system, SPE programmes and VIC customer service)	70%	80%	90%	80.60%	6.87
	CS2: Increase Visitor Arrivals	CS2 M1: Increase visitor arrivals	120,000	180,000	240,000	235,245	10
	CS1: Increase Tourism Receipts (RM)	CS3 M1: Increase tourism receipts	240,000,000	260,000,000	280,000,000	2,880,000,000	10
Financial (15%)	F1: Enhance prudent use of budget	F1M1: Enhance prudent use of budget	90%	95%	100%	57%	0
	F2: Enhance regulatory compliance	F2M1: E-CSA rating	85%	90%	95%	92.90%	8.6
Internal Process (40%)	IP1: Continuously enhance internal processes	IP1M1: Progress in implementation of Integrated Internal Operation System	70%	80%	90%	0	0
		IP1M2: ISO Compliance (limit to 2 OFIs)	3	2	1	0	10
	IP2: Enhance governance and compliance	IP2M1: Enhance Financial Management Compliance	85%	90%	95%	95%	10
		IP2M2: Contract Management and Execution Compliance	85%	90%	95%	98.80%	10
		IP2M3: Assets Management Compliance rating	85%	90%	95%	99.60%	10
		IP2M4: Store Management Compliance rating	85%	90%	95%	98.40%	10
		IP2M5: Completion of VIC Miri and Sibu renovation works	Dec	Oct	Aug	Dec	3.34
	IP3: Improve collaboration with industry stakeholders	IP3M1: Industry confidence rating (%)	75%	80%	85%	73%	0
		IP3M2: Number of initiatives on Joint Public-Private Partnership	90	100	110	194	10
		IP3M3: No. of households (pax) through EPIC - Internalisation of core values across tourism industry through Responsible Tourism Initiatives	2,000	3,000	4,000	1,750	0
		IP3M4: Percentage of Responsible Tourism Effectiveness rating	65%	70%	75%	94.44	10
		IP3M5: Percentage of homestays participating in Responsible Tourism Initiatives	60%	70%	80%	100%	10
		IP3M6: Success rate of implementation of SDG 17 - Partnership for the goals	65%	70%	75%	70.17%	6.78

PERSPECTIVES	STRATEGIC OBJECTIVE	KPI	IV	T	ST	ACTUAL PERFORMANCE	SCORE
Internal Process (40%)	IP4: Improve tourism products/events quality (10 signatures products) CANFF	IP4M1: Number of tourism products to be profiled based on market segments and target markets	8	10	12	172	10
		IP4M2: Tourism product experience rating	80%	85%	90%	89%	9.33
		IP4M3: Number of completed Sarawak Product Experience initiatives	5	7	9	7	6.67
	IP5: Enhance communications effectiveness	IP5M1: Share of Digital Voice (Top 4) within Malaysian destinations	5	4	3	6	0
		IP5M2: Maximise the outreach of publicity effort rating via public relations and media activities (Sarawak tourism related news content in print, online, broadcast, social media)	70%	80%	90%	4.87%	4.87
	IP6: Enhance marketing effectiveness	IP6M1: Virtual/Physical B2B and B2C - Local/Overseas Trade Partners Feedback	10	12	14	101	10
		IP6M2: Number of Travel Agents participating in Familiarisation Trips (agents from outside of Sarawak)	30	40	50	2	0
		IP6M3: Number of Syndications with Industry Partners in Marketplace (Sarawak, Sabah, West Malaysia, AUS, SIN, BRU, INDO, UK, GER, China, India)	70	75	80	196	10
Organisational Capacity (15%)	IP7: Increase digital tourism business ecosystem	IP7M1: Sarawak Tourism Online Ecosystem Fund	80%	90%	100%	100%	10
		IP7M2: Sarawak Tourism Online e-tactical Support	80%	90%	100%	93%	7.67
	IP8: Increase destination visibility	IP8M1: Destination Visibility Rating (60% Digital, 30% Communications, 10% Survey)	75%	85%	95%	89.59%	8.2
		IP8M2: No. of viewers of Rainforest World Music Festival and Borneo Jazz Festival Commemorative Content via social media platforms	2,000	3,000	4,000	266,605	10
	OC1: Instil performance-based culture	OC1M1: Increase performance-based culture rating	80%	85%	90%	92.60%	10
	OC2: Enhance EPIC core values among staff	OC2M1: Increase the understanding and best practices of EPIC core values	80%	85%	90%	92.60%	10
	OC3: Enhance training and development	OC3M1: Increase training and development among staff at all levels according to the required training hours	80%	85%	90%	91.50%	10
	OC4: Leverage on ICT	OC4M1: Increase the level of ICT utilisation in performing tasks	80%	90%	100%	95.56%	8.52

STAFF ACTIVITIES

1 Product Knowledge Trip to Gunung Gading National Park

Human Resource Unit organised a Product Knowledge Trip to Gunung Gading National Park on 30 October 2021. The objective of this trip was to enhance and increase staff knowledge of our local product and experience the beauty of our local tourism product. This trip involved all staff and GETS in STB.



2 Monthly Staff Gathering

Monthly Staff Gatherings are organised to enhance our communication and teamwork in line with STB's EPIC values. During the gatherings, we have information sharing, birthday celebrations, announcements etc.





3 COVID-19 Vaccination Programme 2021

The Chief Minister's Office organised and arranged vaccination programmes for all Sarawak Civil Servants, State Statutory Bodies and Local Government Authorities.



4 Distribution of Food Packs at "Program Volunteerism Vaksinasi Industri Pelancongan Sarawak" on 17 - 18 July 2021 @ Christian Ecumenical Worship Centre



AWARDS

State Award 2020

NO	NAME	AWARD
1	Loji Tungging	Pingat Perkhidmatan Terpuji (Gangsa)
2	Mastura Morshidi	Pingat Perkhidmatan Terpuji (Gangsa)
3	Sarren Michael Abu	Pingat Perkhidmatan Bakti (PPB)
4	Nur Farhana Angela Linsam	Pingat Perkhidmatan Terpuji (Gangsa)
5	Catharina Tipong Usang	Ahli Bintang Sarawak
6	Puan Sharzede Datu Haji Salleh Askor	Pegawai Bintang Kenyalang (PBK)

Anugerah Perkhidmatan Cemerlang 2020

Four (4) recipients were awarded the Anugerah Perkhidmatan Cemerlang 2020. The recipients are:

NO	NAME	POST	UNIT
1	Sarren Michael Abu	Senior Manager N44	Event
2	Pauline Lim Yan Choo	Assistant Manager N36	Marketing
3	Catharina Tipong Usang	Admin Assistant N22	Communications
4	Jessie Mangka	Tourist Coordinator N22	VIC Sibu

STB Long Service Award 2021

STB's Long Service Award is given in appreciation of STB staff who have achieved 20 years of service with the Board. This award is an opportunity for the Board to give due recognition to the staff for their tenure with the Board. This is also STB's way to thank and appreciate the team for their dedicated and loyal service.

NO	NAME	POST	UNIT
1	Suria Mohd Razali	Assistant Manager N29	Human Resources
2	Nazrieman Bujang	Admin Assistant N19	Administration
3	Deckson Bundak	Admin Assistant N19	Administration
4	Sarren Michael Abu	Senior Manager N44	Events



INTEGRITY UNIT (IU)

The Sarawak Tourism Board's Integrity Unit (IU) was established under the new Organisation Structure that was approved by MMKN on 18 June 2020. The unit was activated on 1 February 2021.

The unit was set up ensure excellent work practices by staff, promote a culture of high moral values and strong ethics, as part of efforts to galvanise compliance.



All matters pertaining to integrity will be coordinated under one main unit so as to implement the institutional initiatives of integrity, compliance, deterrence, good governance, identification of misconduct and punitive actions with more focus, planning, and efficiency to achieve optimum outcomes.

cont'd

The primary function of IU is to deal with integrity matters in the organisation. Its responsibility is to carry out six (6) core functions stated as below:

a) Governance

To ensure the practice of good governance.

b) Integrity Enhancement

To secure the process of culturing, institutionalising and implementing integrity in the organisation.

c) Detection and Verification

- i) To detect and verify complaints of crime and violations of the code of conduct and ethics of the organisation and to ensure appropriate action is taken; and
- ii) To report criminal offences to the relevant enforcement agencies.

d) Complaint Management

To receive and act upon all complaints/information of crimes and violations of the code of conduct and ethics in the organisation.

e) Compliance

To ensure compliance with laws and regulations in force.

f) Disciplinary

Act as a secretariat for STB Disciplinary Board.

Among the activities undertaken by IU for the year 2021:

1. Workshop on Organisational Anti-Corruption Plan (OACP)
17 - 18 February 2021
2. Workshop on Corruption Risk Management (CRM)
26 - 27 October 2021
3. Monthly Integrity Moments (Talk)



Marketing **DIVISION HIGHLIGHTS**



The Marketing Strategy of 2021 was a continuation of the 3R Phase Strategy, particularly in the Redialling Phase of post-COVID-19. It remained a critical time in building the confidence of industry players and the tourism sector in accelerating recovery to stabilise the ecosystem.

In 2021, 180,000 visitor arrivals were targeted, considering the movement restrictions in Malaysia, the 14-day quarantine, the low pace of domestic travel, the uncertainty of borders reopening and travel anxiety.

Sarawak Tourism Board will continue to focus on the two-pronged strategic directions:

1. Focusing on trade and consumer segments

Moving down the value chain in ensuring deliverables of arrivals into Sarawak through:

- a) Syndication and engagement with trade partners to facilitate opportunities to grow their business ensuring arrivals meet the target.
- b) Emphasise marketing support initiatives to incentivise and maximise reach in the marketplace.
- c) Restore consumers' and tourism industry stakeholders' confidence through strict SOPs, incentivisation and business continuity.
- d) Monitor real time data to understand tourism demand, and prepare surveys, studies and forecasts.

The Marketing Division's strategic KPIs are developed to optimise the accomplishment of the strategic goals through the following:

i) Increase Visitor Arrivals

To measure total domestic (80%) and international visitor arrivals (20%).

ii) Increase Digital Tourism Ecosystem

To measure the extent of digital marketing to enhance website content, targeted marketing segmentation and collaboration for product narration (story-telling).

iii) Increase Destination Visibility

To enhance the effectiveness of digital and publicity initiatives in all marketplaces.

iv) Enhance Marketing Effectiveness

To measure through online and offline surveys.

v) Enhance Communication Effectiveness

To measure the extent of digital marketing on all digital platforms.

vi) Data-driven marketing strategies

Data-driven market intelligence - to focus on COVID-19 trends, new norm travel attributes such as staycations, domestic tourism, open-air and nature-based tourism demand.

2. Collaborative marketing strategy

Working closely with strategic partners, including airlines, Tourism Malaysia, local partners, namely the Sarawak Tourism Federation (STF) and its umbrella bodies, including the Malaysian Association of Tour and Travel Agents (MATTA), Malaysian Association of Hotels, Sarawak Association of Tourism Attractions (SATA) and Sarawak Craft Council (SCC).

Below are the strategic KPIs to enhance the attainment of the strategic goals:

i. Improve tourism products/events quality (10 signature products) CANFF

To identify and collate marketable tangible tourism products by market segment and target market.

ii. Improve collaboration with industry stakeholders

- To measure the confidence level of the industry towards Sarawak tourism products and services.

- Marketing partnership programmes to provide online training for tourism stakeholders to upskill workers and additional assistance for travel agent-capacity building programmes.

- Conduct market research to forecast the proportion of domestic tourism as part of overall tourism demand - the scale and scope of activities in each area, the packages and data-sharing with industry partners.



Padawan Kayak, Kuching

Regarding the above, Sarawak Tourism Board will need to refer to the three (3) indicators - operation of both international and domestic flights, aligning with Tourism Malaysia's marketing direction and promotional initiatives and the COVID-19 recovery status worldwide.

Based on these, the strategic goals to achieve the KPIs are:

i. To have a dynamic digital footprint to drive visibility on Sarawak as a tourism destination

This is to ensure and retain digital presence in domestic and international focus markets by boosting support for local events and festivals, including thematic and tactical digital advertising campaigns promoting Sarawak as the naturally preferred tourism destination in the ASEAN region, specifically via digital platforms, to achieve campaign objectives.

ii. To be present in the marketplace focusing on both virtual and physical presence

Participation in the marketplace, virtually and physically, is vital to strengthen destination branding and create 'top of mind' branding among visitors. Sarawak Tourism Board will be measuring through online and offline surveys and also gathering feedback from industry partners for process improvement.

iii. To have publicity outreach to drive visibility on Sarawak

Enhance website content, targeted marketing segmentation and collaboration for product narration (story-telling), ensure the success and consistency of brand messaging and deliver brand essence via above-the-line and below-the-line advertising.

iv. To provide product enhancement to produce marketable tourism products

Tourism product enhancement is the result of various stakeholders' collaborative efforts involving the private and public sectors. Sarawak Tourism Board is to collate, conduct and create a pool of tourism products/services to create value towards increasing the marketability of the destination.

iv. To provide industry partners with support to sustain the tourism industry

This is to offer funding and indirect support for promotion and marketing efforts, thus maintaining the ecosystem.

In addition, the implementation of each action will involve the combined efforts of the Marketing Division team to achieve the objectives, strategic directions and planned actions of the strategy.

Marketing Unit – ASEAN AND DOMESTIC DOMESTIC

1 PRODUCT UPDATE/ROADSHOW

SARAWAK TOURISM VIRTUAL PRODUCT UPDATE V1.0 and V2.0

In 2021, the Board organised two (2) events, namely 'Sarawak Tourism Virtual Product Update (B2B) Version 1.0' and 'Version 2.0', held from 14 to 15 July and 7 to 8 December 2021. In both Product Updates, 64 Sarawak tourism industry members were eager to promote Sarawak's unique products. There were over 400 domestic buyers, mainly from West Malaysia and Sabah.

These were the first ever virtual events organised by Sarawak Tourism Board targeting specifically domestic tourism to entice visitors further. The virtual product updates provided the opportunity to gain a perfect market fit and to formulate a new tourism product strategy in anticipation of a post-pandemic future, albeit no physical travel/consumer fairs were allowed during the COVID-19 pandemic.

2 CONSUMER FAIR

MATTA FAIR KUALA LUMPUR (20 November to 21 November 2021)

MATTA Fair 2021 was held from 20 to 21 November 2021 at the World Trade Centre (WTC) Kuala Lumpur at Hall 3 and Hall 4. It was the first domestic consumer fair Sarawak Tourism Board participated in physically after the COVID-19 pandemic since March 2020. Seven (7) industry partners participated in the Fair. This allowed Sarawak tourism industry partners to reach out and sell leisure and

holiday packages to holiday makers searching for affordable holiday getaways especially after nearly two (2) years since the Malaysian tourism industry was hit with a low number of visitor arrivals, specifically Sarawak. It was an excellent opportunity to revive Sarawak's brand, establish contacts and reconnect with partners in West Malaysia.



3 INTERSTATE AND INTRASTATE CAMPAIGNS

Sarawak Tourism Board came up with three (3) campaigns and two (2) collaborative campaigns with AirAsia and Grab Sarawak. The three campaigns were the 'Sia Sitok Sarawak' Campaign version 2.0, 'Sia Sitok Sarawak' Accommodation Campaign and 'Jom Ke Sarawak' Campaign. These campaigns were a continuation of Redialling phase in the post-COVID-19 period. There were three (3) indicators in this phase based on the operations of both domestic and international flights; alignment with Tourism Malaysia's marketing direction and promotional initiatives; and the COVID-19 status worldwide.

Sia Sitok Sarawak | **861** booked tours
version 2.0 | **6,363** pax

The Sia Sitok Sarawak campaign version 2.0 started on 31 March with a total of 62 packages including tour packages, food, activities and attractions. The booking period for Sia Sitok Sarawak version 2.0 was from 31 March to 31 October, while the travel period was from 31 March to 15 December 2021. The total number of bookings made throughout Sia Sitok Sarawak version 2.0 was 861 bookings with a total number of 6,363 pax.

Sia Sitok Sarawak | **34** hotels
Accommodation | **8,360** room nights
booked

Sia Sitok Sarawak Accommodation was STB's second campaign in 2021 to boost and support domestic travel to coincide with the Sia Sitok Sarawak version 2.0 campaign. The Sia Sitok Sarawak Accommodation campaign included attractive promotional hotel room rates at a 50% discount. The campaign gave opportunities to 34 Malaysian Association of Hotels (MAH) Sarawak Chapter members with about 8,360 room nights booked.

4 MARKETING SUPPORT

Sarawak Tourism Board created two marketing support initiatives namely Strategic Partnership Collaboration Fund (SPCF) which is a fund offered for tourism-related projects and Visitor Incentive Package (VIP).

'Jom Ke Sarawak' was the first interstate campaign for 2021. It was a collaborative campaign with Shopee as they were the main payment gateway and the e-commerce platform provider. The campaign was to encourage Sarawakians and non-Sarawakians (Shopee Malaysia app users) to buy tour packages at a 35% discount on each booking with optional accommodation at 3 to 5-Star hotels. The 'Jom Ke Sarawak' Campaign booking period was from 1 October 2021 until 5 December 2021, and the travelling period was from 1 October 2021 until 15 December 2021. This campaign benefited 26 members of the Sarawak Tourism Federation (STF) in promoting local tour packages, products and activities in Sarawak.

AirAsia SNAP | **13,932**
seats sold

Sarawak Tourism Board partnered with AirAsia to lure visitors from other parts of Malaysia to visit Sarawak. The 'AirAsia SNAP' Interstate Campaign offered a return flight with a 3D2N stay from RM399.00 per pax with an average subsidy of RM45.00 with a target of 300 room nights. The duration of the campaign was from 13 to 19 December 2021. A total of 13,932 seats were sold with the online social media campaign garnering total impressions of 1,381,934 and 26,186 link clicks with click-through-rates of 1.89% on AirAsia's digital platforms (Facebook and Instagram).

In 2021, Sarawak Tourism Board continued the 'Sarawak Ambassadors Programme on e-learning for e-hailing drivers' to make the drivers Sarawak Tourism Ambassadors. Sarawak Tourism Board has succeeded in its goal of creating a Sarawak ambassadors' community with a total of 1,000 Grab drivers in Cohort 1. The programme for Cohort 2 started immediately after STB attained the first 1,000 drivers.

Under SPCF, we supported four (4) organisations/companies. Out of the four (4), two (2) requested for support in terms of video production and the other two (2) asked for support in providing gifts/souvenirs for E-Sports Carnival 2021 and a familiarisation trip called Rajang Basin Expedition.



ASEAN

It was forecast that the ASEAN region would slowly be reopening its borders in the year 2021. However, when the Delta strain of COVID-19 hit hundreds of countries globally, the focus in ASEAN turned towards virtual visibility. The year 2021 was when STB strengthened its

relationship with Tourism Malaysia in all ASEAN countries. Various virtual initiatives were conducted in collaboration with Tourism Malaysia in the ASEAN region namely in Jakarta, Medan, Manila, Bangkok and Bandar Seri Begawan.

1 TRADE FAIR

All trade fairs went virtual in 2021. STB participated in three (3) virtual trade fairs, namely AVIREPS South East Asia Virtual Roadshow, TTG Asia - The Great ASEAN Travel Fest 2021 and ITB Asia Virtual 2021, with the involvement of Sarawak industry partners.

a) AVIREPS South East Asia Virtual Roadshow

The AVIREPS South East Asia Virtual Roadshow was the first of its kind in a fully 3D environment, allowing both sellers and buyers to interact using individual avatars. It was a two (2)-day B2B meeting from 20 to 21 January 2021. Over 500 leading outbound agencies in Southeast Asia participated. It was the first time STB engaged in the AVIREPS event. STB participated with three (3) tourism industry partners. A total of 80 meetings were conducted.

b) TTG Asia - The Great ASEAN Travel Fest 2021

The Great ASEAN Travel Fest 2021 was held from 4 to 5 May 2021, organised by TTG Asia Media. The B2B session featured tourism industry partners from all over the world, mostly ASEAN countries. A total of 23 meetings were conducted.

c) ITB Asia Virtual 2021

As the unprecedented COVID-19 situation worsened globally, ITB Asia, which was initially planned to be held physically in Singapore, went virtual. ITB Asia Virtual 2021 was held from 25 to 29 October 2021. Ten (10) Sarawak tourism industry partners participated in the five (5)-day event. A total of 270 meetings were conducted.

2 VIRTUAL PRODUCT UPDATE SESSION (WEBINAR)

Sarawak Tourism Board partnered with Tourism Malaysia in ASEAN countries and Sarawak Trade and Tourism Office Singapore (STATOS) co-organise webinars. A total of eight (8) webinars were conducted throughout the year with participation by more than 700 buyers throughout ASEAN countries.

NO	INITIATIVES	DATE
1	TM Brunei - Online Refresher Session	25/03/2021
2	TM Manila - Via Philippines Product Update: Malaysia in Focus	23/04/2021
3	TM ASEAN - Wanderlust Travel Stories Webinar 2021	04/05/2021
4	TM Bangkok - Product Update Session	22/06/2021
5	TM Jakarta - Group, Incentives and Corporate Hybrid Seminar Siri 01/2021-05/2021	Siri 1: Jakarta, 24/06/2021 Siri 2: Surabaya, 29/07/2021 Siri 3: Semarang, 30/09/2021 Siri 4: Pontianak, 11/11/2021 Siri 5: Makassar, 25/11/2021
6	TM Jakarta - Millennial and Sports Hybrid Seminar Siri 01/2021-03/2021	Siri 1: Bandung, 26/08/2021 Siri 2: Yogyakarta, 28/10/2021 Siri 3: Jakarta 9/12/2021
7	Tourism Malaysia Medan, Rindu Malaysia Webinar Series #13 2021 "Destinasi Negeri Sarawak, Bumi Kenyalang"	12/10/2021
8	Sarawak More to Discover Product Update Webinar Organised by NATAS and STATOS	10/11/2021

3 MARKETING SUPPORT

Sarawak Tourism Board had provided funding for three (3) tourism projects, namely STATOS Weekend Getaway Brochures to promote Kuching, Sibu and Miri as weekend getaway destinations to Singaporeans and other residents; PATA Virtual Adventure Travel Conference and Mart 2021 which was held from 26 to 27 May 2021 by sponsoring three (3) tourism industry partners; and MHTC Virtual Insights 2021 by supporting five (5) private medical centres to attend the conference.

4 INDUSTRY DEVELOPMENT

Sarawak Tourism Board had its first ever engagement session with Sarawak medical stakeholders in the presence of the Ministry of Tourism, Creative Industry and Performing Arts Sarawak and Malaysia Healthcare Travel Council (MHTC) on 2 November 2021 at a hotel in Kuching. The engagement session was to discuss issues faced by the Sarawak medical stakeholders and to leverage on MHTC's strategic directions in the health travel policy. The session was a follow-up from 17 March 2021 moving forward meeting with Sarawak medical stakeholders and a 22 April 2021 meeting with MHTC.

INTERNATIONAL MARKETS

As forecasted and predicted, in 2021, all destinations greatly suffered from the drop in international arrivals. Sarawak had its share of loss in international arrivals and revenues as fallout from the COVID-19 pandemic and suffered severely due to the slow global tourism recovery. Whilst global tourism can expect an eventual return to 2019 visitor levels (by 2023 or 2024 at the earliest, according to UNWTO and PATA), in many other ways the arrival numbers of 2019 will never return. The escalating increase in number of COVID-19 cases and the appearance of new variants have yet again affected international travel.

Although many restrictions were imposed for international travel, Sarawak Tourism Board maintained and secured all marketing activities albeit taking them digital and virtual. The International Markets Unit has attended and conducted almost all trade events virtually and engaged with trade members through digital platforms such as B2B, B2C, OTAs and other digital communications platforms.

a) European Markets

The major trade events in Europe, which are ITB Berlin, World Travel Mart in London, Vakantiebeurs in Amsterdam, MATKA in Helsinki and BIT in Milan were conducted virtually. Although held virtually, the overall quality of buyers and trade members saw an increase with greater participation by buyers seeking niche destinations like Sarawak. Webinars and Product Updates were held online in collaboration with Tourism Malaysia and airlines.

ITB Berlin NOW

9 - 12 March 2021

The event took place from 9 to 12 March 2021 as a purely digital B2B event. It had offered the global travel industry what it needed NOW: the right contacts thanks to intelligent matching, new business through efficient and direct interaction and even more knowledge as well as inspiration through top industry insights and news.

Its focus remained on bringing an entire industry together because nothing could replace cooperation, be it in networking, knowledge exchange or in the market. ITB Berlin NOW kept its promise to remain as the No. 1 platform for successful business,

new and established contacts, inspiration and interaction to ensure that the digital ITB Berlin experience moved the industry forward and that it did so in the comprehensive quality that everyone was used from ITB Berlin.

The ITB Berlin NOW was held at the Waterfront Hotel Kuching with ten (10) Sarawak trade partners under the Sarawak platform for them to engage with and meet their trade partners from overseas throughout the 4-day business sessions online from 1000 hour to 1900 hour GMT ie. 1700 hour to 0200 hour Malaysian time daily from 9 to 13 March 2021.

ITB Berlin NOW (cont'd)

Interest in ecotourism was high and tour programmes such as Talang Besar, Telok Melano, jungle trails and waterfalls got stronger support.

Proposal on digital presentations for overseas agents and their clients via information sessions as they are first-hand experts of the destination were well received.

Overseas agents enquired about the reopening of our borders, which means, they showed enthusiasm towards Sarawak.

Our products were relevant to ecotourism which was well received in the market place and after the opening of international borders, it was expected that private tours for small numbers would dominate as more travellers were looking more into responsible and sustainable tourism.

This was a positive sign as some agents have indicated that travellers were starting to look into bookings for summer (July and August) although the trips were mostly local or medium-haul.

Participating Agencies:

- 1. Authentic Borneo Tours Sdn. Bhd.
- 2. Borneo Adventure Sdn. Bhd.
- 3. Brighton Travel and Tours Sdn. Bhd.
- 4. CPH Travel Agencies Sdn. Bhd.
- 5. Ecogreen Holidays Sdn. Bhd.
- 6. Greatown Travel and Tours Sdn. Bhd.
- 7. One Wayang Tours Sdn. Bhd.
- 8. Cat City Holidays Sdn. Bhd.
- 9. Innosar Holidays Sdn. Bhd.
- 10. Business Events Sarawak
(Sarawak Convention Bureau)



Borsa Internazionale Del Turismo (BIT) 2021 Digital Edition

9 - 14 May 2021 (3-day B2B and 3-day B2C)

Borsa Internazionale del Turismo (BIT) 2021 Digital Edition, the International Tourism Exchange, was held for the first time in digital form.

Tourism Malaysia (TM) Paris had taken up a virtual booth in the Exhibition and had invited Sarawak Tourism as one of the co-partners of Tourism Malaysia Paris, to participate free of charge.

With the link shared by the BIT 2021 Digital Edition organiser, Fiera Milan, STB was able to register and get its credentials to access the Exhibitor Portal to start its BIT Digital

experience, uploading all the materials, pictures, logos, links and all its valuable materials.

BIT 2021 Digital Edition provided a platform by which one could fix their own appointments and the response and number of meetings had depended on the number of Italian counterparts present, whom one may ask for a direct meeting or vice versa and confirm the request for meetings. Sarawak Tourism had also been listed in the exhibitors' list and was easily found.

cont'd

Borsa Internazionale Del Turismo (BIT) 2021 Digital Edition (cont'd)

Interest on Sarawak was generated from the meetings and publicity with potential business to be realised when international borders were reopened.

BIT 2021 recorded about 1,400 exhibitors, of which 80% were domestic, 15% European and 5% foreign TO/NTOs/Airlines.



TM Paris had advised that this digital event was to be considered as an 'experiment', the first of this kind in Italy. The good point was that the event was free-of-charge, and despite the few issues (all technical), it was believed that this was a good window for Malaysia, in particular, Sarawak, as a tourism destination.

However, due to the current pandemic situation in Italy, most Italians were on "smart working" order. This was a challenge as there was a very limited number of Italian buyers participating at BIT 2021.

At the time, the international borders were still closed with no indication of the opening of our border in view of the COVID-19 situation. Hence, no definite answer was given on the reopening of borders.

MATKA Workshop Day Digital 2021

20 May 2021

The MATKA Workshop Day Digital 2021 was the largest travel trade event in Northern Europe where one could meet potential business partners according to the pre-planned schedule. Workshop Day consisted of two events. In 'Meet Finland', Finnish service providers met international tour operators and in 'Global Workshop', we were able to make appointments with buyers from Finland, Nordic countries, Russia, and Baltic countries as well as participants from other parts of the world.

This year, the MATKA Workshop Day Digital which was a virtual B2B matchmaking event between qualified travel trade suppliers was scheduled on 20 May 2021 and the MATKA Travel Fair would only be held in January 2022.

MATKA Workshop Day saw the participation of 746 attendees from 45 countries with 6,781 meeting requests approved. It consisted of 252 supplier companies from 26 countries with 196 Finnish suppliers in 'Meet Finland' and

56 international suppliers in 'Global Workshop'. In terms of buyers and media, there were 307 buyers from 33 countries and 7 media companies.

Sarawak Tourism participated with its own registration with the organiser, Messukeskus, to maintain its destination presence and provided the platform for its Sarawak industry partners to do business virtually. A total of five (5) local Sarawak agents participated in this virtual event with no registration fee imposed for their participation in view of the COVID-19 situation which was affecting the Sarawak tourism industry as a whole.

There was positive response from the Nordic market with potential new leads to promote Sarawak. The market dominance of Sarawak was apparent as the itinerary of a 13D/12N Borneo tour which once covered the bulk of Sabah had shifted to cover 7D/6N in Sarawak. Our role now is to convince the Nordic agents to shift the handling of the tours to Sarawak agents.

MATKA Workshop Day Digital 2021 (cont'd)

STB's participation in the MATKA Nordic Travel Fair will be able to create some visibility and better reach out in terms of the Nordic market.

Messekeskus, the organiser of MATKA Nordic Travel Fair announced that the MATKA Nordic Travel Fair from 19 to 23 January 2022 was to be a physical travel fair. TM Representative in the Nordic market has recommended that STB to participate jointly with TM with a stand in the same format as that of MATKA Nordic Travel Fair 2020.

STB participation in the MATKA Nordic Travel Fair 2022 was recommended as the Sarawak trade partners gave positive feedback from their participation in the MATKA Workshop Day Digital last year and it would enable our Sarawak trade partners to continue with their business matching and reach out to quality buyers in the Nordic market.

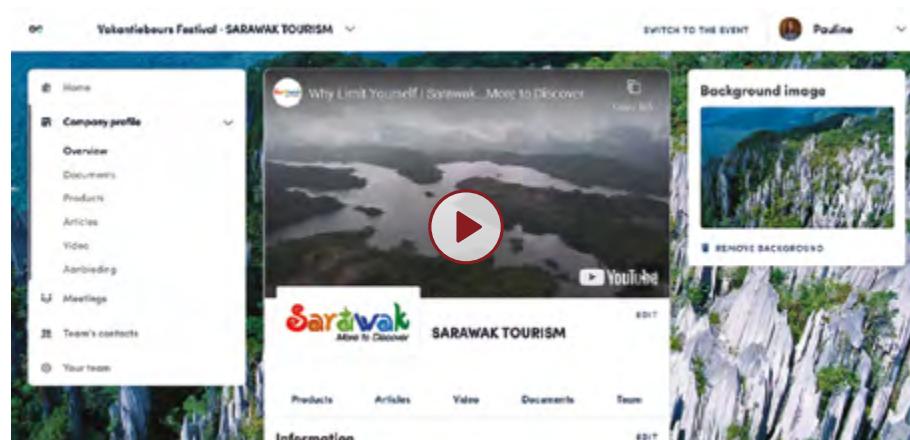
The opportunity to meet face-to-face virtually with Nordic agents in MATKA Nordic Travel Fair 2022 would enable us to establish new partnerships while also create destination awareness for consumers in the Nordic market.

Joint marketing campaigns with trade partners and agent familiarisation trips to support our Sarawak agents were also recommended for when the pandemic situation is over. The right trade partners would be identified by TM who would then be monitoring the campaign to put emphasis on our destination.

Joint collaboration on a Sarawak webinar with TM Representative in the Nordic was scheduled for September 2021 to keep the momentum and maintain our market presence to reach out to a wider marketplace and generate interest in Sarawak in preparation and readiness for when the international border reopen.

Vakantiebeurs Online Travel Show 2021

4 - 5 June 2021 (2-day B2B/B2C virtual)



[CLICK TO WATCH VIDEO](#)

The Vakantiebeurs presented a dazzling online travel festival called "I Love Travel" with "Dream Now, Travel Soon!" being the motto of the event. The event took the form of an interactive online travel festival, aimed at bringing pre-holiday fun into people's living rooms.

TM The Hague had participated with a virtual stand and created a pavilion for Malaysia by including co-exhibitors. Sarawak Tourism had been invited as one of its co-exhibitors by participating with the basic package with Jaarbeurs, the organiser of Vakantiebeurs Online Travel Show 2021.

cont'd

Vakantiebeurs Online Travel Show 2021 (cont'd)

By participating in the First Edition of Vakantiebeurs 2021 online, Sarawak Tourism was aiming at ensuring that the Sarawak brand stays on top of travellers' minds and to shift their focus as well as that of travel professionals to our destination, as the platform offered a special stage or B2B lounge for networking and knowledge exchange.

A total of 98 meeting appointments were secured by four (4) STB officials with ten (10) meetings confirmed during Vakantiebeurs,

four (4) meetings confirmed after Vakantiebeurs and 4 online chats.

Interest in Sarawak was generated from meetings and online chats with potential new businesses and potential realisation of business more likely in 2022.

STB was offered by TM The Hague to take on the spot for the video under their superior package for Vakantiebeurs Online Programme. The Discover Sarawak video of 30 minutes was released live on 5 June 2021 with 16 attendees.

FVW 3rd Virtual Counter Days Show 2021

31 August - 2 September 2021 (3 days)

The FVW 3rd Virtual Counter Days Show held from 31 August 2021 to 1 September 2021 merged with the FVW Kongress from 1 to 3 September 2021. Visitors were a combination of travel agents and tour operators.

The FVW 3rd Virtual Counter Days Show 2021 was held at the Waterfront Hotel, Kuching with ten (10) Sarawak trade partners under the Sarawak platform in order for them to engage with and meet their trade partners from overseas throughout the 3-day business sessions on meeting basis from 1600 hour to 0000 hour Malaysian time daily from 31 August 2021 to 2 September 2021.

Participating agencies:-

1. Authentic Borneo Tours Sdn. Bhd.
2. Borneo Adventure Sdn. Bhd.
3. Brighton Travel and Tours Sdn. Bhd.
4. Cat City Holidays Sdn. Bhd.
5. CPH Travel Agencies (Sarawak) Sdn. Bhd.
6. Ecogreen Holidays Sdn. Bhd.
7. Greatown Travel Sdn. Bhd.
8. Happy Trails Borneo Tours
9. Minda Nusantara Tours and Travel Agencies Sdn. Bhd.
10. Paradesa Borneo (One Wayang Tours Sdn. Bhd.)



World Travel Market (WTM) London 2021

1 - 3 November 2021 (Physical)
8 - 9 November 2021 (Virtual)



WTM London 2021 was a hybrid event from 1 to 3 November 2021 (physical) and 8 to 9 November 2021 (virtual), whereby, as an exhibitor, we were given the flexible solution to accommodate any travel restrictions and time constraints. This new stand format was called an 'Activation Package' with the concept of a 20 sqm stand which was built for us to give the brand exposure on the show floor but with minimal presence of a representative to manage the stand.

The tailor-made solution exclusive to Sarawak Tourism offered a live event for exposure and branding from 1 to 3 November 2021, as well as, a virtual event for the B2B sessions from 8 to 9 November 2021.

The virtual event also offered Sarawak local agents exposure at the live event by way of branding (artwork supplied as an image by Sarawak) and they also got their listings on both WTM London Directory and WTM Virtual Directory.

For the physical event from 1000 hour to 1800 hour daily on 1 to 3 November 2021,

the Sarawak stand was supported by Greater UK Asia with the service of one (1) person (Sarawakian) knowledgeable about Sarawak as a tourism destination to manage the stand. It was reported that an estimated number of 60 buyers visited the Sarawak stand with their business cards collected. They were further invited to register and arrange for video meetings with STB officials as well as the Sarawak agents virtually from 8 to 9 November 2021. The visitors also took advantage of a photo opportunity to dress in Sarawak costumes.

For the virtual event from 0700 hour to 2200 hour daily on 8 to 9 November 2021, six (6) Sarawak agents from Kuching participated physically at the Waterfront Hotel, Kuching while four (4) Sarawak agents from Sibu and Miri participated virtually.

The WTM London 2021 was a great success as all Sarawak agents had expressed positive feedback on the increase in number of quality buyers with the new leads that they were able to establish.

Participating agencies:-

1. Authentic Borneo Tours Sdn. Bhd.
2. Borneo Adventure Sdn. Bhd.
3. Brighton Travel and Tours Sdn. Bhd.
4. Cat City Holidays Sdn. Bhd.
5. CPH Travel Agencies (Sarawak) Sdn. Bhd.
6. Ecogreen Holidays Sdn. Bhd.
7. Greatown Travel Sdn. Bhd.
8. Happy Trails Borneo Tours
9. Minda Nusantara Tours and Travel Agencies Sdn. Bhd.
10. Paradesa Borneo (One Wayang Tours Sdn. Bhd.)

Talang-Satang National Park, Kuching

Malaysia Truly Asia (MTA) AEROMEET 2021

16 - 18 November 2021 (Virtual)

Sarawak Tourism Board (STB) was invited by TM Putra Jaya to participate in MTA AEROMEET 2021 Virtual from 16 to 18 November 2021.

The MTA AEROMEET 2021 platform consisted of webinar and business matching sessions attended by 185 participants.

This was another good platform for STB to promote Sarawak particularly and Malaysia as a whole to the AERO (Americas/Europe/Oceania) market especially when Malaysia was starting to reopen its international borders.

Apart from STB, the five (5) Sarawak agents who participated in MTA AEROMEET 2021 were as follows: -

Participating agencies:-

1. Authentic Borneo Tours Sdn. Bhd.
2. Borneo Adventure Sdn. Bhd.
3. Ecogreen Holidays Sdn. Bhd.
4. Greatown Travel Sdn. Bhd.
5. Happy Trails Borneo Tours

STB was also offered a seminar slot in the MTA AEROMEET on Day 1, 16 November 2021 and Mdm Mary Wan Mering, Director of Marketing presented "Destination Sarawak".

The AEROMEET virtual platform was accessible by Malaysian sellers, international buyers and members of the public.

SQ Webinar 2021 for the Nordic Market

7 April 2021 from 0900 hour to 1030 hour Danish time
(1630 hour to 1530 hour Malaysian time)



The webinar was organised by TM Nordic and SQ Denmark, inviting Sarawak Tourism Board. The webinar was targeted at travel agents/tour operators in the Nordic, and the result was:

- Registered travel agents in attendance were 53.
- Following the webinars in total: 35

'Sarawak More to Discover 2021' webinar for the Italian Market

25 March 2021 from 1030 hour to 1130 hour
(1930 hour to 2030 hour)

The webinar was organised by TM Italy, involving Sarawak Tourism Board. It was held in Italy on the GoToWebinar platform at 10.30 am Italian time, with live connection with Sarawak Tourism (17.30 Malaysian time). The webinar was targeted at travel agents/tour operators in Italy. The registered travel agents attending were 466.



The webinar was conducted successfully. Marketing representative TM Italy expected that after the re-opening of borders the webinar will lead to at least 100 more Italians visiting Sarawak within the second half of 2022.

In terms of visibility, the ROI is estimated between **EUR10,000.00-RM50,000.00** (value of social media posts, coverage generated by press release, DEM repeated 3 times to 15,000 contacts of database, reposting of video/material by travel agents after the webinar).

TM/MH Webinar for Australia

14 July 2021 from 1100 hour to 1300 hour
(0900 hour to 1100 hour Malaysian time)

The webinar was organised by TM Sydney and MH Sydney, inviting Sarawak Tourism Board.

The webinar was targeted at travel agents/tour operators in Australia and the result was:

- Registered travel agents were 45
- Following the webinar in total: 25



TM/MH Webinar for New Zealand

24 August 2021 from 1500 hour to 1600 hour Auckland time
(1000 hour to 1100 hour Malaysian time)



The webinar was organised by TM Sydney and MH Sydney, inviting Sarawak Tourism Board.

The webinar was targeted at 20 to 25 travel agents/tour operators in New Zealand and the result was:

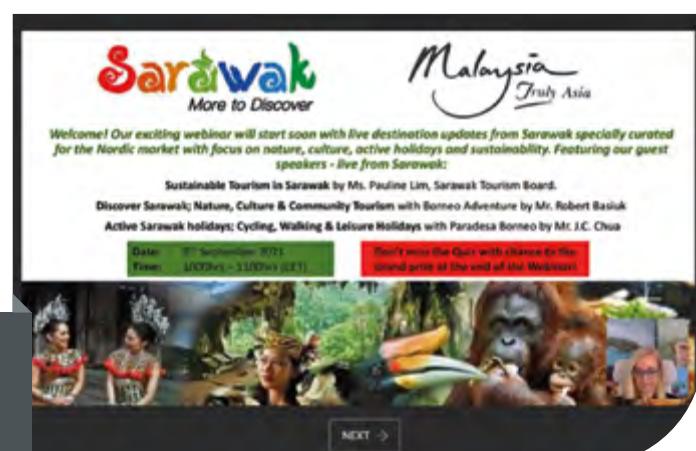
- Registered travel agents were 20
- Following the webinar in total: 15

TM/Sarawak Webinar for the Nordic Market

9 September 2021 from 1000 hour to 1100 hour CET
(1600 hour to 1700 hour Malaysian time)

The webinar was organised by the TM representative for the Nordic and Baltic regions, inviting Sarawak Tourism Board. The webinar was targeted at 40 to 45 travel agents/tour operators in the Nordic market and the result was:

- Registered travel agents were 43
- Following the webinar in total: 30



MH/TTG Webinar for the United Kingdom (UK)

15 September 2021 (Pre-recording)

20 September 2021 (Published and promoted)

The format for this webinar was around 30 to 40 minutes with TTG going through a set script of questions. The webinar was pre-recorded before being published and promoted on TTG's channels. The webinar remained online once published by TTG so agents can continue to view it long after it was published. Besides TTG's channels, MH UK/EUR also cross promoted it on MH Expert, a travel agent training platform with around 100 agents visibility each month.

In terms of content, the TM/TTG Webinar was a success. MH UK/EUR provided an update on the airline side covering their capacity increases, new COVID-19 safety ratings, flexible products amongst others while STB gave an update on what Sarawak has to offer in terms of tourism attractions and how Sarawak was doing and the steps being made to ensure that Sarawak was well poised to welcome customers once the borders start to open.



Among the questions addressed, with the rising awareness on sustainable tourism, was how does Sarawak play its role in responsible and sustainable tourism. There were also questions on Free Independent Travellers (FIT), strategies to attract this target group, and steps taken to ensure safety and convenience for travellers when international travel resumes.

b) North Asia Markets (China, Taiwan, South Korea and Japan)**Travel Meet Asia - By ITB Asia**

23 July 2021

Travel Meet Asia was a series of B2B virtual events that brought forth opportunities for key markets in Northeast Asia. It was a complimentary meeting platform offered by ITB Asia to all registered exhibitors. The platform gave access to over 300 attendees and over 100 invited buyers.

Sarawak Tourism Board together with ten (10) industry players attended to 173 potential buyers throughout the event. The response was encouraging with many wanting to know more about Sarawak's tourism attractions. Language was not a barrier for visitors as Sarawak has Mandarin speaking guides.

Participating agencies:-

1. Borneo Adventure Sdn. Bhd.
2. Brighton Travel and Tours Sdn. Bhd.
3. Cat City Holidays Sdn. Bhd.
4. CPH Travel Agencies (Sarawak) Sdn. Bhd.
5. Ecogreen Holidays Sdn. Bhd.
6. Greatown Travel Sdn. Bhd.
7. Paradesa Borneo
(One Wayang Tours Sdn. Bhd.)
8. Transworld Travel Services Sdn. Bhd.
9. Amoga Travel Sdn. Bhd.
10. Sarawak Convention Bureau

PATA Travel Mart

28 July 2021



Sarawak Tourism Board together with five (5) industry players attended this event to increase awareness among all the targeted Asia Pacific buyers. In view of the pandemic, it was crucial to amplify Sarawak's presence among buyers to maintain and increase awareness although arrivals were yet to be seen due to the travel restrictions. The total meeting appointments secured by Sarawak delegates was at 70.

PATA Travel Mart 2021 was organised in conjunction with the Sichuan International Travel Expo (SITE) with the support of the Leshan Culture, Radio, Television and Tourism Bureau and powered by official virtual partner Dragon Trail International. It attracted 573 delegates from 69 global destinations. Delegates comprised 242 sellers from 226 organisations and 30 destinations, along with 163 buyers from 156 organisations and 39 source markets.

Some positive and encouraging feedback from buyers are:

- ✓ Sarawak is a strategic location with convenient connectivity and it is also a less crowded destination.
- ✓ Buyers who are looking to add Sarawak to their list of destinations (no existing Sarawak products yet). They see potential in Sarawak as a preferred destination especially post-pandemic, with more nature-based adventures rather than urban excursions.
- ✓ Buyers are not unfamiliar with Sarawak; it is rich in culture and nature.
- ✓ Sarawak has good nature, food and culture.

Participating agencies:-

1. Cat City Holidays Sdn. Bhd.
2. Greatown Travel Sdn. Bhd.
3. Paradesa Borneo
(One Wayang Tours Sdn. Bhd.)
4. Innosar Holidays Sdn. Bhd.
5. Minda Nusantara Tours and Travel Services

Royal Brunei Webinar

29 September 2021

Sarawak Tourism Board presented to more than 100 agents in the webinar conducted by Royal Brunei Taipei Office. The presentation was on tourism attractions, facilities and suggested itineraries to give the agents better information about the destination. A video on Sarawak was also shown.

From the survey results collected, more than 90% of the attending buyers were interested to include Sarawak in their programme and about 60% were still sceptical about travelling due to the COVID-19 pandemic.

South Korea Market Brief to Sarawak Industry players

2 November 2021

The South Korean market had gradually picked up on Sarawak several years back in the early 2000s when there were good flight connections between Seoul and Kuching, via Kota Kinabalu and Kuala Lumpur. Products offered were golfing, beach resorts and natural attractions. It is time again, to revisit the market and rejuvenate the excitement and interest among trade members in Seoul.

The briefing by Tourism Malaysia Seoul Office gave in-depth insights into the new millennial markets and potential visitors to Sarawak. There were around ten (10) industry players who attended the briefing.



JATA Virtual Travel Mart

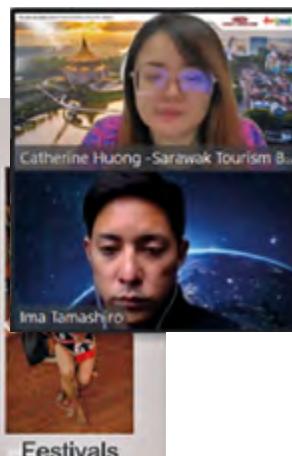
25 - 26 November 2021

In place of the institutional JATA Tourism Expo Japan (TEJ) 2021, the Japan Association of Travel Agents (JATA) organised the 2nd JATA Online Travel Mart which ran for five (5) weeks starting 25 October 2021 until 26 November 2021. JATA is the largest travel organisation in Japan responsible to advance outbound, inbound and domestic travel. It regularly organises JATA Tourism Expo Japan; however, due to the COVID-19 pandemic and the Emergency Decree of the national government, JATA migrated to a virtual platform.

The event served as a platform for business networking and exchange of the latest

information on border openings, travel restrictions, travel safety protocols, and destination attractions. The B2B Online Business Meetings were scheduled on 25 - 26 November 2021 for Asia, Oceania and Micronesia regions.

Sarawak Tourism Board participation was under the Tourism Malaysia booth on a complimentary basis. The response was not very encouraging due to many agents closing offices and the pandemic affecting many businesses. Tourism Malaysia Tokyo has also given a similar poor response on JATA Virtual 2021.



5 Pillars of Sarawak Tourism



 ©
Miri-Sibutu Coral Reefs National Park

ITB China Online

ITB China is the largest B2B-exclusive trade show focused on the Chinese travel market. At ITB China in Shanghai, the organiser brought together more than 600 top and hand-selected buyers from the Greater China with industry professionals from all over the world. They provided various networking events and a unique state-of-the-art matchmaking system to enhance networking and maximise business opportunities at the travel expo. Coinciding with their travel fair, the ITB China tourism conference also took place enabling unprecedented knowledge transfer throughout the tourism exhibition.

At the ITB China tourism conference, the organiser provided the perfect platform to get updates on the latest Chinese travel market trends for the coming years. Leading travel market professionals and experts from all over the world gathered to transfer their knowledge, share their expertise and shape the future of the Chinese tourism market.



The number of meetings and business cards exchanged was 196 but the response towards the meeting was not encouraging as more than half did not attend meeting appointments. The Sarawak sellers were trying their best to approach the buyers but they received poor response. One of the major reasons was because most buyers were aware that the Chinese will not be making any international trips any sooner.

The Sarawak tourism industry participation were:

1. Cat City Holidays Sdn. Bhd.
2. Paradesa Borneo
(One Wayang Tours Sdn. Bhd.)
3. Matahari Tours Sdn. Bhd.
4. Ming Ming Travel Service Sdn. Bhd.
5. Minda Nusantara Tours and Travel Agencies Sdn. Bhd.
6. Brighton Travel and Tour Sdn. Bhd.
7. Transworld Travel Services Sdn. Bhd.

Familiarisation Trip by TideSquare Travel Agency South Korea travel agency based in Kuala Lumpur

15 - 19 November 2021



TideSquare, IATA No.17326654, exclusively operates and manage Privia Travel, the travel arm of Hyundai Card, part of Hyundai Motor Corporation. It was established in partnership to serve all Hyundai Card members' travel needs. Hyundai Card is one of the largest credit card issuers in South Korea with over 10 million card members. Their primary focus is their over one million premium card holders - Platinum to The Black Card members.

Since 2017, TideSquare has also acquired and operate Tourvis, the corporate travel division of SK Group, South Korea's largest telecommunication provider, with over 25 million mobile users.

In 2019, Kakao, the largest mobile communication app in South Korea, invested USD30 million in TideSquare for a strategic partnership.

There are many strong benefits for STB to work and partner with TideSquare, among others:

- a) Direct and exclusive access to over 10 million Hyundai Card members, over 25 million mobile users of SK Telecommunication and over 25 million Kakao App users.
- b) Translation of Sarawak's tourism products into Korean which will be marketed via e-brochures, monthly credit card statements and quarterly magazines.
- c) Selected number of hotels/travel products featured per city.
- d) Sarawak's ground handlers and hoteliers do not have to worry about credit facility as full payments to hotel/supplier before cancellation policy dateline are made, via Hyundai Visa Corporate credit card.

This FAM trip was crucial as STB needed to impress and convince the agent about Sarawak's tourism products and be able to reach the millions of Hyundai Card members, 25 million mobile users of SK Group telecommunications and millions of Kakao App users.

The FAM trip covered Kuching, Miri and Mulu for 5 days 4 nights, from 15 to 19 November 2021, for two (2) Senior Directors of Product Development.

c) New markets (UAE, India)

Webinar with TAAI and TAFI members, South India

5 - 6 August 2021

Two webinar sessions in collaboration with Tourism Malaysia, TAAI and TAFI members were conducted to provide information and updates on Sarawak to all TAAI and TAFI members who were looking for new attractions in Malaysia. Most of the attending members have been selling Malaysia but not many have Sarawak in their programme.

There was interest in the destination and they wanted to know more about the destination with questions on Indian food, number of days required in Sarawak, and direct air connectivity from India.

Webinar with TAAI and TAFI members, South India (cont'd)

Indians travelling abroad like to make the most of their vacation. An average international leisure trip lasts for 12-14 days when it comes to places like New Zealand, Australia or Europe. Locations in South East Asia such as Bali, Thailand, Singapore are easily reached and therefore the average vacation is planned for 5-7 days. This places Sarawak high on the list as a potential destination if packaged together with other regional hubs.

Market Brief on South India market to Sarawak industry players

6 December 2021

The Market Brief was to provide insights on South India markets to Sarawak industry players consisting of STF, ASIA and MATTA members. There were 15 members who attended the briefing.



Virtual Arabian Travel Mart

24 - 26 May 2021

The outcomes from Virtual ATM2021 were beyond expected targets. The quality of buyers, OTAs and media was good and valuable for Sarawak. There were 26 meeting appointments, exceeding the target of 15 meetings.

STB's entry into the market was totally new where almost all the 26 buyers had very little knowledge of Sarawak products.

Sarawak's target was not only the locals but the large population of expatriates originating from Europe, America and other

parts of Asia, which are potential travellers to Sarawak.

Several buyers indicated interest in Sarawak for leisure holidays especially during the long summer holidays as most companies provide holiday breaks for their employees.

STB initiated strategic collaborations with potential B2B and B2C platforms to get Sarawak on their platforms. This would be one of the most effective means of coverage as most Emiratis use social media and the Internet as their choice for information, with YouTube as the most popular platform.

Bario, Miri

Briefing on B2B Platform, NOW to Sarawak Industry Players

9 September 2021

A briefing on a B2B platform for Sarawak industry players to participate in and upload all their packages. About ten (10) industry players attended the briefing with STF, ASIA and MATTA members.

NOW is a new advanced solution that has been tried and tested by industry experts and created specifically for B2B wholesalers, travel agencies, OTAs and DMCs. The registration form has been circulated to all industry players to register and upload their packages on the platform.

**UAE Market Brief for Sarawak industry players**

10 October 2021



The Market Brief on the UAE markets had a strong response from industry players. Around 15 participants attended the session. The briefing highlighted the profile of the market and the expectations of the destination in terms of services and products offered.

Briefing on B2B Platform, www.holibob.tech for Sarawak industry players

13 October 2021

www.holibob.tech is a B2B platform that enables tour and activity operators to easily access their extensive travel partner network globally. Their distribution partners can enjoy a wide variety of experiences worldwide by simply connecting to one of their gateway solutions. This platform is a potential platform for Sarawak industry players to participate in.

Around 15 participants from STF, ASIA and MATTA members attended the briefing. Registration forms were distributed to interested members.





Expo 2020 Dubai Ecotourism week

26 December 2021 - 1 January 2022

Expo 2020 DUBAI, hosted by Dubai in the United Arab Emirates, was originally scheduled for 20 October 2020 - 10 April 2021. However, due to the COVID-19 pandemic in the United Arab Emirates, it was rescheduled to 1 October 2021 - 31 March 2022, and maintained the name, Expo 2020 for branding purposes.

Malaysia's participation was in the 'Sustainability' theme, where all sectors under sustainability in terms of ecotourism, energy, education, health care, etc.



participated. The Malaysia Pavilion was led by the Ministry of Science, Technology and Innovation and the implementing agency was the Malaysian Green Technology and Climate Change (MGTC).

The Malaysia Pavilion saw participation from 5 states, 23 ministries and 44 agencies.

The Ministry of Tourism, Arts and Culture was represented by Tourism Malaysia which led the ecotourism sector at Week 13 from 26 December 2021 to 1 January 2022.

Sarawak Tourism Board was one of the contributing agencies under Tourism Malaysia promoting ecotourism attractions.

STB's participation in the event was during Ecotourism Week from 26 December 2021 to 1 January 2022, conducting B2B meeting sessions, media interviews, the Sarawak Talkshow and press conferences.

cont'd

EXPO2020 Dubai Ecotourism week (cont'd)

a) B2B Meetings

The buyers at the B2B meetings expressed several points of interest in Sarawak tourism products as most of them were buyers who were already selling South East Asia destinations. They were looking for more products and varieties of other products for vacation choices. Discussions were held on the introduction of Sarawak's CANFF products and most buyers were interested in the adventure and nature attractions. It was the first time they had heard about Sarawak and were interested to learn more about the destination. With interest focused on adventure and nature, Sarawak has a higher potential to be a single vacation destination with a minimum of 6 to 7 days on high-end facilities and services. Further interest could be enhanced through participation in familiarisation trips to Sarawak when the borders are fully opened.

Apart from the leisure market segment, there was also interest in gap-year students' trips, SMM2H segment and MICE segment.

There was a total of 15 agents met during the B2B sessions.

b) Interview

The Sarawak interview with TravTalk publication in Dubai focused on responsible tourism, emphasising sustainable tourism operations and

empowering the local community. The interview also highlighted the efforts by the Sarawak Government in mitigating the impact of the COVID-19 pandemic among visitors with strict SOPs at tourism sites and facilities.

c) Destination Sarawak Talkshow

The DESTINATION SARAWAK public Talkshow, titled 'The Beauty of Sarawak' drew many interested onlookers and members of the general public who were visiting the Expo 2020 Dubai.

d) Press conference under Tourism Malaysia

Sarawak Tourism Board attended the press conference organised by Tourism Malaysia and chaired by the Minister of Tourism, Arts and Culture, YB Dato Sri Nancy Shukri. The statement on Sarawak was on responsible tourism and the 3 SDGs advocated by Sarawak. Questions asked by the media were mostly on Malaysia's preparedness for the COVID-19 pandemic.

e) Publicity mileage created

The publicity created through all various channels and platforms throughout the Expo 2020 within the 37-day period between 1 Dec 2021 and 6 Jan 2022 on Sarawak Tourism participation had a cumulative potential reach of 4,282,200 people with an advertising sales rate of RM185,233.00 or an estimated PR value of RM555,699.00.



COMMUNICATION UNIT



Niah Cave, Miri

Key Achievements in 2021

➤ Campaigned during the pandemic targeting 'revenge' travellers and those still wary of travel, positioning Sarawak as a safe destination with emphasis on its low population density, abundance of greenery and open spaces in nature and focus on Responsible Tourism practices.

- Promoted Rainforest World Music Festival and Borneo Jazz Festival **Virtual Experiences** in place of the physical festivals to generate excitement for the fully online concerts.
- **39.09 mil audiences** (eyeballs) reached through various media platforms (online, print, tv, radio).
- **Generated a total PR value worth RM26,086,761.00**
- **(STOEF)** Sarawak Tourism Online Ecosystem Fund achieved target of 60 applicants for year 2021.

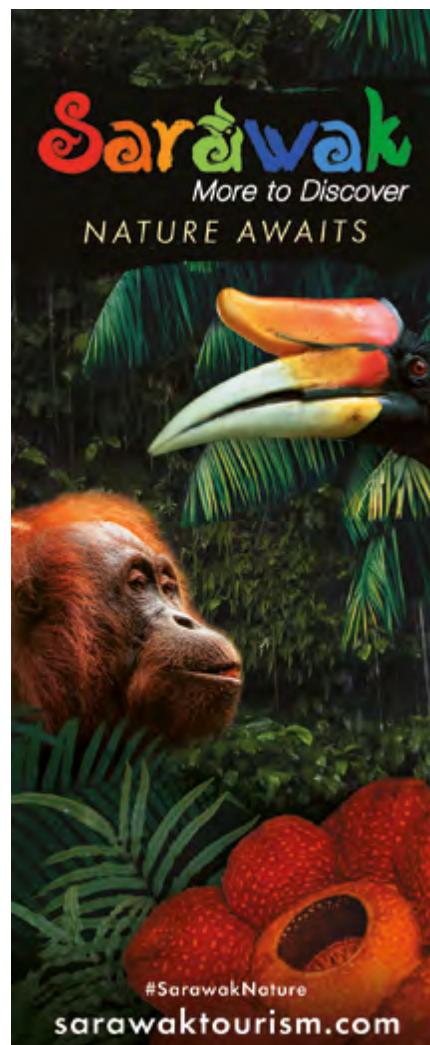
The 'Journey Awaits' campaign

Travellers around the world were still under varying degrees of lockdowns and travel restrictions throughout 2021. As such, STB launched its cinematic 'Journey Awaits' destination branding video, highlighting new attractions like the Borneo Cultures Museum and the Floating Mosque, to evoke a sense of wonder and a visual travel itinerary for pent-up travellers stuck under lockdown. Together with CANFF-themed standing bunting that hinged on the word 'Awaits', the key takeaway for visitors was that although they may not be able to travel extensively yet, Sarawak would still be there 'waiting' for them.

Furthermore, the 'Journey Awaits' video which begins with an Iban song of healing, positions Sarawak as a restorative and immersive getaway from confined and densely populated spaces, targeting pandemic-fatigued travellers through the use of wide-panning angles, aerial views, and shots of open sky, natural spaces and authentic cultural experiences.



[CLICK TO WATCH VIDEO](#)



STB
SARAWAK TOURISM BOARD

RWMF and BJF Virtual Experiences

STB put on a fully 'virtual' show for the first time in the festivals' decades-long history. A collection of 488 articles were produced across mainstream media and social media platforms to promote the two landmark events held amid ongoing travel restrictions.

For RWMF Virtual Experience, approximately 326 articles were generated across broadcast, print, online and social media platforms, creating an estimated PR value of RM1,517,719. Meanwhile, BJF Virtual Experience generated approximately 162 articles across social media, newspapers and online platforms, creating an estimated PR value of RM1,025,559.

Most mainstream media coverage of RWMF 2021 and BJF 2021 came from Sarawak-based print and online outlets, such as See Hua Daily News, Borneo Post, Dayak Daily and New Sarawak Tribune. Twitter-Malaysia led among social media channels, followed by East Malaysia-based Facebook pages such as TVS, TVS TV and Borneo Talk.



[CLICK TO WATCH VIDEO](#)

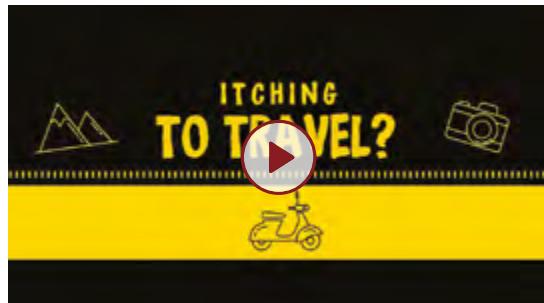
Sia Sitok Sarawak 2.0, Sia Sitok Sarawak Accommodation, and Jom ke Sarawak

Sia Sitok Sarawak 2.0 was launched during a time of uncertainty for travellers, including domestic ones. The promotion and awareness targets for this campaign were to inform the public of the campaign's availability, use indirect marketing to create acceptance of the campaign and create acceptance within the community to understand the need to revive and sustain the Sarawak travel industry. Through the use of online portals and KOLs, at least 1,905,000 eyeballs were reached throughout March - October 2021.

An article by Harian Metro (28 June 2021) generated the highest single report PR value for RWMF 2021 (RM99,391). Meanwhile, a print article from The Star (1 July 2021) garnered the highest PR Value from a single mainstream report for BJF 2021 (RM73,203), while a post from My Sarawak Insight Facebook Page (24 June 2021) generated the highest social media engagement for the event (582 reactions, 23 comments, 209 shares).

STB engaged TVS for a special 'live' TV broadcast of the RWMF and BJF Virtual Experiences. Besides generating excitement over the virtual experiences, broadcasting nationwide through TVS served to capture new audiences from the domestic market for future editions of the festivals. The engagement with TVS included special appearances by the Minister of Tourism, Creative Industry and Performing Arts, YB Dato Sri Haji Abdul Karim Rahman Hamzah, Permanent Secretary, Mr. Hii Chang Kee, and STB Chairman, YB Dennis Ngau on morning talk shows such as Borak Teh C Peng, and Sejahtera Asia to further promote and generate excitement for a first-time completely online version of the much beloved festivals.

The collaboration garnered a total of RM1,889,000.00 in Total Media Value, a 25.5 times in Return on Investment and 367,511 viewers throughout the TV broadcast of both festivals, 59,315 video views on their Facebook Live feeds, and 49,974 views of the guest appearances on Sejahtera Asia and Borak Teh C Peng.



[CLICK TO WATCH VIDEO](#)

cont'd

Sia Sitok Sarawak 2.0, Sia Sitok Sarawak Accommodation, and Jom ke Sarawak (cont'd)

The first edition of Sia Sitok Sarawak Accommodation was launched completely online via video featuring a speech by the Minister and a skit performed by Lan Perey.

Micro and nano influencers were engaged to create an ongoing conversation about the campaigns and to normalise new norm travel, generating a total of 105,902 impressions.

When interstate travel opened up in October, the Jom ke Sarawak launch (15 October 2021) was marked by a physical event livestreamed over Facebook. West Malaysian media was invited to the virtual event which garnered RM1,521,001.00 in PR value across online and broadcast channels, and over 35,000 impressions generated by KOLs and media platforms such as @hobartkho, Malaysia Food and Travel (@malaysiafoodandtravel) Sarawak Eye Online (@sarawakeye_official) and Locco Malaysia.

Gunung Mulu National Park

Sarawak's first UNESCO World Heritage site got a 2-page spread in the Special Issue of the UNESCO World Heritage Review No.99 in July 2021, plus a digital footprint in the Google Arts and Culture page featuring 20 photographs and descriptions of the site. The special issue is available in four languages - English, French, Spanish and Mandarin, in conjunction with the World Heritage Committee's 44th session held from 16 - 31 July 2021 in Fuzhou, China and online. The Gunung Mulu National Park page under Google Arts and Culture has been viewed more than 111,000 times since going live.

Virtual trade fairs, seminars and webinars

Online content became king as trade fairs went virtual, and seminars went online. Government institutions and private sector players took to webinars in online sharing sessions, to share insights and ideas on how to cope and innovate during the pandemic. Virtual trade fairs, webinars, seminars became the norm, increasing opportunities to create online content.

Content was generated for the Responsible Tourism webinar, STB's first B2B Sarawak Product Updates Virtual Event, Travel Trade Gazette (TTG) UK webinar, ITB Asia, UCSI World Tourism Day, International Conference on Responsible Tourism and Hospitality (ICRTH), UCSI World Tourism Day, PATA Destination Marketing Forum, and others.



Filming support

Despite movement restrictions, a total of 23 programmes were assisted in promoting Sarawak, almost all of whom were local or West Malaysian production houses. Among the films, programmes and documentaries were 'Gems of Sarawak' and 'Ekspedisi Rajang' by TVS; 'Kuntau Dayak' by Bohriman Borneo Sdn. Bhd.; 'Road to Our Heritage' by Estranged Sdn. Bhd.; and 'Dive and Discover Sarawak' by Schizo Stars, among others.

Media fam trips

With the rollout of the intra-state Sia Sitok Sarawak campaign in 2021, there was no hindrance to organising media familiarisation trips to create campaign visibility while simultaneously boosting traveller confidence and excitement about staycations and domestic tourism, thereby capitalising on the domestic market.

DIGITAL UNIT

STOEF

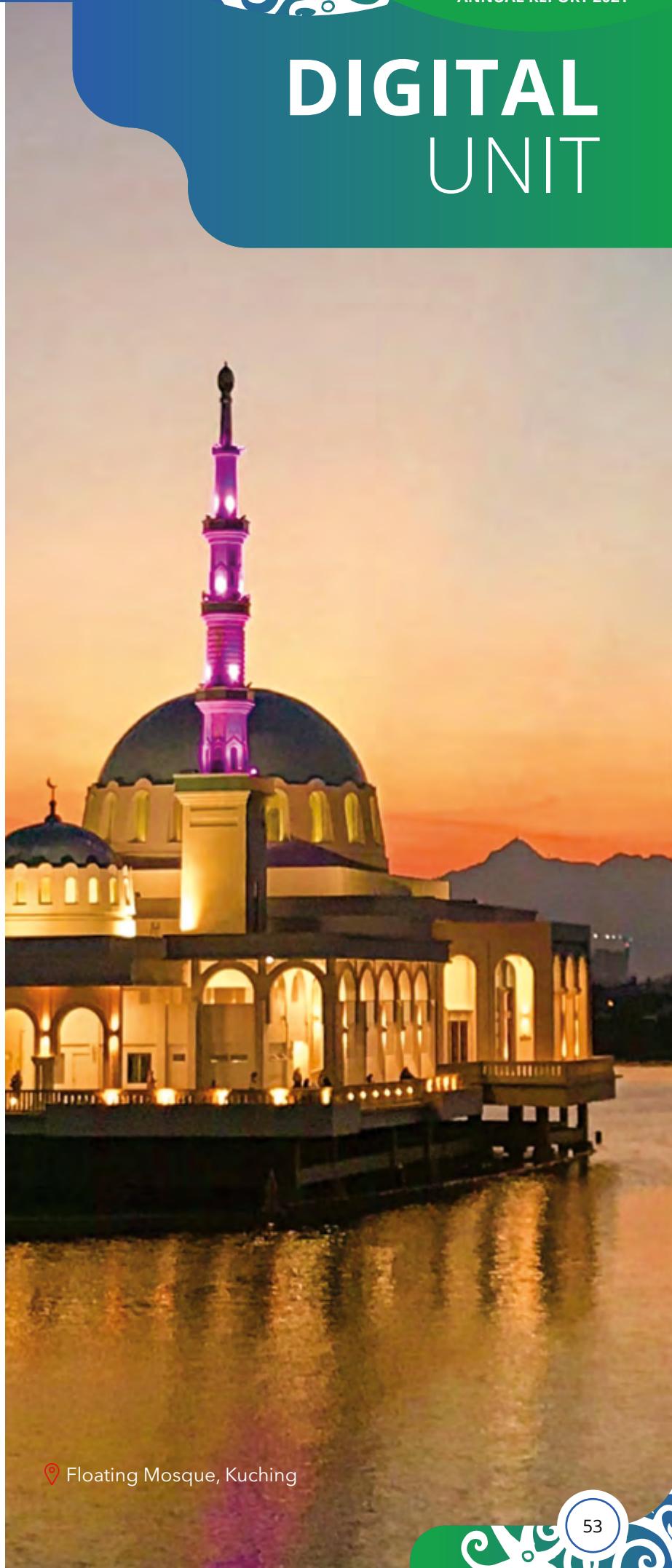
Sarawak Tourism Online Ecosystem Fund (STOEF) is part of the Rebuilding and Relief Phase under Sarawak Tourism Board's COVID-19 Recovery Plan (3R Strategy).

The 3R Strategy encapsulates 3 phases with 3 main thrusts which encompass digital, public-private partnership and communications.

The 3 phases are: Phase 1 - REBUILDING and RELIEF; Phase 2 - RECOVERY COLLABORATION and Phase 3 - REDIALING.

The 1st phase of **STOEF started in 2020** with a budget allocation of RM260,000.00. It looked into rebuilding the confidence of industry players by improving and increasing their digital footprint. The 2nd phase for the project was implemented in 2021 with a total budget RM300,00.00. Out of the 60 successful applications for 2021, 43% were inbound tour operators, 32% were handicraft entrepreneurs, 17% were hotels, and 8% were homestays.

A survey was conducted by STB named "Sarawak Tourism Industry Stakeholders response towards COVID-19 impact over tourism business, Sarawak tourism's recovery and rebuilding programmes" in October 2021. A total of 102 Sarawak tourism stakeholders participated in the survey, where, 63.7% had applied for STOEF. Out of that percentage, 85.3% stated that STOEF helped their businesses through the pandemic crisis via their digital platforms. Hence, a significant number of stakeholders (98%) responded that the Board should continue this programme in the upcoming years.



📍 Floating Mosque, Kuching

The year 2021 was one of uncertainty for the tourism industry. The COVID-19 pandemic continued to wreak havoc on the global community.

Despite issues pertaining to cross-border travels and tourism in general, Sarawak Tourism Board continued to grow its social media and web platforms by 17.4 percent in 2021. Followers of STB's various online channels grew from 259,527 followers to 304,700 followers in the 12-month period.

The increase was attributed to a number of online promotions and campaigns aimed at promoting Sarawak and its tourism products despite the ongoing COVID-19 outbreak.

With the uncertainty surrounding regional and international tourism, STB restrategised to focus its resources and efforts towards promoting domestic tourism. The Digital Marketing and Communication team reciprocated the efforts of the marketing team in this regard and pushed content that was relevant and targeted at the domestic market.

Facebook

STB is currently managing four Facebook accounts - Sarawak Travel, Sarawak Tourism (Chinese), Rainforest World Music Festival (RWMF) and Borneo Jazz Festival (BJF).

Both the Sarawak Travel and Sarawak Tourism (Chinese) pages are used to promote Sarawak and its tourism products year-round whereas the RWMF and BJF pages are used to promote the respective festivals, usually in the month of March.

The breakdown of channel activities are listed below:

Sarawak Travel

Total Posts

- **171**

Total Impressions

- **7,239,785**

Total Reach

- **4,661,994**

Total Engagement

- **213,845**

Sarawak Tourism (Chinese)

Total posts

- **157**

Total Impressions

- **1,569,562**

Total Reach

- **1,439,084**

Total Engagement

- **63,308**



This year, both the RWMF and BJF Facebook pages featured a live stream of the iconic events, resulting in high engagement rates.

RWMF

Total Reach

- **1,350,554**

Total Impressions

- **1,750,798**

Total Engagement

- **257,278**

BJF

Total Reach

- **825,201**

Total Impressions

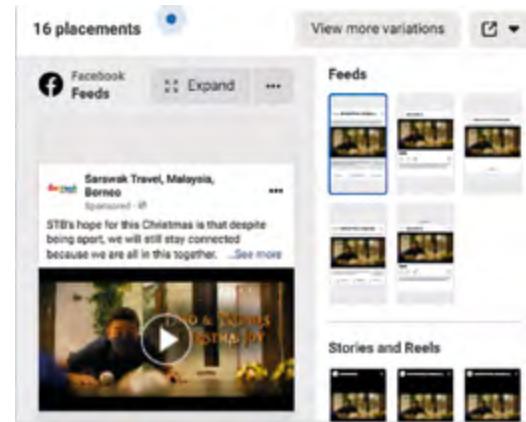
- **937,822**

Total Engagement

- **171,608**

FB Ads

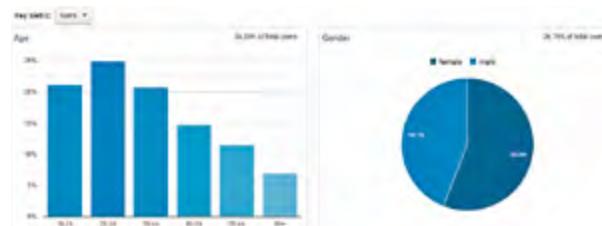
We also ran Facebook advertisements for many of the campaigns run by STB throughout the year. This resulted in 22,747,948 impressions and unique reach of 9,608,186.



Websites



The Sarawaktourism.com website received approximately 340,000 users in 2021. Of this figure 56% were males and a majority of the visitors were aged between 18-44 years old. Over 63% of those visiting the website were from Malaysia, followed by Indonesia (13%) and China (6%).



New Microsites

Apart from the running, updating and servicing of STB's current websites - SarawakTourism.com, RWMF.net, JazzBorneo.com and photo.sarawaktourism.com - STB had built three new microsites designed to not only serve the industry better but to also raise awareness and help promote Sarawak and the respective sectors to the global audience.

STB built the Responsible Tourism website - sarawakresponsibletourism.com - to cement the board's commitment to promoting and practising Responsible Tourism in the state. It aims to educate people what responsible tourism is about while showcasing all the different Responsible Tourism initiatives carried out by STB and other tourism stakeholders.

The Sarawak-Malaysia My Second Home microsite - smm2h.sarawaktourism.com - serves as the one-stop portal for information on making Sarawak your second home. It contains information on Sarawak and why you should consider making it your second home, as well as information on how to apply for the programme and other 'Frequently Asked Questions'.

The Digital Photography Exhibition Gallery microsite is an extension of STB's existing photo library. The gallery looks to raise the profile of the winning photos and photographers while promoting Sarawak to both domestic and international audiences. It also serves to showcase and highlight the Culture, Adventure, Nature, Food and Festival pillars of Sarawak's tourism industry.

Hornbill Newsletter

The Digital Team reactivated the Hornbill Newsletter in September. The newsletter looks to keep stakeholders and the general public in the loop on activities and initiatives by STB while promoting Sarawak and its various tourism products. By December, the newsletter was servicing 4,243 recipients who were signed up via the STB website or by networking with STB through various roadshows and engagement sessions.



Integrated Marketing and Communications for Chinese Speaking Market

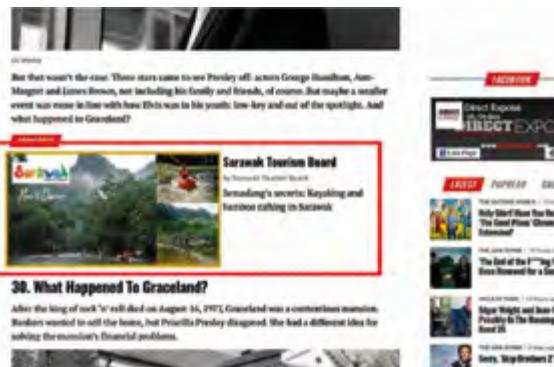
STB introduced the Integrated Marketing and Communications for Chinese Speaking Market initiative in July whereby STB would conceptualise and create content and have it published on online portals and platforms catering to the Chinese Speaking Market.

The initiative saw STB increase its followers on platforms such as WeChat, Baidu and Weibo with the "Rediscover Sarawak" post uploaded in August 2021 becoming the highest read article with 6.8 million reads.



Branded Articles

Sarawak Tourism Board set out to maintain its brand presence and promotions especially in the domestic market. Six (6) articles were conceptualised and written which were then posted on our websites and social media to promote the state to the domestic market channels as support material for STB's various ongoing marketing initiatives. These articles, along with the pushing of the content, recorded over 12.5 million impressions.



Social Media Sharing Session for Chinese Speaking Market

COVID-19 has had a detrimental effect on the worldwide travel industry. Sarawak was not spared from the negative and lingering effects that the pandemic has had on the industry. STB took it upon itself to promote intrastate travel while international borders remained closed and interstate travel faced roadblocks in 2021.

With this in mind, the Digital Team organised and livestreamed a series of six (6) videos to promote Sarawak and its tourism products and continued strengthening Sarawak's branding to the Chinese Speaking audiences. The streams touched on topics ranging from food, nature and festivals to Sarawak's own Malaysia - My Second Home programme.



The livestreams recorded a total unique reach of 58,842 and engagement of 35,147. The show with the most reach was "What? You don't know this Sarawak food?" with 12,875 while the show with the most engagement was "S-MM2H" with 9,717.

Jejak Digital

The Digital Team continued to expand on its Jejak Digital initiative in 2021, reaching out to various communities and homestays in cooperation with STB's Sarawak Product Experience (SPE) programme to help them understand what a digital footprint is and how they can take advantage of this to take control of and improve on the marketing of their tourism products and destinations.

SOP Video

STB produced two separate videos touching on recent Standard Operating Procedures (SOPs) for entering Sarawak for both domestic and international travellers in light of confusion and uncertainty due to scattered information on the matter. The videos garnered 105,369 impressions and 84,834 reach before they were taken down to be refreshed with updated SOPs.

Jom Ke Sarawak Campaign

The Jom Ke Sarawak campaign was launched in partnership with Shopee in October to promote interstate travel. Sarawak Tourism Board was tasked to support promotional activities for this initiative. The one-month Facebook Ad campaign garnered a total of 481,159 impressions, 224,612 in unique reach and 7,565 in engagement.



Photography/Videography

A photography and videography competition was organised by STB during the month of November. The competition was launched on November 1 2021 and the closing date of submission was on November 31. Judging for the competition was held on December 5 and featured five (5) experts in their respective fields, handpicked by STB to ensure fair judging for the participants. The awards ceremony was held on December 16. The competition received a total of 1,652 photo and 45 video entries, many of which are currently used in our promotional activities.



A microsite was also created to serve as a digital photography exhibition to showcase the winning photos to the members of the public.

Awards

The STB Digital Team submitted a number of initiatives for awards in 2021 as we felt the initiatives were in line with both the vision and mission of STB, as well as the global priorities with regards to the everchanging tourism landscape.



A number of the submissions were named finalists in their respective categories and competitions with the Rainforest World Music Festival and Borneo Jazz Festival winning the "One to Watch" award for the World Travel Market (WTM) Responsible Tourism Awards under the "Destinations Building Back Better Post-COVID" category.



STB was also awarded the bronze for the Marketing Excellence Awards under the Mobile Marketing category for the promotions of the Rainforest World Music Festival and the Borneo Jazz Festival.

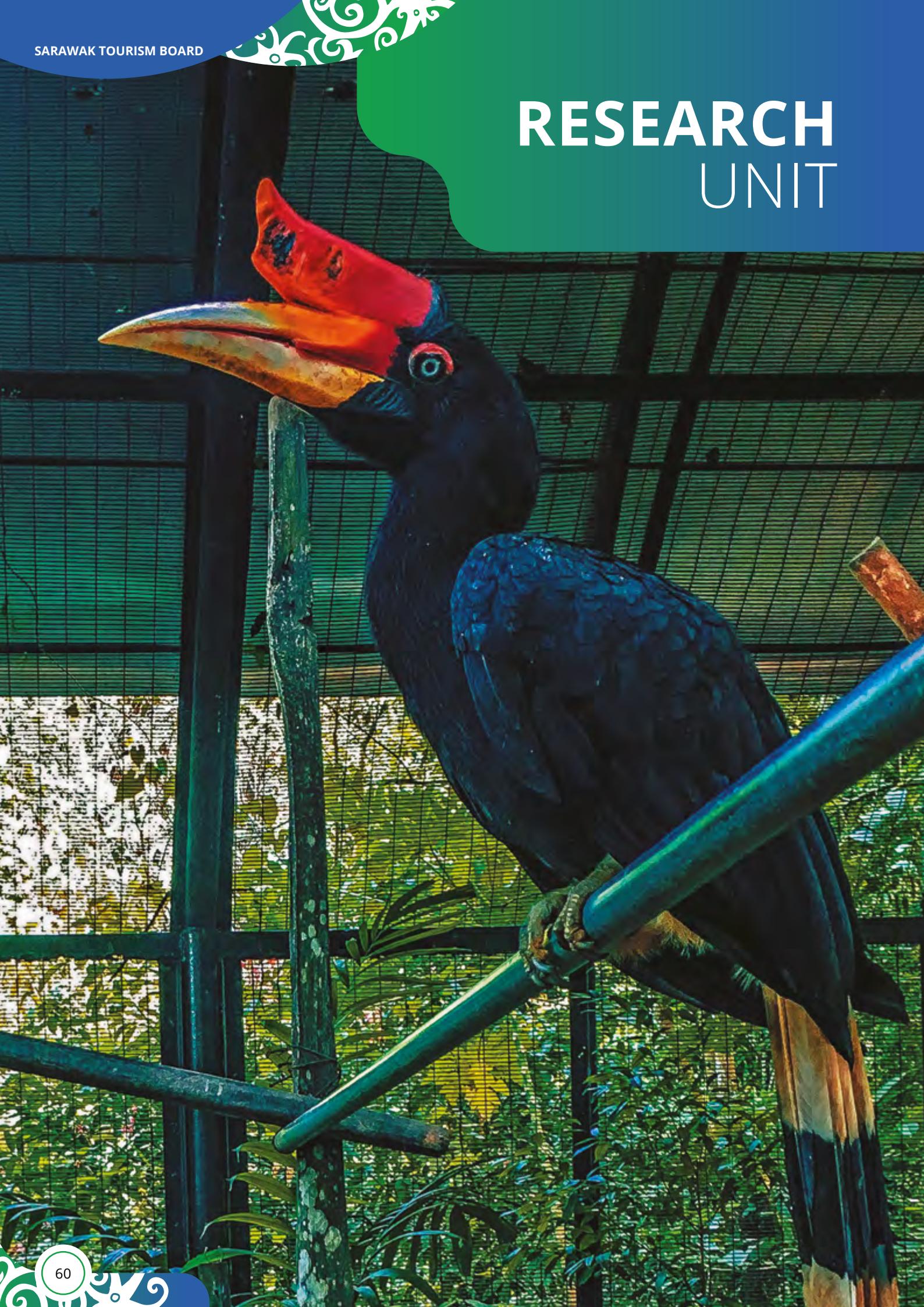
Stories From The Heart

A series of six (6) 360 style videos were produced by Association of Sarawak Inbound Agents (ASIA). They were uploaded onto the Sarawak Tourism Board YouTube page and promotion and media buy were carried out on both the YouTube and Facebook platforms. This resulted in a total of 452,868 impressions and 233,919 unique views on YouTube and 280,454 impressions and 162,143 unique views on Facebook.



📍 The Floating House-Stay', Bintulu

RESEARCH UNIT



For 2021, the Research Unit mainly focused on the domestic and regional markets such as ASEAN due to the COVID-19 pandemic impact, and on consumer travel demands. The domestic market research looked intensively into intrastate marketing. In addition to that, the research extended to Sarawak residents' travel interest, Sia Sitok Sarawak (SSS) campaign effectiveness, Rainforest World Music Festival (RWMF) 2021 and Borneo Jazz Festival (BJF) 2021 Virtual Experience and satisfaction among the virtual audience. The Sarawak Government's Post-COVID-19 Development Strategy (PCDS) 2020 - 2030 emphasised on tourism beyond leisure. In conjunction with this, the Research Unit conducted a study regarding health tourism in Sarawak.

Key research areas in 2021 were:

- Intrastate travel - Sarawak residents' travel intention and demands and SSS visibility among Sarawak residents
- Socio-economic impact of tourism in Sarawak - community perspectives
- Sarawak's visibility and product aptness in Indian market
- ASEAN market - traveller behaviour and demands during new norm travel
- Rainforest World Music Festival 2021 - virtual experience
- Borneo Jazz Festival 2021 - virtual experience
- Sarawak Tourism Performance 2021
- Health Tourism in Sarawak in response to COVID-19

1 INTRASTATE TRAVEL - SARAWAK RESIDENTS' TRAVEL INTENTION AND DEMANDS AND SSS VISIBILITY AMONG SARAWAK RESIDENTS

This research sought to identify and understand Sarawak residents' travel interest, perceptions and Sia Sitok Sarawak campaign's visibility among the residents. This is in alignment with Sarawak Tourism Board's intrastate marketing strategy and related campaign.

Research objectives

- 1) Demographic profiling of the respondents.
- 2) To understand Sarawak residents' holiday plans in 2021.
- 3) To identify Sarawak residents' main reasons to choose Sarawak as a holiday destination and their travel demands inside the state.
- 4) To examine Sarawak residents' purpose of travel.
- 5) To analyse the SSS campaign's visibility among Sarawak residents.
- 6) To understand the experience and satisfaction of SSS consumers.
- 7) To identify the level of interest among Sarawak residents towards tourism products and activities inside the state.

Research Methodology

The research utilised a quantitative methodology. Questionnaires were administrated through digital platforms to collect responses. The online survey was run for 30 days on STB's and STF's digital platforms. A total of 534 respondents participated in this research.

Key Findings of the Research

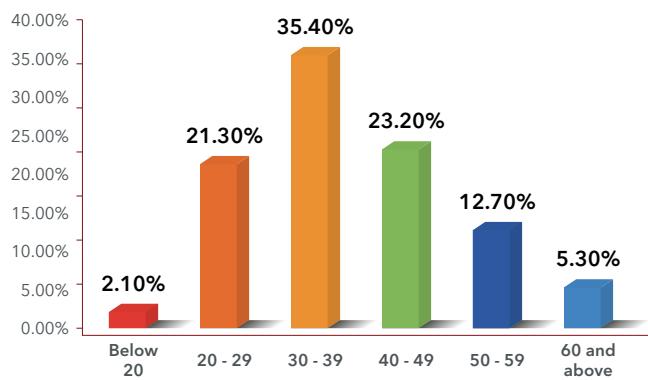
1. Profiling of the respondents

NATIONALITY/LOCATION	FREQUENCY	PERCENT
Sarawakian	487	91.2%
Sabahan	5	0.9%
West Malaysian residing in Sarawak	6	1.1%
Foreigner residing in Sarawak	7	1.3%
Residing outside Sarawak, within Malaysia	29	5.4%
Total	534	100%

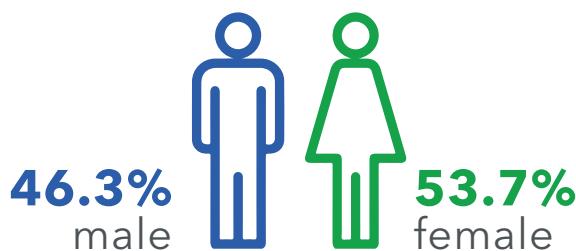
(Source: Sarawak Residents Travel Research, STB May 2021)

A significant number of respondents were Sarawakians (91.2%) followed by people staying outside Sarawak but within Malaysia (5.4%). Other categories such as foreigners residing in Sarawak, West Malaysians and Sabahans registered single-digit number of respondents.

Age Distribution (%)



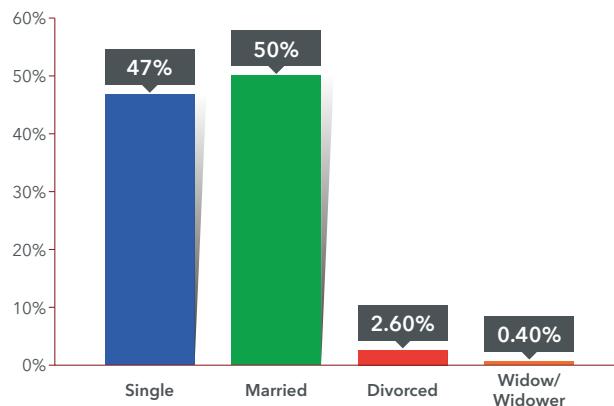
Gender (%)



(Source: Sarawak Residents Travel Research, STB May 2021)

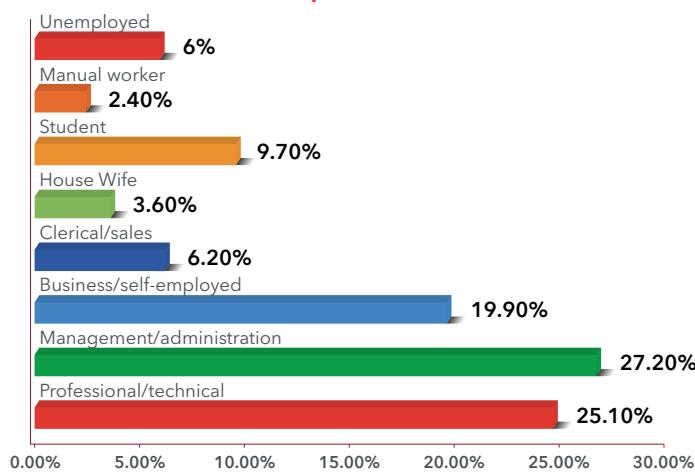
The research showed that a higher percentage of the 30-39 age group (35.4%) were more interested to travel within the state. There was almost an equal percentage of respondents in the 20-29 age groups (21.3%) and 40-49 (23.2%) who showed interest in travelling within Sarawak. Females (53.7%) were also more interested to travel than male (46.3%) respondents.

Marital Status (%)



Based on marital status, almost a similar percentage of married people (50%) and single people (47%) were interested in travel. By occupation, a higher percentage were in managerial positions (27.2%) followed by professionals/technical skilled positions (25.1%). This revealed that, professionals and administrative service people are more interested to travel compared to other categories. The income factor directly or indirectly affected the leisure plans of respondents.

Occupation (%)



(Source: Sarawak Residents Travel Research,
STB May 2021)

2. Sarawak residents' holiday plans post-pandemic

- 64% of respondents wished to take holidays this year.
- 62.7% like to travel within Sarawak and 24.1% would like to travel outside Sarawak but within Malaysia. i.e. a total of 88% of the respondents preferred domestic travel.
- The results revealed that "the fear factor" still dominated the travel behaviour of respondents (79.2%).

3. Purpose of travel inside Sarawak

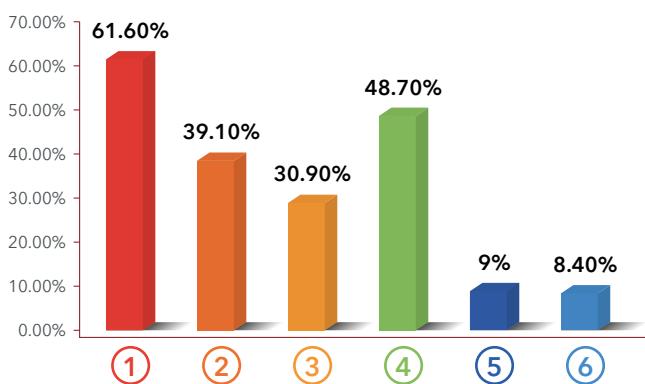


(Source: Sarawak Residents Travel Research,
STB May 2021)

cont'd

The main purpose of the visit was leisure/holiday (92.3%) followed by VFR (37.4%) and finally shopping (15.8%). This revealed that Sarawak is a popular holiday destination for leisure travellers.

4. Main reasons to choose Sarawak as a holiday destination



- ① I would like to explore and experience Sarawak tourism products and activities
- ② I feel safer to travel within Sarawak due to COVID-19
- ③ Value for money destination
- ④ I prefer domestic trips at this pandemic time
- ⑤ I purchased Sia Sitok Sarawak packages
- ⑥ Other reasons

(Source: Sarawak Residents Travel Research, STB May 2021)

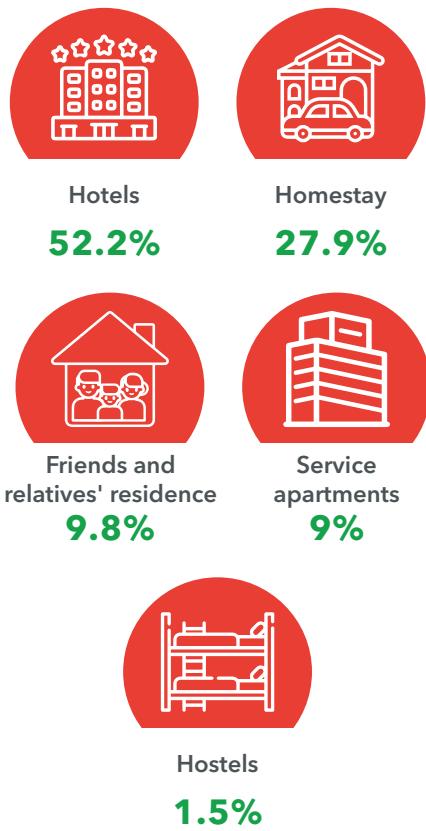
A significant number of respondents indicated that they would like to make holiday trips to Sarawak to explore the beauty of the state (61.6%), and its natural and cultural attractions, while 48.7% preferred domestic travel during the pandemic.

Safety and security were cited as other reasons to make trips within Sarawak (39.1%). A very low percentage (9%) purchased SSS packages.

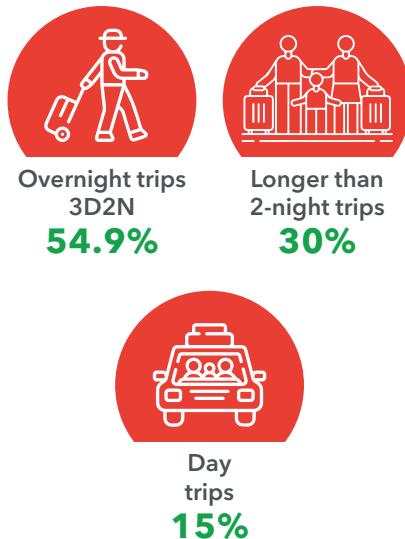
5. Sarawak residents' travel demands inside Sarawak

Sarawak Residents' Demands - Intrastate Travel

i) Preference of accommodation



ii) Duration of trips



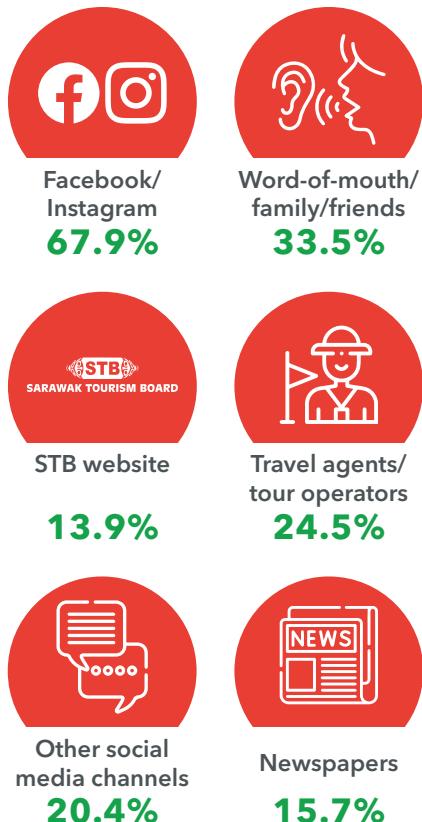
(Source: Sarawak Residents Travel Research, STB May 2021)

In terms of accommodation preference, a higher percentage of respondents preferred to stay at hotels (52.2%) followed by homestays (27.9%). In 2020, the residents' survey results showed the same trend as well. Based on the duration of stay, more than half of the residents (54.7%) wished for an overnight trip such as 3D2N within the state and 30.1% preferred a longer than 2-night trip. A minimal population would like to do day trips (15%). This indicates that the locals prefer spending overnight trips in Sarawak.

6. Sia Sitok Sarawak (SSS) campaign visibility and perception of Sarawak residents

The results of the study indicated that, more than half of the respondents were aware of SSS (60%). However, 40% were still unaware of SSS. This indicated that the SSS campaign needed more advertisement and publicity within the state.

Main Information Channels Used To Get Info About Sia Sitok Sarawak (%)

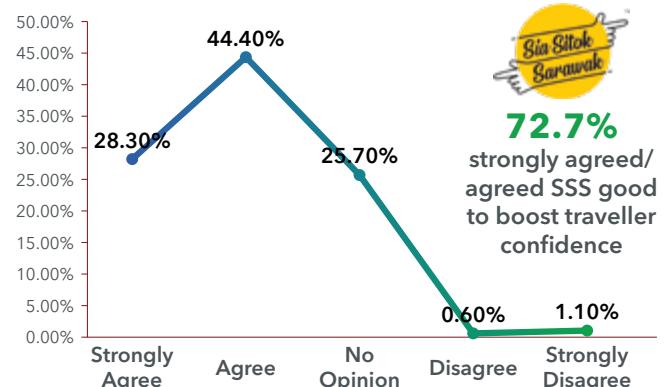


(Source: Sarawak Residents Travel Research, STB May 2021)

The results of the analysis showed that social media such as Facebook and Instagram (67.9%) were the main information channels to disseminate information about SSS, followed by word-of-mouth (WOM) 33.5%. STB's website (32.7%) was also shown to be a good avenue to popularise SSS among intrastate travellers. The analysis further revealed that travel agents/tour operators, newspapers, TV/radio played a major role in the popularisation of SSS packages.

Perception of Sarawak Residents towards Sia Sitok Sarawak (SSS)

SSS is a good initiative to facilitate travel inside Sarawak and restore travellers' confidence: Opinion of Sarawak Residents



(Source: Sarawak Residents Travel Research, STB May 2021)

A significant number of respondents agreed that SSS was a good initiative by Sarawak Tourism (72.7%). Among these, 44.4% agreed and 28.3% strongly agreed that this intrastate marketing campaign helped to create a momentum in staycations. It has created confidence among travellers to take holidays during new norm travel and at the same time enjoy the holiday packages.

7. Intrastate travellers' level of interest in Sarawak tourism products/activities within the state

Sarawak Residents: High Demand Tourism Products/Activities Inside Sarawak



- ① Authentic Local Food Experience
- ② Waterfalls and Eco-park Visit
- ③ Beach Tours, Sunset/Mangrove Tours
- ④ Wildlife Tours and Rainforest Visits
- ⑤ National Parks
- ⑥ Cruising and Dolphin Watch
- ⑦ Highland Tours
- ⑧ Cave Tours/Visit Mulu Caves
- ⑨ Island Tours and Fishing

(Source: Sarawak Residents Travel Research,
STB May 2021)

The data revealed that intrastate travellers are more interested in nature-based activities. The items highly in demand are authentic local food (81.3%), waterfalls and eco-park visitation (81%), beach tours, sunset/mangrove tours (80.7%) followed by wildlife tours, national park visits, cruising and dolphin watching, highland tours, caving and island tours and fishing.

Recommendations to boost intrastate travel

- 1) Aggressive marketing campaigns - integrated marketing online and offline
- 2) Increase awareness about intrastate travel among residents

- 3) Flexible cancellation policies and 100% refund
- 4) Longer duration in booking period and travelling time
- 5) Frequent connectivity based on the SSS packages for ease of travel
- 6) Airline collaboration for marketing and promotion - MASwings and AirAsia
- 7) Promotions through hotels and airline marketing teams.
- 8) Collaborate with universities/schools to offer packages with discounted prices.

RECOMMENDATIONS/STRATEGIC DIRECTIONS TO BOOST INTRASTATE TRAVEL

- 1 Aggressive marketing campaigns to enhance visibility of SSS**
 - Online and offline marketing and promotion, social media promotion, peer-to-peer promotion, press releases, promotional activities both in rural and urban areas.
- 2 Digital marketing and promotion**
 - Social media posts and ads
 - * User Generated Content (UGC) use in digital promotion to boost the purchase intention for SSS packages among residents.
- 3 Flexible cancellation policies and refund options**
 - To increase consumer confidence to purchase the packages.
 - * Longer duration in booking period and travelling time.
- 4 Frequent connectivity (air, land and water)**
 - Frequent connectivity based on the SSS packages for ease of travel.

5 All residents in Sarawak has a beneficiary of SSS

- Collaborate with universities/schools to offer packages at discounted prices (student group rate).
- * Encourage residents to participate through road shows and TV/Radio advertisement.

6 Travel with care

- Constantly monitor the SOPs and update the travellers through digital platforms.

2 STATE-WIDE STUDY ABOUT SOCIO-ECONOMIC IMPACT OF TOURISM AND SARAWAK TOURISM'S ROAD TO RECOVERY - COMMUNITY PERSPECTIVES

Research Objectives:

- 1) To identify the economic impact of tourism among the host communities in Sarawak pre-COVID-19 (employment generation, income level and standard of living).
- 2) To identify the social impact of tourism among the local communities in Sarawak (social mobility, educational standards, quality of life and health standards) pre-COVID-19.
- 3) To study COVID-19's impact on socio-economic conditions of local communities who are directly and indirectly involved in Sarawak's tourism industry (current situation).
- 4) To investigate the influence of Sarawak Tourism's recovery and rebuilding programmes on uplifting the Sarawak tourism industry.
- 5) To examine the local communities' confidence level in STB's 3R strategy - Recovery, Rebuilding and Redialling programmes.
- 6) To develop recommendations/recovery models/solutions for Sarawak tourism to overcome the impact of the COVID-19 pandemic.



Methodological framework

Methodology applied:

- Mixed method
(both qualitative and quantitative)

Quantitative Method:

- Survey method applied.
- Questionnaires used as instruments for data collection.
- Total sample size: 2,000 respondents participated in the survey.

Qualitative Method:

- Interview method applied.
- Unstructured interview checklists used for data gathering.
- Total sample size: 27 respondents participated in the interview, representing Sarawak tourism industry's major stakeholders, tour operator/travel agent associations, academicians, tour guide association, Government officials etc.

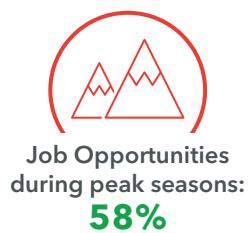
Key findings of the study

Objective 1:

To identify the economic impact of tourism among the host communities in Sarawak pre-COVID-19

(Employment generation, impact on income level and standard of living)

Employment Generation Quantitative Results



Income Level Quantitative Results



Qualitative Results

- Inbound tourist
- Homestay occupied
- Handicrafts
- Cross Tabulation Analysis:

B40 and M40, Women, SPM



📍 Penawan Waterfalls, Limbang

This objective analysed the local communities' economic benefits from tourism growth in Sarawak.

① Based on employment generation, a higher percentage of the communities mentioned that tourism growth created both part-time and full-time job opportunities. Additionally, it has the potential to create jobs for women. During the qualitative analysis interview sessions, it was found that tourism benefited single mothers' income and that women and single mothers involved in the tourism business gained more entrepreneurial skills. B40 communities benefited more from tourism growth in villages of Sarawak.

② In terms of income generation, a significant number of industry stakeholders during the interview session stated that tourism improved communities' income levels through creating jobs and developing small tourism-based enterprises. For those working as tour guides in remote villages like Bario, international tourist visits gave them opportunities to learn new languages, understand new cultures and at the same time, get employment which directly increased their income levels. The quantitative results showed that 59% of the local communities agreed that the tourism industry increased their household income, 63% of local communities strongly agreed that tourism growth provided chances to sell their local products and 65% that tourism growth gave them the opportunities to earn higher income. Nearly 60% of the respondents agreed that the tourism industry in Sarawak provided prospects to the local communities to earn a side income depending on the seasonality of tourist arrivals. In cross-tabulation analysis, most of the beneficiaries were from the categories of B40, M40 and women.

Standard of Living

Quantitative Results



Finance projects to improve local communities health:
68%



Reduce income inequality among the local communities:
58%



Finance projects in improving the basic infrastructure:
67%



Getting tourism grant and subsidy:
69%

Qualitative Results

- 37% agreed improve standard of living
- Infrastructure and Facilities
- Cross Tabulation Analysis:



B40, Women, SPM



In terms of standard of living, based on interviews with stakeholders, 37% strongly agreed that the standard of living among the local communities had increased due to employment generation from tourism. The survey results revealed that 60% of the respondents strongly agreed that tourism growth had positively impacted the local communities' standard of living.

Objective 2:

To identify the social impact of tourism on host communities in Sarawak pre-COVID-19

Social Impact : Qualitative Results



SOCIAL MOBILITY

60% agree that tourism in Sarawak managed to improve social status, however did not specifically relate the impact on social mobility.

EDUCATION STANDARD

72% agree that the Sarawak tourism industry improved education levels among the local community.

QUALITY OF LIFE

37% agree that Sarawak tourism improved the local community's quality of life.

HEALTH STANDARD

28% suggested that to attract buy-in from potential tourist, both federal and state governments should play important roles to ensure that better healthcare facilities and treatment are available.

Social Impact: Quantitative Results

SOCIAL MOBILITY

- Changes the social status of the local community.
- Eliminates social class disparity among local communities.
- Does not discriminate social class background within the local community.
- Every individual in the local community is involved in the tourism activity in my area.

>60%

HEALTH STANDARD

- Improved understanding on achieving a better health standard.
- Positive emotional feeling within the local community.
- Influence the authority to provide better healthcare to the local community.
- High number of tourists led to overcrowding in the same area.

QUALITY OF LIFE

- Tourism improves local community's quality of life.
- Expanded the local community's knowledge about the world.
- Influenced the local community to better understand others.
- Has led to improved understanding of local heritage.

>50%

EDUCATION STANDARD

- Increased visibility of Sarawak at the global level.
- Drives the local community to equip themselves with fluency in other languages, such as English.
- Improved the level of education within the local community.
- Created better understanding among different cultures.

CURRENT SITUATION

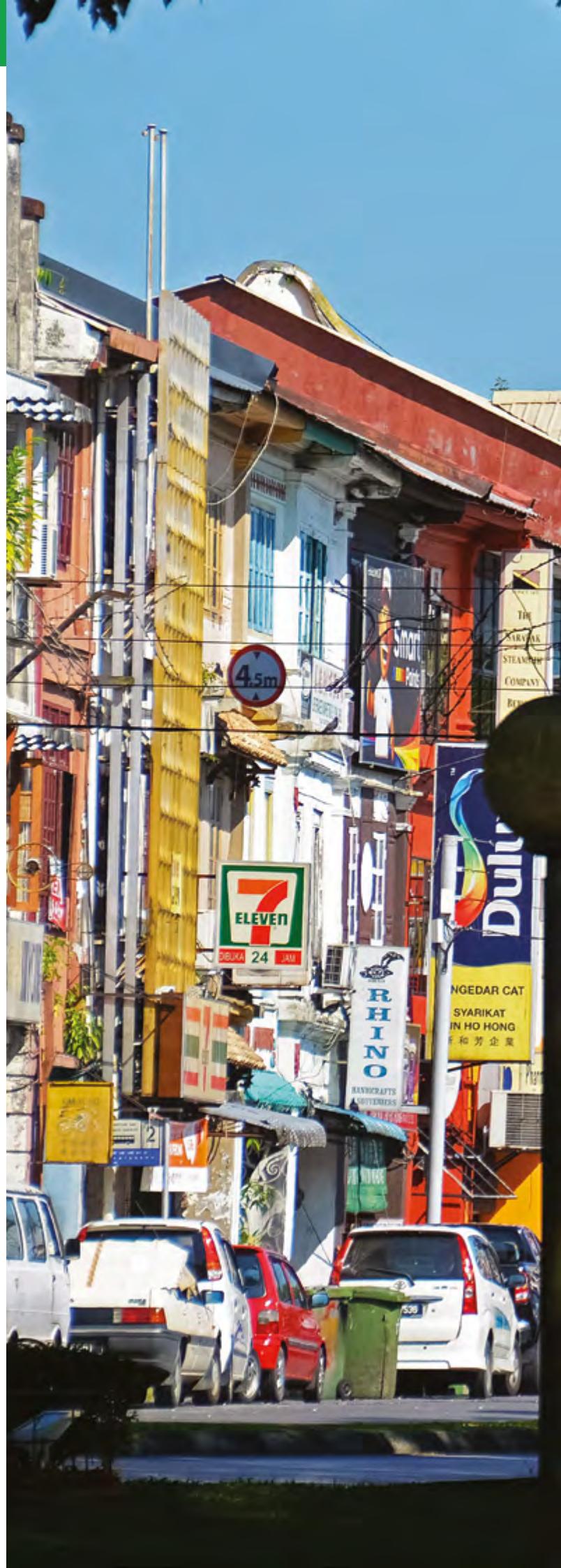
Objective 3:

To study COVID-19's impact on the socio-economic conditions of local communities directly and indirectly involved in Sarawak's tourism industry

- Results from the interview sessions regarding COVID-19's impact confirmed that it has had a devastating impact on the tourism and hospitality sector. In the year 2020, hotel occupancy dropped 70%, revenue for the hotel industry plummeted 85% due to the cancellation of international flights and locals were also avoiding travel.

- Shutdown of hotels and homestays.
- Change of nature of business, especially local tourist guides .
- Park guides were badly affected.
- SMEs' income are significantly reduced.
- Boat services were at a total standstill for a period of time (beginning of the MCO).
- Yearly events cancelled.
- Most of the companies have been unable to meet current Operating Expenses (OPEX).
- Companies that are still in business must incur additional costs in order to comply with the Government's directives (COVID-19 Standard Operating Procedures).

- Survey results regarding COVID-19's impact revealed that tourism industry players experienced difficulties in promoting local handicrafts and products (65%), logistics disruption (64%), and event cancellations (57%) which have affected their businesses. Finally, 56% of all respondents stated that the severity of the pandemic may force their business to close.





📍 Kuching

Objective 4:

To investigate the influence of Sarawak Tourism's recovery and rebuilding programmes to uplift the Sarawak tourism industry

- Based on interviews with respondents from the MAH Northern and Central regions, MOTAC, and MATTA for the hotel industry, all industries have gained momentum from the financial assistance provided by the Government.
- Hotels received financial aid as a result of becoming quarantine centres for those entering Sarawak. The respondents agreed that by becoming quarantine hotels, management was able to ensure the hotels' continuity of operation and employee retention.
- Both respondents from MAH in the Northern and Central regions also stated that the Government's Wage Subsidy Programme has aided hoteliers who have been economically impacted as a result of COVID-19, allowing them to continue operating their businesses.

These assistances are intended to alleviate the financial burden on those in the local communities who are directly and indirectly involved in the tourism industry.

Objective 5:

To examine the local communities' confidence level towards Sarawak Tourism Board's 3R strategy:
Recovery, Rebuilding and Redialling

QUANTITATIVE RESULTS:
(Level of agreement)

3R strategy ensures sustainability in Sarawak tourism

69%

Boost confidence of the local communities

66%

Financial assistance in 3R strategy assists the local communities

66%

Training is given in tandem of the 3R strategy

67%



Sarawak Tourism Ambassadors

Objective 6:

To develop recommendations/recovery models/solutions for Sarawak tourism to overcome the COVID-19 pandemic

**Ecotourism/
Responsible Tourism**

- Community Empowerment
- Creative and innovative products
- Experiential tourism
- Conservation Plan Team
- Interconnectivity
- Kampung Stay
- Promoting the state's universities
- Summer camp or gap year programme
- Heritage and culture destinations for educational trips
- Sarawak tourism presence in potential education market

**Educational Tourism****Community-Based Tourism (CBT)**

- Connecting the local community
 - Educating the local community
 - Cooperative ownership
- Community products
- Local business
- Storytelling

**Virtual Tourism**

- Equipment
- Places of interest
- Content writer
- Photographer
- Game developer
- Financial digitalisation

**Medical Tourism**

- Hospitals and Specialists
- Medical Tourism Ecosystem
- Medical Tourism packages
- Alternative Medicine

PRODUCTS

3 SARAWAK TOURISM- DESTINATION VISIBILITY, TOURISM PRODUCT APTESS FOR INDIAN CONSUMERS AND TRAVEL INTENTIONS TO SARAWAK POST-COVID-19: PERCEPTIONS FROM ITB INDIA TOURISM INDUSTRY STAKEHOLDERS

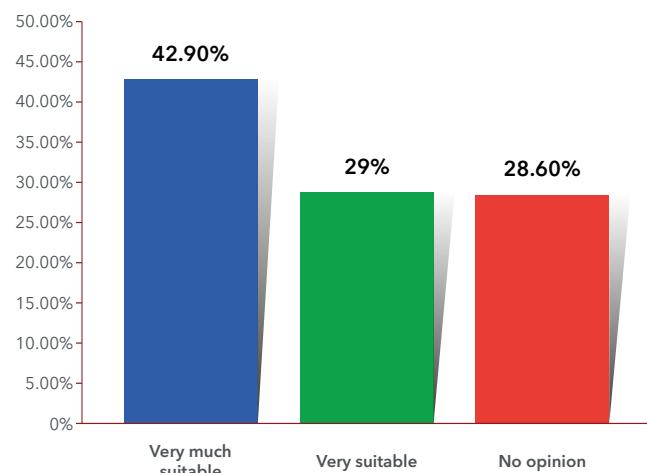
Main objectives

- To understand the visibility of Sarawak among Indian travel agents/tour operators.
- To know about the main information sources used by travel agents to get to know about Sarawak.
- To analyse Sarawak tourism product aptness among Indian consumers during the new norm travel.
- To identify Indian consumer demand items/tourism products and activities in Sarawak.

Findings

- Rating of Sarawak tourism products in the Indian consumer market.

Rating of Sarawak Tourism Product Aptness among Indian Consumer Market (%)



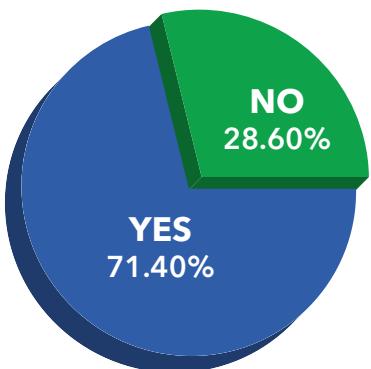
(Source: Indian Market Stakeholder Response Survey STB, April 2021)

cont'd



- Visibility of Sarawak among Indian tourism stakeholders.

Have you heard about Sarawak?

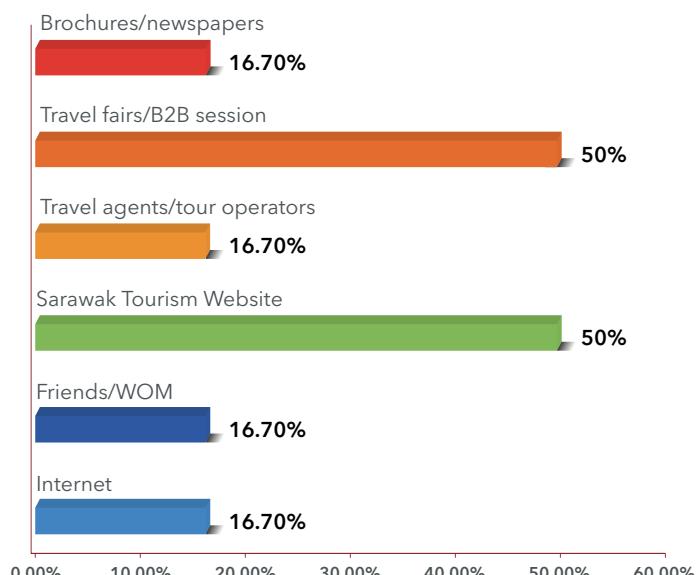


(Source: Indian Market Stakeholder Response Survey STB, April 2021)

A total of 71.4% had heard about Sarawak. However, 28.6% were not aware of Sarawak, and were only aware of the states in West Malaysia. The Indian agents mentioned that the TM office in Mumbai did not provide much information about Sarawak.

- Information sources about Sarawak in Indian market.

Information Sources about Sarawak (%)

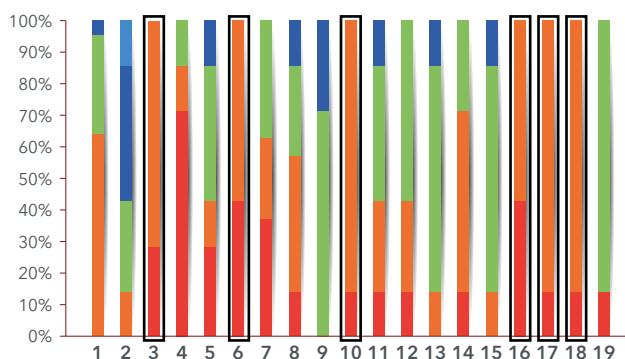


(Source: Indian Market Stakeholder Response Survey STB, April 2021)

The data revealed that the information that Indian travel agents got about Sarawak were mainly from Sarawak Tourism Website and B2B sessions/travel fairs (50%).

- Demand level of Sarawak tourism products and activities in Indian market

Sarawak tourism products and activities - demand level in Indian consumer market



- | | |
|---|---|
| 1. Museums, culture and heritage places | 10. Adventure tours/mountain biking/hiking |
| 2. Health/Medical tour | 11. Cycling jungle trekking |
| 3. National parks and wildlife tours | 12. Kayaking, fishing and diving |
| 4. Orangutan rehabilitation and wildlife conservation | 13. Educational tours/vacation camps |
| 5. City tours and shopping | 14. Island tours and dolphin watching |
| 6. Rainforests and mountains | 15. Malaysia, My Second Home/Investments |
| 7. Bird watching, frog tours and photography | 16. MICE/Team building trips/incentive travel |
| 8. Authentic local food | 17. Beach tour and sunset |
| 9. Music festivals and events | 18. Visit caves and waterfalls |
| | 19. Longhouse stay and village tour |

- Very high demand
- High demand
- Moderate demand
- Low demand
- Very low demand

(Source: Indian Market Stakeholder Response Survey STB, April 2021)

Based on the opinion of Indian tour operators/travel agents, five (5) items were in high demand among their consumers. These included:

1. Rainforests and mountains **100%**
2. National parks and wildlife tours
3. Caves and waterfalls **100%**
4. MICE/Team building activities and incentive travel
5. Adventure tours, hiking and mountain biking **100%**
6. Beach tours and sunsets **100%**
7. Orangutan rehabilitation and wildlife conservation **86%**

Strategic directions to penetrate Indian market

Strategic directions for penetrating Indian market are as follows:

1 Build foundation and enhance visibility of Sarawak in Indian market

Increase awareness about Sarawak in Indian market through Sarawak tourism product presentation (webinars) digital promotion, storytelling and B2B/B2C sessions.

2 Target right consumers with right tour packages

Based on Indian consumer tourism demand items, activities and preferences. The tour packages are directly connected with consumer demand.

3 Integrated marketing approach - Post-COVID-19

Integrated marketing approach (online and offline). Deliver tourism products and activities to Indian visitors in a better way. Personalise our marketing to ensure what reaches our target audience is most relevant and compelling, and this will generate more positive results.

(Source: Indian Market Stakeholder Response Survey STB, April 2021)

4 ASEAN MARKET RESEARCH 2021- ASEAN TOURISM MARKET ANALYSIS: COVID-19 AND INDUSTRY RESPONSE TOWARDS NEW NORM TRAVEL

Research Objectives

- To understand visibility of Sarawak in ASEAN market.
- To find out the main information channels used by ASEAN stakeholders to get information about Sarawak.
- To analyse stakeholders' response on COVID-19's impact towards the tourism business sector in the ASEAN region.
- To compare ASEAN and Sarawak tourism industry stakeholders' response on COVID-19's impact towards business.
- To understand the travel interest of ASEAN consumers after COVID-19/ new norm travel.
- To identify ASEAN consumer expectations for selecting a destination during new norm travel.
- To understand Sarawak's potential as a preferred tourism destination in the ASEAN market during new norm travel.
- To study issues faced by travel agents in selling Sarawak in the ASEAN region.
- To identify Sarawak tourism products demand level in the ASEAN consumer market during post-pandemic travel.
- To provide strategic directions for marketing and promotion of Sarawak in the ASEAN region during the new norm travel.

Key Findings of the study

Stakeholders from the ASEAN region that participated in this study were from Singapore (25%), Indonesia (37.5%), Malaysia (9.37%) and the Philippines (18.75%). The main findings were:

- ① 94% of the respondents know about Sarawak. The main information sources are travel agents/tour operators (75%), internet/ Google search (68.8%) and finally B2B sessions or travel fairs (65.6%).
- ② Consumer selection of destinations was based on:

ASEAN consumers' expectations for selecting a destination during the new-norm travel - Stakeholder perspectives



- ① Follow strict COVID-19 protocols/SOPs at the destination
- ② Preference towards less crowded places
- ③ Nature friendly tours/eco-tours
- ④ Search for health and safety facilities at the destination
- ⑤ Other expectations



📍 Bakelalan, Limbang

*Other expectations

- Prefer privately arranged trips, FITs, small group travel. (4 - 5 pax)
- Incentives and initiatives by the destinations to protect visitors.
- Travel with family/close friends only and not big group tours with strangers.
- Safety and to search the info about the destination regarding how to manage the COVID-19 situation.
- Affordable rate.

(Source: STB Research, ASEAN Market April 2021)

From these results it can be understood that during the new norm travel, consumer demands were mainly for nature and authenticity which were the primary concern for travel. Consumers mainly checked for COVID-19 protocols at the destinations, preferred low population destinations (78.1%) and the health and safety facilities at the destination.

**Very high demand/high demand
Sarawak tourism products in ASEAN market**

- Follow strict COVID-19 protocols/
SOPs at the destination
84%
- Search for health and safety
facilities at the destination
81.3%
 - Preference towards less
crowded places
78.10%



Authentic local food **84.4%**



Beach tour, sunset and mangrove tour **75.1%**



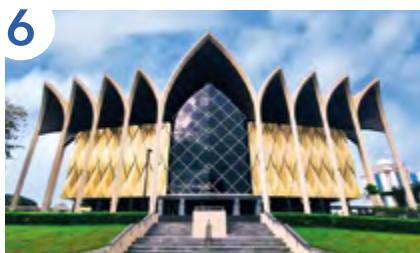
National park visit and visit wildlife tours **68.8%**



Rainforest and mountains **68.7%**



City tours and shopping **56.2%**



Museums, culture and heritage places **53.2%**



Kayaking, fishing and diving **53.1%**

(Source: STB Research, ASEAN Market April 2021)

3

High demand Sarawak tourism products in the ASEAN market were:

- > Authentic food **84.4%**
- > Beach tours, sunset and mangrove tours **75.1%**
- > National park visits and wildlife tours **68.8%**
- > Rainforests and mountains **68.7%**
- > City tours and shopping **56.2%**

Strategic Directions for Marketing and Promotion of Sarawak in ASEAN Market: 2021 - 2022 Travel Rebound

BRUNEI



- Collaborate with TM Brunei - Sarawak tourism product webinar (virtual) and update SOPs to enter Sarawak.
- Frequently update Sarawak tourism products and packages. *(\$)
- Integrated marketing and promotion (online and offline). *(\$)
- Work with travel agents on 3D2N/4D3N trips offers based on new norm travel.
- Cross-border tourism with strict SOPs.

INDONESIA



- Frequent updates on Sarawak tourism products (virtual).
- SOPs and COVID-19 protocol updates.
- Medical tourism - Healthcare facilities and treatments.
- B2B sessions in strategic locations in Indonesia - Pontianak and Jakarta. *(\$)
- Product publicity (online and offline) with rich content - leisure travel. *(\$)
- To collaborate with travel partners, FAM Trips. *(\$)
- Industry collaboration - Traveloka Indonesia and Global Tiket Network. *(\$)

SINGAPORE



- Frequent updates on Sarawak tourism products (virtual).
- SOPs and COVID-19 protocol updates.
- Product publicity (online and offline) with rich content - leisure travel, experiential tourism. *(\$)
- Highlight geographical space in tourism spots and sustainable practices.
- Nature-based tours (rich content). *(\$)
- Engage with travel intermediaries. *(\$)

1 Green Bubble Travel
 (Safe travel corridors)


- Domestic. *(\$)
- Intrastate. *(\$)
- Green bubbles will be created based on COVID-19 scenario and % of population covered by vaccination.

3 Aggressive Digital Marketing and Promotion


- Social media marketing. *(\$)
- Rich content based on consumer interest *(\$)
nature, adventure, eco-tours and food.
- Digital roadshows/FAM Trips. *(\$)

**2 Travel Begins at Home -
Boost Staycation**


- SSS travel packages based on consumer demand.
- Strict SOPs, health and safety protocols.

**4 Responsible tourism/
Sustainable tourism**


- Eco-friendly travel.
- Tourism product enhancement/development. *(\$)
for safe sustainable travel.

*(\$) = symbolise the areas the budget allocation needed.

(Source: STB Research, ASEAN Market April 2021)

5 HEALTH TOURISM IN SARAWAK IN RESPONSE TO COVID-19: MEDICAL TOURISM STAKEHOLDERS' RESPONSE AND THE WAY FORWARD

This research was conducted in alignment with Sarawak's Post-COVID-19 Development Strategy 2020 - 2030, with one of the key themes, "Tourism Beyond Leisure". Sarawak is an emerging health tourism destination in Malaysia. COVID-19 devastated the health tourism industry around the world. Sarawak's health tourism sector was affected by the impact of COVID-19. The Board has taken tremendous initiatives to rejuvenate the health tourism sector in Sarawak. This research focused on Sarawak medical tourism stakeholders' perceptions towards the development of health tourism in response to COVID-19.

Medical Tourist Arrivals in Sarawak: An Overview

Year	Total Revenue (RM)	Total no. of health care travellers
2017	60.50mil	44,662
2018	69.82mil	53,529
2019	76.4mil	56,800
2020	26.5mil	22,000
2021	8.9mil	11,385

Note:

The year 2019 saw the highest number of medical tourists arrivals in Sarawak and the highest revenue earnings.

COVID-19 negatively impacted the medical tourist arrivals in Sarawak, with 2021 showing the lowest number of arrivals and revenue over the past four years.

(Source: STB Research January 2022: Sarawak Medical Tourism)

Sarawak's top medical visitor arrival countries and medical tourism revenue from 2017 - 2022

Countries	Annual Medical Visitor Volume and Revenue (RM)								
	2017	RM	2018	RM	2019	RM	2020	RM	
Indonesia	26,500	41.67mil	41,000	60.3mil	44,700	66.3mil	10,800	15.90mil	
China	2,000	1.78mil	3,400	3.10mil	3,500	3.9mil	1,400	1.3mil	
Philippines	800	0.5mil	1,100	0.6mil	1,200	0.8mil	500	0.4mil	
India	600	0.3mil	800	0.6mil	800	0.6mil	300	0.2mil	
Brunei	300	0.3mil	300	0.4mil	500	0.5mil	100	0.1mil	
Others	5,600	3.4mil	7,000	4.7mil	6,100	4.3mil	3,900	3.3mil	
TOTAL	44,700	60.5mil	53,500	69.8mil	56,800	76.4mil	22,000	26.5mil	

(Source: STB Research January 2022:
Sarawak Medical Tourism)



Note:

Indonesia accounted for the highest number of medical tourists to Sarawak followed by China.



📍 Sematan, Kuching

OBJECTIVES:

- 1) To understand the effectiveness of the engagement session with MHTC and STB.
- 2) To identify medical tourism stakeholders' perceptions towards the initiatives taken by STB and MTAC to boost medical tourism in Sarawak.
- 3) To understand the initiatives on the part of medical tourism stakeholders to empower medical tourism in response to COVID-19.
- 4) To develop strategic directions for the rejuvenation of medical tourism in Sarawak.

MAIN FINDINGS:

- Sarawak's health tourism sector mentioned that they would like to join MHTC (Malaysia Healthcare Travel Council) as they indicated it would help to get more exposure, enhance marketing and promotion, and make Sarawak a fertility hub in Malaysia. By becoming members of MHTC, they believed that it opened up strengths and opportunities in medical tourism.
- According to the stakeholders' opinion, the Department of Immigration should quicken the approval of My Travel Pass applications of international patients and their immediate family members.
- The participants want the medical tourism industry stakeholders' engagement session to be held once every quarter with Sarawak Tourism Board and MHTC.

cont'd

RECOMMENDATIONS

STRATEGIC DIRECTIONS TO BOOST HEALTH TOURISM IN SARAWAK POST-PANDEMIC



Strong public-private partnerships between government and private sector.



Ministry of Health inspire and motivate hospitals to receive international awards for excellent quality health care services.



Investment in health care technologies for developing medical facilities, staff training, medical labs, vaccine development institute, biotechnology and virology lab with the help of Ministry of Health (MOH).



To provide valuable medical tourism related information to prospective medical tourists about the services offered and prevent communication barriers by availing trained staff who speak multiple languages.

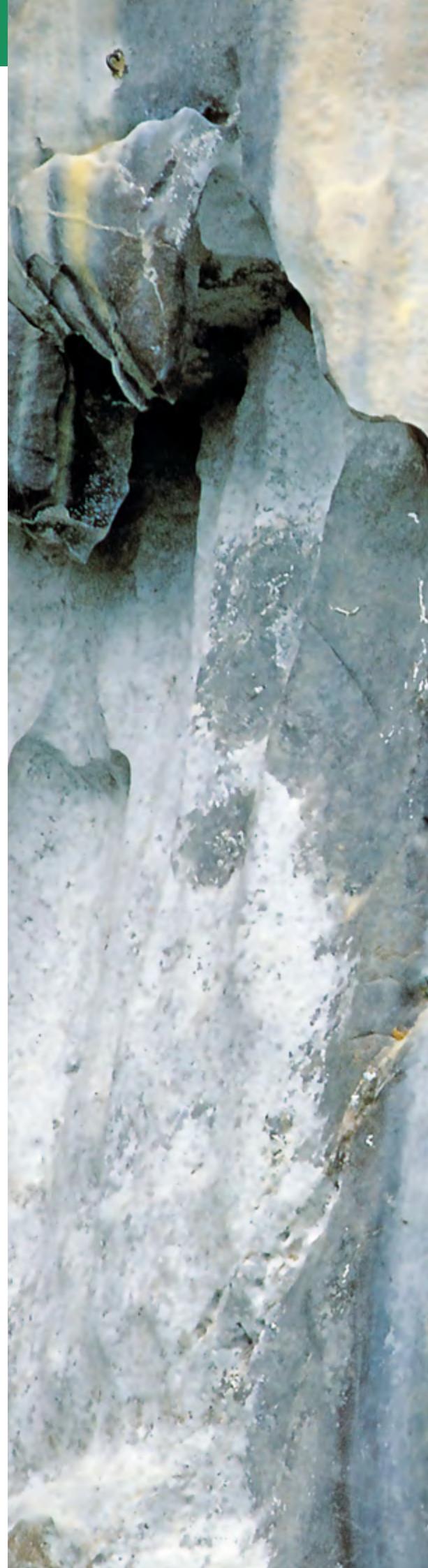


Collaborate with John Hopkins University medical centre for getting training in specific medical fields to enhance staff medical knowledge and service quality. MOH Sarawak to take necessary steps for these initiatives.



To attract more international health tourists, hospitals must design strategies that provide a stress-free experience for the patient.

(Source: STB Research January 2022: Sarawak Medical Tourism)



EVENTS and CORPORATE Relations Division



2021 ACTIVITIES AND ACHIEVEMENTS

RAINFOREST WORLD MUSIC FESTIVAL (RWMF) AND BORNEO JAZZ FESTIVAL (BJF)

Due to the COVID-19 pandemic, RWMF was cancelled in 2020. However, maintaining the presence of the festival was significant - especially among festival-goers and fans who have been following this iconic music festival over the years. Most importantly, we had to keep the iconic brand alive and to announce the festival dates for 2022.

For 2021, the virtual marketing experience initiatives took place on **18 - 20 June 2021 for Rainforest World Music Festival (RWMF)** and **25 - 27 June 2021 for Borneo Jazz Festival (BJF)** from 6.00pm to 7.30pm daily and live on various platforms such as:

- > **Festival Virtual Platform**
(virtualrwmf2021.xpoexpo.live and
virtualbj2021.xpoexpo.live)
- > **Facebook (STB, RWMF and BJF)**
 - > TVS Facebook
 - > TVS Channel - Astro and MYTV
 - > Shopee Live
- > **Sarawak Tourism Board YouTube Channel**



By embarking on virtual marketing of the festivals 2021, the Management focused on the following objectives:

- i) to keep the two festivals on the public's radar.
- ii) to capture a greater audience via digital presence.
- iii) to promote dates for RWMF and BJF for year 2022.

(RWMF - 17-19 June and BJF - 24-26 June)



Although the Return on Investment (ROI) might not be in monetary terms, data harvesting was equally important for future RWMF and BJF to be on the public's radar.

We successfully achieved the following for RWMF and BJF 2021 respectively:-

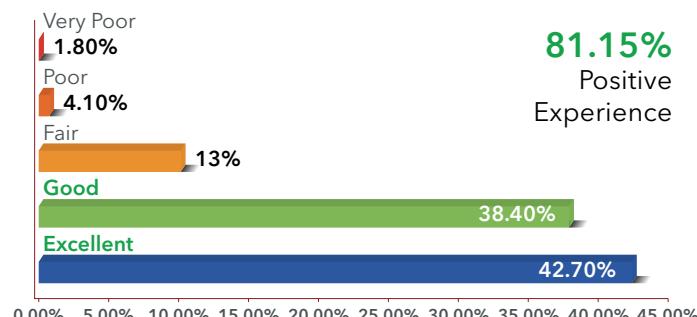
1. Rainforest World Music Festival 2021 - A Virtual Experience



- Ø 3-day virtual experience, **402,865 viewers** for both broadcast and online media.
- Ø **149,644** viewers for online media only (excluding TVS Live Broadcast).
- Ø Registered viewers from **79 countries worldwide**.
- Ø Social media boosting was carried out with the Return of Investment reaching a total number of **1,273,934 users (number of people who viewed the ad)** and with **2,208,215 impressions (number of times the ads were played)**. This translated to **engagement figures of 338,249 (number of interactions - shares, comments, etc)** with a breakdown of **RM0.017 cost per engagement and RM0.13 cost per link click**.
- Ø Communications, promotion and marketing were done through various media platforms such as Facebook, Magazine, Newspaper, Online, Twitter with a total **PR value of RM1,517,719.00**.
- Ø Both RWMF and BJF via **TVS platform** have achieved brand visibility equated impressions of **800,000 eyeballs** based on 3-week traffic flows.
- Ø For both RWMF and BJF, Sarawak Multimedia Group through TVS supported with 2 commercials and 3 complimentary deliverables with **media value of RM1,475,000.00**.
- Ø **Online survey: 833 respondents.**
 - i) 93.5% Malaysians, 6.5% foreigners
 - ii) 60.6% female and 36.9% male
 - iii) Majority of the respondents were in the age range of 20 to 39 at a total percentage of 72.1%
- Ø To identify the information sources used by the visitors to get to know the RWMF 2021 Virtual Experience, findings can be summarised as follows:
 - i) 54.8% had never attended the RWMF pre-COVID-19.
 - ii) A significant number of respondents got to know about the RWMF Virtual Experience via online social media (73.9%).

Rating of RWMF virtual 2021 visitor experience (%)

RWMF Virtual Experience 2021 -
Visitor Experience Rating (%)



*A higher % of the respondents opined that the event experience was excellent (43%).

*38.4% have indicated that the virtual event was good. Overall **81.15%** (676/833) had positive festive experience in RWMF 2021.

(Source: RWMF Virtual Event 2021 Survey Report,
STB July 2021)

Viewers' experience and satisfaction towards RWMF 2021 Virtual Experience:-

- i) We have achieved a high number of satisfied visitors with 81.1% positive experience.
- ii) A higher percentage of the respondents indicated that their reason for joining this virtual experience was because of their love for music (79.6%), followed by reasons such as relaxation and enjoyment, and excitement towards the RWMF Virtual Experience.
- iii) A great number of them were also supportive and shared this experience on social media (76.6%) with majority using Facebook (75.1%) to share this experience.
- iv) Based on level of satisfaction, we have achieved 79.8% satisfaction from online viewers.

2. Borneo Jazz Festival 2021 - A Virtual Journey

- Ø 3-day virtual journey, 244,637 viewers for broadcast and online media.
- Ø **116,961 online viewers from 43 countries worldwide.**
- Ø Social media boosting was carried out with the Return of Investment reaching a total number of **1,073,036 users** (number of people who viewed the ad) with 1,286,281 impressions (number of times the ads were played). This translates to **engagement figures of 248,471** (number of interactions – shares, comments, etc.) with a breakdown of RM0.01 cost per engagement and cost per link click was recorded at RM0.02 and RM0.13 respectively.
- Ø On the Communications Unit side, promotion and marketing were done through various media platforms such as Facebook, Magazine, Newspaper, Online News and Press Releases, Twitter with a total **PR value of 1,025,559.00**.
- Ø Both RWMF and BJF via **TVS platform** have achieved brand visibility equated impressions of **800,000 eyeballs** based on 3-week traffic flows.
- Ø **Online survey: 192 respondents**
 - i) 78.6% Malaysians, 21.4% foreigners.
 - ii) 51.3% female and 48.7% male.

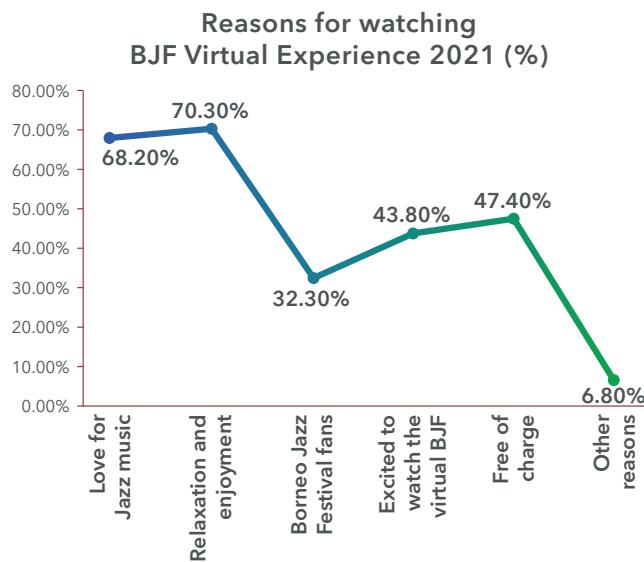
- iii) Majority of the respondents were in the age range of 30 to 49 at a total percentage of 57.3%.
- iv) 66.7% never attended the BJF pre-COVID-19.
- Ø As for the information sources used by the visitors to get to know the BJF 2021 Virtual Journey, findings can be summarised as follows:
 - i) A significant number of respondents got to know about the BJF 2021 Virtual Journey through Facebook or **social media platforms** with a percentage of **60.4%** followed by **www.borneojazz.com** at **27.6%**.
 - ii) **84.4%** of the audience shared the event on their social media platforms.
 - iii) Majority of the massive support came from sharing on **Facebook (79.3%)** followed by **Instagram (52.5%)**.
- Ø Audience experience and satisfaction:
 - i) We have achieved a high number of satisfied audiences with 87.5% positive experience.
 - ii) A higher percentage of the respondents indicated that their reason for joining this virtual journey was for relaxation and enjoyment (70.3%).



Borneo Jazz Festival Virtual Experience audience experience and satisfaction

BJF virtual event experience rating

Highest percentage (87.5%) had rated it a positive experience i.e. excellent or good. According to them, the main reasons for watching BJF Virtual Experience was as follow,



(Source: Borneo Jazz Festival Virtual Experience 2021 Survey Report, STB July 2021)

These first-of-their-kind virtual music events in Malaysia and the region were streamed live on multiple online platforms and on TV channels, providing a platform for local performers to showcase their culture and heritage.

STB also partnered with Shopee and GrabFood to provide retailers an opportunity to market and sell authentic Sarawakian food and tourism products such as handicrafts and souvenirs, to local audiences. Viewers were able to watch the performances, interviews and flashbacks and engage in conversation with other online users throughout the 90-minute event as well as watch virtual workshops from previous years from the Bidayuh, Iban, Chinese and Malay houses at the Sarawak Cultural Village.

The Rainforest World Music Festival (RWMF) and Borneo Jazz Festival (BJF) virtual experiences won the **World Travel Market Responsible Tourism Awards 2021** as the 'One to Watch'. Open to four regions (Africa, India, Latin America and the Rest of the World), the awards recognised excellence in responsible tourism, and selected RWMF and BJF in the "Destinations Building Back Better Post-COVID" category.



Rainforest World Music Festival & Borneo Jazz Festival named as the '**One to Watch**' by WTM Responsible Tourism Awards 2021



PATA DESTINATION MARKETING FORUM (vPDMF)

The PATA Destination Marketing Forum (vPDMF) was held virtually on 24 - 26 November 2021 with **700 delegates** representing 460 organisations from 63 countries/destinations.

Initially, PATA expected 500 delegates worldwide to take part in the vPDMF21. However, due to overwhelming response, PATA increased the registration limit to 700 on the dedicated virtual platform.

"Experiences that Inspire" was the theme for the event. An immersive virtual experience of Sarawak through its conference content and experiential tours were planned accordingly.

Minister of Tourism, Creative Industry and Performing Arts, YB Dato Sri Haji Abdul Karim Rahman Hamzah was given the honour to do the closing remarks where as STB Chairman, YB Dennis Ngau was given the opportunity to do the welcoming remarks. We contributed with a case study, "Sustainability from Asia Pacific" by STB CEO, Puan Sharzede Datu Haji Salleh Askor, alongside Mr. Kadoi Ruluked, Managing Director, Palau Visitors Authority. Based on the survey conducted by PATA, Puan Sharzede was voted as one of the top two speakers for the three-day conference. In addition, a 'Fireside Chat - Experiences that Inspire' on the Rainforest World Music Festival was one of the topics at the two-day conference whereby the two speakers featured were Datu Aloysius Dris and Mr. Robert Basiuk.

There were three virtual tours highlighted during the event which covering the southern, central and northern regions of Sarawak as follows: -

Virtual Tour 1:

Chase the Adrenaline (Kuching and Semadang Kayak)

Virtual Tour 2:

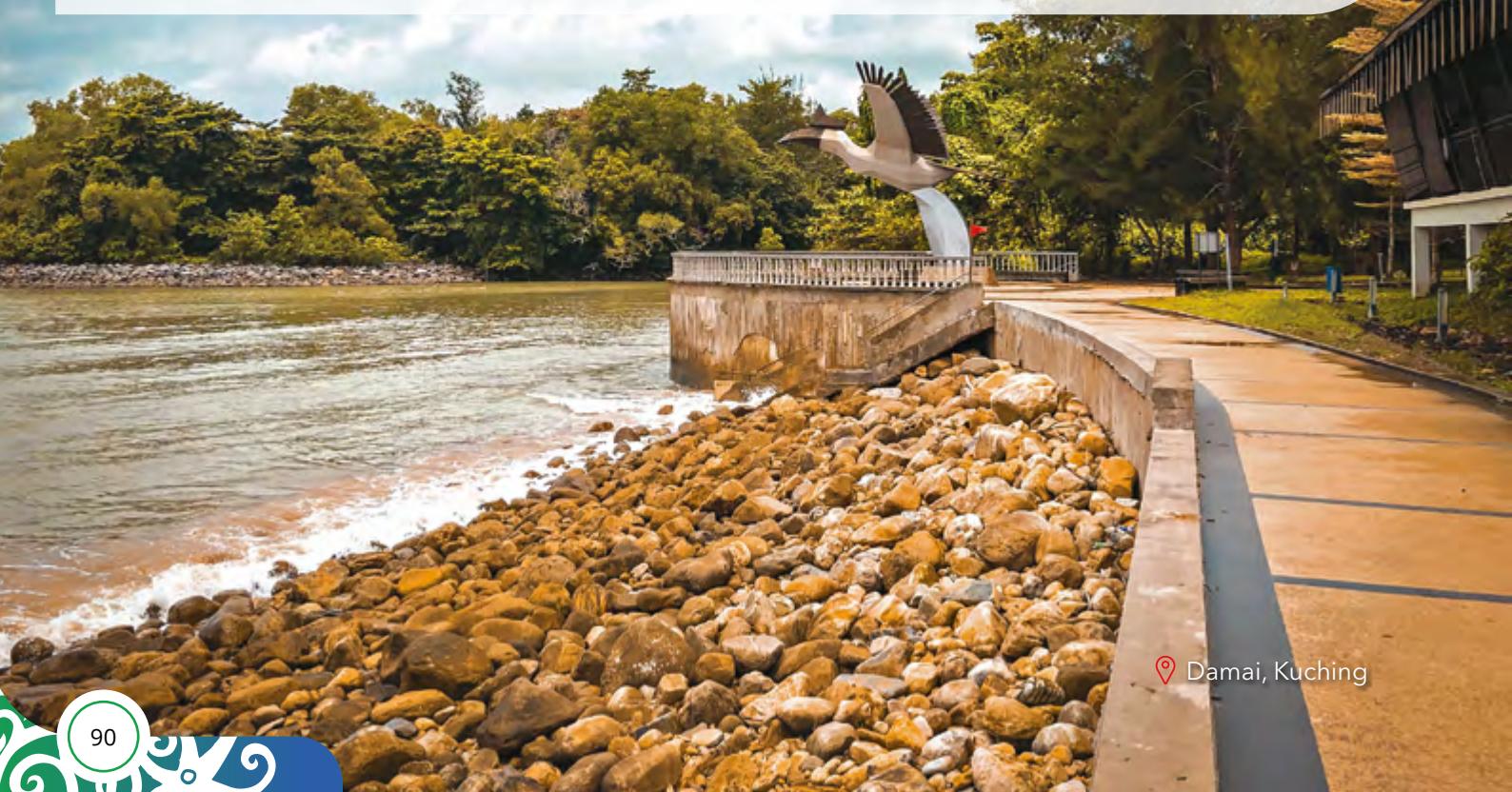
Tellian, The Soul of Mukah

Virtual Tour 3:

Embrace Heritage in Lawas

For the virtual showcase booth, four Sarawak agencies participated namely Tanoti Crafts, Lamin Dana, Centexs Commercial Sdn. Bhd. and Sarawak Craft Council.

PATA has benefited prominent players in the travel and tourism industry for nearly three quarters of a century, with strong media relationships that were deployed to cover the vPDMF21 and Sarawak as host destination at length. The vPDMF21 provided a broad global coverage and exposure, and enhanced Sarawak's reputation as a premier destination.



📍 Damai, Kuching

RESPONSIBLE TOURISM

Sarawak Tourism Board (STB) has taken various steps to create a sustainable tourism industry since 2011.

Our tourism players adopt eco-friendly practices in their tourism products, such as encouraging bicycle-rides in rural areas or bird-watching in Sarawak's lush rainforests.



We promote homestays, encourage consumption of local food, and highlight local handicrafts and arts. Such community-based tourism can be found in areas such as Nanga Sumpa in Batang Ai where travellers can gain an insight into the lifestyle of the various tribes of Sarawak who have lived in the remote areas for generations. These efforts can generate economic activities for its residents, especially those from lower-income groups. Sarawak's biggest and most renowned orangutan rehabilitation centre, Semenggoh Wildlife Rehabilitation Centre which is only 20km from Kuching City, is a sanctuary for the conservation of the orangutans in their natural habitat.



More importantly, STB takes environmental issues seriously and together with tourism players, we embark on activities like waste management, energy conservation and environmental education. We encourage tourism players in Sarawak to participate in green initiatives such as banning of single use plastics, upcycling used materials and exploring innovative solutions for waste management. These initiatives include the hotel industry turning food waste into compost or rural homestay operators converting used oil into soap products. At tourism-based events, separate bins are prepared to collect recyclable materials.

Making Responsible Tourism Our Norm

As tourism players shift the way they operate, it is also vital that travellers take on a more responsible mindset. Travellers are encouraged to research the culture and practices before travelling. The world and its people are diverse and fascinating, and it is a privilege to experience different cultures and religions. Travellers can learn local customs, traditions and pick up the local language.

When it comes to eating, finding a place to stay and buying souvenirs, choosing where to spend money can have a massive impact on the community. By having dinner at a family restaurant, staying in a family-run guest house or purchasing a trinket from a street vendor, travellers are helping inject money directly into the local economy. Besides creating a more authentic travel experience, these practices also help locals create better lives for themselves.

When it comes to the footprint left behind, travellers must endeavour to conserve energy and water, cutting back on the consumption of plastic and taking public transport whenever possible.

All in all, responsible tourism must no longer be a niche part of tourism but the norm for every part of our sector. That means an opportunity to build back a much better sustainable tourism destination and create an industry that is more resilient.

RT Agenda

The implementation of Responsible Tourism is in conjunction with the Visit Sarawak Campaign's focus on Experiential and Responsible Tourism. As per World Tourism Organisation, 2004, definition, responsible tourism is any form of tourism that can be consumed more responsibly. RT, which focuses on 3Es: **ENVIRONMENT**, **EMPOWERMENT** and **ECONOMIC VIABILITY**, requires that operators, hoteliers, governments, local people and tourists take responsibility, take action to make tourism more sustainable.

cont'd

RT is tourism which:

- Minimises negative social, economic and environmental impact.
- Generates greater economic benefits for local people and enhances the well-being of host communities.
- Improves working conditions and access to the industry involving local people in decisions that affect their lives and life changes.
- Makes positive contributions to the conservation of natural and cultural heritage as well embracing diversity.
- Provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues.
- Provides access for physically challenged people.
- Is culturally sensitive, encourages respect between tourists and hosts, and builds local pride and confidence.

In line with the UN Sustainable Development Goals (SDGs), the RT programme highlights three SDGs on Responsible Tourism, namely Quality Education (SDG 4), Responsible Consumption and Production (SDG 12), and Partnerships for the Goals (SDG 17).

Our RT Initiatives

I. Local Communities - Homestays Initiative

Since Visit Sarawak Campaign in 2019, we have been actively advocating Responsible Tourism. We now have extended the programme to the local community as part of our post-COVID-19 outreach initiative. We collaborated with a social enterprise, Fly Technology Agriculture Sdn. Bhd. (WormingUp) together with all registered homestays under Ministry of Tourism, Arts and Culture Malaysia (MOTAC) in Sarawak. The initiatives include knowledge sharing on waste management, educational training on soap making and distribution of hygiene essential kits. In the year 2020, we covered a total of 23 out of 46 homestays involving 6,508 households with 37,221 beneficiaries.



For the year 2021, we set a target to complete the remaining balance of 23 homestays. However, following the extension of the Movement Control Order (MCO) imposed on inter-district travel in Sarawak, as well as some homestays being closed to visitors due to the pandemic, we had to reduce the number to 10 participating homestays only. The initiative has benefitted a total of 1,750 households with 9,826 beneficiaries.

The details as follows:

NO	DATE	HOMESTAY	NO. OF TARGETED HOUSEHOLDS	BENEFICIARIES
1	15 October	Homestay Melayu Kampung Maludam, Betong	438	2,097
2	16 October	Kampung Telok Melano, Sematan	84	200
3	22 October	Homestay Uma Belor Sungai Asap, Belaga	101	1,000

NO	DATE	HOMESTAY	NO. OF TARGETED HOUSEHOLDS	BENEFICIARIES
4	23 October	Homestay Kuala Sibuti, Miri	50	510
5	24 October	Kampung Narum, Marudi	250	1,200
6	25 October	Rumah Hillary Tawan Achai, Miri	20	200
7	27 October	Homestay Long Iman, Mulu	46	210
8	6 November	Kampung Lobang Batu, Serian	240	1,449
9	9 November	Bario Homestay	360	2,160
10	3 December	Bung Jagoi Homestay	161	800
TOTAL			1,750	9,826

II. Responsible Tourism Webinar

We kickstarted our responsible tourism initiative for 2021 by organising a Responsible Tourism Webinar on 6 May 2021 via a hybrid event concept at Borneo Convention Centre Kuching (BCCK) and Zoom meeting app in partnership with Sarawak Centre of Performance Excellence (SCOPE) to administer the webinar.

The responsible tourism webinar which focused on 3Es: Environment, Empowerment and Economic Viability, called for everybody's cooperation – from tour operators, hoteliers, governments, local communities to tourists themselves – to take action to make tourism more sustainable, and in the long-term, benefit from its economic, social and environmental impacts.

Two topics were presented at the webinar:

- 1) Sustainable Development Goals (SDGs) on Responsible Tourism by Ms Susan Santos de Cardenas, the President and CEO of Society for Sustainable Tourism.
- 2) Responsible Tourism A Way Forward by Ms Sara Salsini, the General Manager of EXO Travel Malaysia.

The webinar was officiated by the Minister of Tourism, Creative Industry and Performance Arts, YB Dato Sri Haji Abdul Karim Rahman Hamzah and attended by 181 participants, where 50 participants were present physically at BCCK while the rest of the participants attended via Zoom Meeting App.

We also launched Sarawak Tourism Board's Responsible Tourism Logo and Pledge:



cont'd

RESPONSIBLE TOURISM

SARAWAK TOURISM BOARD'S RESPONSIBLE TOURISM PLEDGE

- > I pledge to discover **SARAWAK** responsibly.
- > I will value the authentic aspects of Sarawak's **CULTURE**, and heritage sites.
- > I will feed my sense of **ADVENTURE** in the rainforests, but cause no harm.
- > I will seek wonder in the beauty of **NATURE**, but stay on the path.
- > I will appreciate Sarawak **FOOD** and delicacies, but consume responsibly.
- > I will embrace Sarawak's unique **FESTIVALS**, and respect the lives of the locals.
- > And I will come prepared for **SARAWAK**, **MORE TO DISCOVER**.

III. Stakeholder Outreach Programme and Responsible Tourism Talk

On 2 November 2021, STB collaborated with MTAC and MOTAC for the Stakeholder Outreach Programme in Long Bedian. The programme included a responsible tourism awareness briefing, empowerment training on waste upcycling (plastic bottles), knowledge sharing on waste management and distribution of hygiene essential kits. A total of 40 participants attended this programme including the local community and authorities in Long Bedian.

On 11 November 2021, we organised a Responsible Tourism Talk at Mulu Marriott, a collaboration programme with Mulu Homestay Operators, Mulu National Park Guides, MASwings and Mulu Marriott. A total of 40 participants, including the local community in the area, attended this programme.

PRODUCT MANAGEMENT

I. Sarawak Product Experience (SPE)

Sarawak Tourism Board continued to expose new and potential tourism products through the Sarawak Product Experience (SPE) initiatives organised by our Visitors Information Centres in Kuching, Sibu and Miri.

The objective of SPE is to familiarise participants and stakeholders with new or existing tourism products, as seen and experienced from the tourists' perspective. The outcome of this initiative will result in new and updated content for promotional use as well as products and packages.

We also added elements of Responsible Tourism in our Sarawak Product Experience (SPE) initiatives in the form of "Jejak Digital" - to increase Sarawak tourism's digital footprint through knowledge sharing on digital platforms. This initiative is also to educate the local community to be digitally equipped to empower them to promote their own tourism products on Google Maps.



We completed all 6 SPEs as planned for the year 2021. The details as follows:

- Murum Discovery, Kapit
(21 - 25 August)
- Gunung Buda Exploration, Limbang
(9 - 12 November)
- Expedition of Central Coastal Mukah, Mukah
(17 - 19 November)
- Lawas Discovery
(23 - 27 November)
- Discover Hidden Gem of Sebuyau, Samarahan
(1 - 3 December)
- Gunung Ngeli Expedition, Samarahan
(8 - 10 December)

Apart from that, we also conducted surveys amongst participants on their satisfaction level, product readiness and marketability, Responsible Tourism awareness and "Jejak Digital" initiative. From the SPEs, five (5) new potential packages were identified namely Murum Discovery, Gunung Buda Discovery, Expedition of Central Coastal Mukah, Discover Hidden Gem of Sebuyau and Gunung Ngeli Expedition.



II. Visitors' Information Centre (VIC) Sibu and Miri Renovation

VIC Sibu office renovation has been 100% completed and the final handover by Jabatan Kerja Raya (JKR) was on 31 December 2021. During the course of the renovation works, there were several Movement Control Orders issued by SDMC during the COVID-19 pandemic which delayed the completion of the renovation works.

Next will be VIC Miri renovation which is targeted to be completed in April 2022.

The objective of the renovation works for VICs Sibu and Miri is to standardise the look and feel similar to VIC Kuching to create a more welcoming and conducive environment for visitors to our VICs. VIC roles will be expanded to conduct themselves as branch offices of Sarawak Tourism Board.



III. Tourism Malaysia Tourist Information Centre (TIC) at Kuching International Airport

STB and Tourism Malaysia (TM) Sarawak collaborated to beautify the current Tourist Information Centre (TIC) at Kuching International Airport (International Arrival Hall, Level 1). The booth features both STB's and TM's latest promotional key visuals (Sarawak More to Discover, CANFF and Cuti-Cuti Malaysia Campaign).

The objective of this collaboration is to show the synergy between both the state and federal tourism agencies in marketing and promotion. The new look and feel is more welcoming to visitors arriving at Kuching International Airport.





📍 Mount Santubong, Kuching

AWARDS and Achievements

DATE	AWARD	INFO	EVENT
November 1995	Global Award	Sarawak Tourism Board	World Travel Market London - United Kingdom
May 1996	Best National Board Booth	Sarawak Pavilion	Asia Travel Mart - Singapore
June 1996	Best Booth Presentation	Sarawak Pavilion	International Travel Exhibition - Hong Kong
February 1997	Most Creative Exhibition	Sarawak Pavilion	MATTA International Travel Fair Kuala Lumpur - Malaysia
June 1997	Best International Exhibit Award	Sarawak Pavilion	Northern Territory Exhibition Darwin - Australia
November 1997	Best Destination Video	5 Star Adventure Promotional Video	Tourism Malaysia Annual Tourism and Travel Awards Kuala Lumpur - Malaysia
November 1997	Best Illustrations for Posters	"Hidden Paradise of Borneo" Campaign posters	Singapore Creative Circle Awards - Singapore
November 1997	Bronze Award for Illustration/Typography	"Golden Days in Sarawak" promotional brochure	Australian Writers and Arts Directors Awards - Australia
November 1997	Statue Award - Best Illustration Category	"Hidden Paradise of Borneo" advertising visuals	London International Advertising Advertising Awards London - United Kingdom
November 1997	Best Illustration Award	"Hidden Paradise of Borneo" advertising visuals	Taiwan Times Asia - Pacific Advertising Awards Taipei - Taiwan
March 1998	PATA Golden Awards for:	<ul style="list-style-type: none"> • International Marketing Programme • Public Relations • Travel Advertisement (Print Media) • Consumer Travel Brochures • Travel Posters 	Pacific Asia Travel Association (PATA) Conference Manila - Philippines
April 1998	Best New Destination Marketing Award	Sarawak Tourism Board	Travel Asia Breakthrough Awards - Singapore
April 1998	Best NTO Stand	Sarawak Pavilion	PATA Travel Mart - Singapore
October 1998	Best Country Pavilion	Sarawak Pavilion	IT&CMA Kuala Lumpur - Malaysia
April 1999	The Booth You Did Not Want To Leave	Sarawak Pavilion	Simply The Best Awards - PATA Travel Mart - Singapore
October 1999	International Gold Star Award for Quality	Sarawak Tourism Board	XXIV International Awards Convention Geneva - Switzerland
May 2000	MS ISO: 9002 (1994) Development and Promotion of Tourism Industry on Sarawak	Sarawak Tourism Board	Moody International Certification

cont'd



DATE	AWARD	INFO	EVENT
July 2000	Malaysia Tourism Awards (MTA) 2000	Sarawak Tourism Board	
September 2000	Travel Asia Breakthrough Award 2000	Sarawak Tourism Board	Travel Asia Breakthrough 2000 Presentation - Singapore
July 2001	Travel Weekly East Innovators Award 2001	Sarawak Tourism Board	Singapore
22 December 2003	Best Sarawak Public Service Website Award 2003	Sarawak Tourism Board	Sarawak State Public Service Website Award 2003
11 October 2004	Malaysian Book of Records	Integrated Management System (IMS)	
23 - 27 April 2006	PATA Gold Awards 2006	Rainforest World Music Festival in the Heritage and Culture category	PATA Annual Conference, Pattaya - Thailand
20 January 2007	Hornbill Tourism Awards	Outstanding contributions to Tourism	Hornbill Tourism Appreciation Awards - Kuching
22 November 2008	Anak Sarawak Appreciation Award	Rainforest World Music Festival	Appreciation dinner organised by Sarawak Convention Bureau
9 January 2009	ASEANTA Awards for Excellence 2009	Best ASEAN Marketing and Promotional Campaign (RWMF)	ASEAN Tourism Forum, Hanoi - Vietnam
July 2010	Top 25 Best International Festivals (recognition by Songlines, renowned world music magazine based in United Kingdom)	Rainforest World Music Festival	
July 2011	Top 25 Best International Festivals (recognition by Songlines, renowned world music magazine based in United Kingdom)	Rainforest World Music Festival	
January 2012	Top 25 Best International Festivals (recognition by Songlines, renowned world music magazine based in United Kingdom)	Rainforest World Music Festival	
March 2012	Das Goldene Stadtteil 1st Prize	Sarawak : Where Adventure Lives - 1st Prize Print Category	ITB Berlin 2012
May 2012	HSMAI Adrian Awards - Silver Award	Sarawak : Where Adventure Lives - Silver Award in Re-imaging Campaign	January 28, 2013 at the Adrian Awards Dinner Reception and Gala - New York
March 2013	Top 25 Best International Festivals (recognition by Songlines, renowned world music magazine based in United Kingdom)	Rainforest World Music Festival	
28 May 2013	BrandLaureate 2012-2013 Country Branding Award	Rainforest World Music Festival	May 28, 2013 at The Majestic Hotel - Kuala Lumpur
15 September 2013	PATA Gold Award 2013 - Print Advertisement Sarawak Tourism Re-Imaging Campaign	Sarawak : Where Adventure Lives	JinJiang Hotel, Louvre Garden - China
November 2013	Best for Responsible Wildlife Experience at World Responsible Tourism Awards 2013. (Recognition by the prominent mainstream media partners such as Metro and industry broadcasters such as TTG, Green Hotelier and Selling Long Haul)	The Great Orangutan Project in Matang Wildlife Centre	World Travel Mart (WTM) - London



DATE	AWARD	INFO	EVENT
March 2014	Top 25 Best International Festivals (recognition by Songlines, renowned world music magazine based in United Kingdom)	Rainforest World Music Festival	
March 2014	Das Goldene Stadtter 3rd Prize	Borneo Jazz Festival Promo video at the 13th International Tourism Film and multimedia category	ITB Berlin 2014
2014	5 Star Website Award	Sarawak Tourism Board Corporate Website	Malaysia Government Portals and Websites Assessment 2014
March 2015	Top 25 Best International Festivals (recognition by Songlines, renowned world music magazine based in United Kingdom)	Rainforest World Music Festival	
October 2015	ASEAN PR Excellence Award 2015 - Gold Award	Event Management Category	Kuala Lumpur
November 2016	HSMAI Adrian Awards - Silver Award	Rainforest World Music Festival. Category: Special Event	February 21, 2017 at the Adrian Awards Gala - New York
January 2017	Travel Journal Winner 2017 - Travel Awards	Best For Nature 2017	ASEAN Tourism Forum 2017, Singapore
April 2017	Asia Pacific Excellence Awards 2016 by Asia-Pacific Association of Communication Directors (APACD)	Event and Experiential Marketing	Hong Kong
2018	Gold Award, Special Tourism Event by the Malaysia Tourism Council	Sarawak Tourism Board	Malaysia Tourism Council
December 2018	Asia-Pacific Excellent Awards in the Film and Video category	RWMF Promo Video "The Awakening"	PATA Conference, Dublin, Ireland
2018	Top 8 - Transglobal World Music Chart for Festival Award	Rainforest World Music Festival	Transglobal World Music Chart
2019	5 Star Award - The Golden City Gate 2019	Sarawak Tourism Board	ITB Berlin
September 2019	PATA Gold Award Marketing Travel Video	Destination Video "Why Limit Yourself"	PATA Conference, Kazakhstan
October 2019	Malaysian Iconic Event Award	Rainforest World Music Festival	Malaysia Business Events Award by MACEOS
October 2019	The BrandLaureate World Best Brands Award in Destination Branding	Sarawak Tourism Board	Shangri-La Hotel, Singapore
2019	HSMAI Adrian Award - Silver Award	Complete Campaign (to include Positioning) - Consumer/Group Sales for Sarawak More To Discover	New York Marriot Marquis, USA
February 2020	Malaysia Website Awards sarawaktourism.com	Site of the Month (Commercial Category)	Malaysia Website Awards 2020
2021	WTM - World Responsible Tourism Awards 2021	Destinations Building Back Better Post-COVID. STB, Virtual Rainforest World Music Festival and Borneo Jazz Festival	WTM, London
2021	Marketing Excellence Awards	Excellence in Mobile Marketing - Rainforest World Music Festival and Borneo Jazz Festival (Bronze)	Marketing Excellence Awards, Kuala Lumpur



FINANCIAL Report



📍 Kuching

SARAWAK TOURISM BOARD
(Incorporated under the Sarawak Tourism Board (Incorporation) Ordinance, 1994)

DIRECTORS' REPORT & AUDITED FINANCIAL STATEMENTS
31 DECEMBER 2021

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SARAWAK TOURISM BOARD
(Incorporated under the Sarawak Tourism Board (Incorporation) Ordinance, 1994)

CORPORATE INFORMATION

BOARD MEMBERS AND KEY OFFICERS

- CHAIRMAN** : YB Dennis Ngau
(From 1st July 2020 to 30th June 2022)
- BOARD MEMBERS** : Encik Hii Chang Kee
Permanent Secretary, Ministry of Tourism, Arts, Culture, Youth and Sports, Sarawak
- : YBhg Datuk Amar Haji Ahmad Tarmizi Bin Haji Sulaiman
State Financial Secretary
(From 2nd January 2019 to 31st May 2021)
- : YBhg. Dato Sri Dr. Haji Wan Lizozman Bin Wan Omar
State Financial Secretary
(From 1st July 2021 to 30th June 2022)
- : Encik Zulkifly Bin Md Said
Director-General, Malaysia Tourism Promotion Board
(From 1st July 2020 to 13th September 2021)
- : YBhg Dato' Hj. Zainuddin Abdul Wahab
Director-General, Malaysia Tourism Promotion Board
(From 13th September 2021 to 30th June 2022)
- : YBhg Datu Antonio Kahti Galis
Permanent Secretary, Ministry of Local Government and Housing, Sarawak
- : Tuan Haji Zolkipli Bin Mohamad Aton
Chief Executive Officer, Sarawak Forestry Corporation
- : Puan Audry Wan Ullok
President, Sarawak Tourism Federation
- : Puan Lina Tsen Pei Tsin
Chairman, Malaysian Association of Tour and Travel Agents
- : Tuan Haji Mohamad Ibrahim Nordin
Chairman, Malaysian Association of Hotels
(Sarawak Chapter)
- : Tuan Haji Mohamad Taufik Bin Abdul Ghani
Executive Chairman, Kiasan Engineering Sdn. Bhd.

SARAWAK TOURISM BOARD**(Incorporated under the Sarawak Tourism Board (Incorporation) Ordinance, 1994)****CORPORATE INFORMATION****BOARD MEMBERS AND KEY OFFICERS (CONT'D)****BOARD MEMBERS**

: Kapitan Sim Yam Leong
Public Relation Officer, Miri Chinese Chamber of
Commerce and Industry
(From 1st January 2021 to 30th June 2022)

: Mdm Ngui Ing Ing
President, Hotel Lance Court and Hospitality

**CHIEF
EXECUTIVE OFFICER**

: Sharzede Datu Haji Salleh Askor

REGISTERED OFFICE

: Level 4, Plaza Aurora, Jalan McDougall,
93000 Kuching, Sarawak, Malaysia

**PRINCIPAL PLACE OF
BUSINESS**

: Level 4, Plaza Aurora, Jalan McDougall,
93000 Kuching, Sarawak, Malaysia

AUDITORS

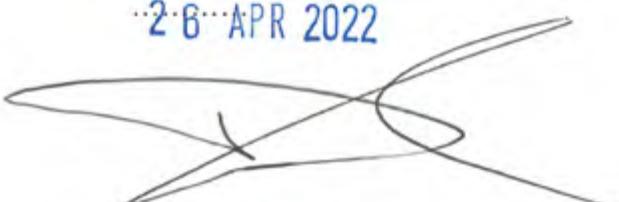
: Auditor General of Malaysia

SARAWAK TOURISM BOARD
(Incorporated under the Sarawak Tourism Board (Incorporation) Ordinance, 1994)

STATEMENT BY CHAIRMAN AND A BOARD MEMBER

We, **YB DENNIS NGAU** and **ENCIK HII CHANG KEE**, being the **CHAIRMAN AND A BOARD MEMBER** respectively of **SARAWAK TOURISM BOARD**, do hereby state that, in the opinion of the Board Members, the accompanying financial statements are drawn up in accordance with Malaysian Private Entities Reporting Standard so as to give a true and fair view of the financial position of the Board as at 31 December 2021 and of their financial performance and cash flows for the financial year then ended.

Signed on behalf of the Board Members in accordance with a meeting of the board dated
26 APR 2022



YB DENNIS NGAU

Chairman

Sarawak, Malaysia

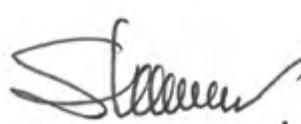


ENCIK HII CHANG KEE
Member

STATUTORY DECLARATION

I, **SHARZEDE DATU HAJI SALLEH ASKOR**, being the officer primarily responsible for the financial management of **SARAWAK TOURISM BOARD**, do solemnly and sincerely declare that the accompanying financial statements are in my opinion, correct and I make this solemn declaration conscientiously believing the same to be true and by virtue of the provisions of the Statutory Declarations Act, 1960.

Subscribed and solemnly declared by)
the abovenamed at *Kuching*)
in the state of *Sarawak*)
on **26 APR 2022**)



SHARZEDE DATU HAJI SALLEH ASKOR

Before me,

COMMISSIONER FOR OATHS

PHANG DAH NAN
Commissioner For Oaths
No. 55, 1st Floor,
Jalan Chan Bee Kiew
Off Jalan Padungan,
93100 Kuching, Sarawak.





**SIJIL KETUA AUDIT NEGARA
MENGENAI PENYATA KEWANGAN
LEMBAGA PELANCONGAN SARAWAK
BAGI TAHUN BERAKHIR 31 DISEMBER 2021**

Sijil Mengenai Pengauditan Penyata Kewangan

Pendapat Berteguran

Saya telah mengaudit Penyata Kewangan Lembaga Pelancongan Sarawak yang merangkumi Penyata Kedudukan Kewangan pada 31 Disember 2021 Lembaga dan Kumpulan dan Penyata Pendapatan Komprehensif dan Rizab Am serta Penyata Aliran Tunai bagi tahun berakhir pada tarikh tersebut dan nota kepada penyata kewangan termasuklah ringkasan polisi perakaunan yang signifikan seperti yang dinyatakan pada muka surat 8 hingga 37.

Pada pendapat saya, penyata kewangan ini memberikan gambaran yang benar dan saksama mengenai kedudukan kewangan Lembaga Pelancongan Sarawak dan Kumpulan pada 31 Disember 2021 dan prestasi kewangan serta aliran tunai bagi tahun berakhir pada tarikh tersebut selaras dengan Piawaian Pelaporan Entiti Persendirian Malaysia (MPERS), The Statutory Bodies (Financial and Accounting Procedure) Ordinance, 1995 dan The Sarawak Tourism Board (Incorporation) Ordinance, 1994 kecuali perkara yang dinyatakan di perenggan Asas Kepada Pendapat Berteguran.

Asas Kepada Pendapat Berteguran

Pengauditan telah dilaksanakan berdasarkan Akta Audit 1957 dan International Standards of Supreme Audit Institutions. Tanggungjawab saya dihuraikan selanjutnya di perenggan Tanggungjawab Juruaudit Terhadap Pengauditan Penyata Kewangan dalam sijil ini. Saya percaya bahawa bukti audit yang diperoleh adalah mencukupi dan bersetujuan untuk dijadikan asas kepada pendapat berteguran saya.

a. Geran Mengurus Terkurang Nyata Dalam Penyata Pendapatan Komprehensif

Lembaga Pelancongan Sarawak telah membuat pelarasan sejumlah RM5.53 juta terimaan geran mengurus dalam Penyata Pendapatan Komprehensif ke Penyata Kedudukan Kewangan sebagai Deferred Grant dalam tahun semasa menyebabkan Penyata Pendapatan Komprehensif terkurang nyata. Perkara ini tidak selaras dengan Seksyen 24.4(a), MPERS.

Kebebasan dan Tanggungjawab Etika Lain

Saya adalah bebas daripada Lembaga Pelancongan Sarawak dan Kumpulan serta telah memenuhi tanggungjawab etika lain berdasarkan International Standards of Supreme Audit Institutions.

Maklumat Lain Selain Daripada Penyata Kewangan dan Sijil Juruaudit Mengenainya

Lembaga Pengarah Lembaga Pelancongan Sarawak bertanggungjawab terhadap maklumat lain dalam Laporan Tahunan. Pendapat saya terhadap Penyata Kewangan Lembaga dan Kumpulan tidak meliputi maklumat lain selain daripada Penyata Kewangan dan Sijil Juruaudit mengenainya dan saya tidak menyatakan sebarang bentuk kesimpulan jaminan mengenainya.

Tanggungjawab Lembaga Pengarah Terhadap Penyata Kewangan

Lembaga Pengarah bertanggungjawab terhadap penyediaan Penyata Kewangan Lembaga Pelancongan Sarawak dan Kumpulan yang memberi gambaran benar dan saksama selaras dengan Piawaian Pelaporan Entiti Persendirian Malaysia (MPERS), The Statutory Bodies (Financial and Accounting Procedure) Ordinance, 1995 dan The Sarawak Tourism Board (Incorporation) Ordinance, 1994. Lembaga Pengarah juga bertanggungjawab terhadap penetapan kawalan dalaman yang perlu bagi membolehkan penyediaan Penyata Kewangan Lembaga dan Kumpulan dan Kumpulan yang bebas daripada salah nyata yang ketara, sama ada disebabkan fraud atau kesilapan.

Semasa penyediaan Penyata Kewangan Lembaga Pelancongan Sarawak dan Kumpulan, Lembaga Pengarah bertanggungjawab untuk menilai keupayaan Lembaga dan Kumpulan untuk beroperasi sebagai satu usaha berterusan, mendedahkannya jika berkaitan serta menggunakan sebagai asas perakaunan.

Tanggungjawab Juruaudit Terhadap Pengauditan Penyata Kewangan

Objektif saya adalah untuk memperoleh keyakinan yang munasabah sama ada Penyata Kewangan Lembaga Pelancongan Sarawak dan Kumpulan secara keseluruhannya adalah bebas daripada salah nyata yang ketara, sama ada disebabkan fraud atau kesilapan, dan mengeluarkan Sijil Juruaudit yang merangkumi pendapat saya. Jaminan yang munasabah adalah satu tahap jaminan yang tinggi, tetapi bukan satu jaminan bahawa audit yang dijalankan mengikut International Standards of Supreme Audit Institutions akan sentiasa mengesan salah nyata yang ketara apabila ia wujud. Salah nyata boleh wujud daripada fraud atau kesilapan dan dianggap ketara sama ada secara individu atau agregat sekiranya boleh dijangkakan dengan munasabah untuk mempengaruhi keputusan ekonomi yang dibuat oleh pengguna berdasarkan penyata kewangan ini.

Sebagai sebahagian daripada pengauditan mengikut International Standards of Supreme Audit Institutions, saya menggunakan pertimbangan profesional dan mengekalkan keraguan profesional sepanjang pengauditan. Saya juga:

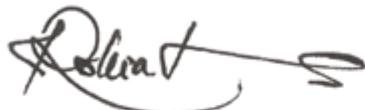
- a. Mengenal pasti dan menilai risiko salah nyata ketara dalam Penyata Kewangan Lembaga Pelancongan Sarawak dan Kumpulan, sama ada disebabkan fraud atau kesilapan, merangka dan melaksanakan prosedur audit yang responsif terhadap risiko berkenaan serta mendapatkan bukti audit yang mencukupi dan bersesuaian untuk memberikan asas kepada pendapat saya. Risiko untuk tidak mengesan salah nyata ketara akibat daripada fraud adalah lebih tinggi daripada kesilapan kerana fraud mungkin melibatkan pakatan, pemalsuan, ketinggalan yang disengajakan, representasi yang salah, atau mengatasi kawalan dalaman.
- b. Memahami kawalan dalaman yang relevan untuk merangka prosedur audit yang bersesuaian tetapi bukan untuk menyatakan pendapat mengenai keberkesanan kawalan dalaman Lembaga Pelancongan Sarawak dan Kumpulan.
- c. Menilai kesesuaian dasar perakaunan yang diguna pakai dan kemunasabahan anggaran perakaunan dan pendedahan yang berkaitan oleh Lembaga Pengarah.
- d. Membuat kesimpulan terhadap kesesuaian penggunaan asas perakaunan untuk usaha berterusan oleh Lembaga Pengarah dan berdasarkan bukti audit yang diperoleh, sama ada wujudnya ketidakpastian ketara yang berkaitan dengan peristiwa atau keadaan yang mungkin menimbulkan keraguan yang signifikan terhadap keupayaan Lembaga Pelancongan Sarawak dan Kumpulan sebagai satu usaha berterusan. Jika saya membuat kesimpulan bahawa ketidakpastian ketara wujud, saya perlu melaporkan dalam Sijil Juruaudit terhadap pendedahan yang berkaitan dalam Penyata Kewangan Lembaga dan Kumpulan atau, jika pendedahan tersebut tidak mencukupi, pendapat saya akan diubah. Kesimpulan saya dibuat berdasarkan bukti audit yang diperoleh sehingga tarikh Sijil Juruaudit.
- e. Menilai sama ada keseluruhan perseimbahan termasuk pendedahan Penyata Kewangan Lembaga Pelancongan Sarawak dan Kumpulan memberi gambaran yang saksama.
- f. Mendapatkan bukti audit yang mencukupi dan bersesuaian berkaitan maklumat kewangan entiti dan aktiviti perniagaan dalam Kumpulan untuk memberikan pendapat terhadap Penyata Kewangan Kumpulan. Saya bertanggungjawab untuk hala tuju, pengawasan dan pelaksanaan pengauditan kumpulan. Saya hanya bertanggungjawab terhadap pendapat saya.

Laporan Mengenai Keperluan Perundangan dan Peraturan Lain

Berdasarkan keperluan Piawaian Pelaporan Entiti Persendirian Malaysia (MPERS), The Statutory Bodies (Financial and Accounting Procedure) Ordinance, 1995 dan The Sarawak Tourism Board (Incorporation) Ordinance, 1994, saya juga melaporkan syarikat subsidiari yang tidak diaudit oleh saya telah dinyatakan di Nota 8 dalam penyata kewangan.

Hal-hal Lain

Sijil ini dibuat untuk Lembaga Pengarah berdasarkan keperluan Piawaian Pelaporan Entiti Persendirian Malaysia (MPERS), The Statutory Bodies (Financial and Accounting Procedure) Ordinance, 1995 serta The Sarawak Tourism Board (Incorporation) Ordinance, 1994 dan bukan untuk tujuan lain. Saya tidak bertanggungjawab terhadap pihak lain bagi kandungan sijil ini.



(ROKIAH BINTI SAHAT, S.M.S.)
b.p. KETUA AUDIT NEGARA

KUCHING, SARAWAK
TARIKH: 25 AUG 2022



SARAWAK TOURISM BOARD
(Incorporated under the Sarawak Tourism Board (Incorporation) Ordinance, 1994)

STATEMENTS OF FINANCIAL POSITION AS AT 31 DECEMBER 2021

	Group		Board	
	2021 RM	2020 RM	2021 RM	2020 RM
ASSETS				
NON-CURRENT ASSETS				
Property, Plant and Equipment	7	2,108,376	1,779,741	2,108,367
Investment in a Subsidiary Company	8	-	-	200,000
Other Investment	9	<u>12,600,000</u>	<u>12,600,000</u>	<u>12,600,000</u>
		<u>14,708,376</u>	<u>14,379,741</u>	<u>14,908,367</u>
				<u>14,579,732</u>
CURRENT ASSETS				
Inventories		4,614	4,614	-
Trade and Other Receivables	10	1,530,302	17,550,284	1,529,502
Fixed Deposit with Licensed Bank	11	30,600,000	-	30,600,000
Current Tax Assets		-	133,727	-
Cash and Cash Equivalents		<u>18,647,081</u>	<u>22,753,800</u>	<u>18,441,621</u>
		<u>50,781,997</u>	<u>40,442,425</u>	<u>50,571,123</u>
		<u>65,490,373</u>	<u>54,822,166</u>	<u>65,479,490</u>
				<u>54,910,059</u>
EQUITY AND LIABILITIES				
General Reserve		<u>54,128,412</u>	<u>49,058,702</u>	<u>54,131,401</u>
				<u>49,148,004</u>
NON - CURRENT LIABILITIES				
Employee Benefit	12	95,756	43,932	95,756
Deferred Tax Liabilities	18	<u>2</u>	-	-
		<u>95,758</u>	<u>43,932</u>	<u>95,756</u>
				<u>43,932</u>
CURRENT LIABILITIES				
Trade and Other Payables	13	11,060,841	5,719,532	11,059,432
Current Tax Liabilities		<u>205,362</u>	-	<u>192,901</u>
		<u>11,266,203</u>	<u>5,719,532</u>	<u>11,252,333</u>
		<u>11,361,961</u>	<u>5,763,464</u>	<u>11,348,089</u>
TOTAL LIABILITIES				<u>5,762,055</u>
TOTAL EQUITY AND LIABILITIES		<u>65,490,373</u>	<u>54,822,166</u>	<u>65,479,490</u>
				<u>54,910,059</u>

SARAWAK TOURISM BOARD
(Incorporated under the Sarawak Tourism Board (Incorporation) Ordinance, 1994)

**STATEMENTS OF COMPREHENSIVE INCOME AND GENERAL RESERVE
FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2021**

	14	Group		Board	
		2021 RM	2020 RM	2021 RM	2020 RM
Income	22,678,993	40,000,000	22,678,993	40,000,000	
Operating expenses	(17,831,620)	(16,610,557)	(17,824,796)	(16,602,239)	
Operating profit	4,847,373	23,389,443	4,854,197	23,397,761	
Other income	718,688	2,547,982	613,088	2,531,697	
Profit before taxation	5,566,061	25,937,425	5,467,285	25,929,458	
Taxation	(496,351)	(50,555)	(483,888)	(50,555)	
Profit after taxation	<u>5,069,710</u>	<u>25,886,870</u>	<u>4,983,397</u>	<u>25,878,903</u>	
GENERAL RESERVE					
At the beginning of the financial year	49,058,702	23,171,832	49,148,004	23,269,101	
Profit after taxation	<u>5,069,710</u>	<u>25,886,870</u>	<u>4,983,397</u>	<u>25,878,903</u>	
At the end of the financial year	<u>54,128,412</u>	<u>49,058,702</u>	<u>54,131,401</u>	<u>49,148,004</u>	

SARAWAK TOURISM BOARD
(Incorporated under the Sarawak Tourism Board (Incorporation) Ordinance, 1994)

STATEMENTS OF CASH FLOWS
FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2021

	Group		Board	
	2021 RM	2020 RM	2021 RM	2020 RM
Operating Activities				
Profit before taxation	5,566,061	25,937,425	5,467,285	25,929,458
Adjustments for:				
Provision for employee benefit	51,824	43,932	51,824	43,932
Depreciation of property, plant and equipment	276,431	315,154	276,431	315,154
Interest income	(542,682)	(213,637)	(542,682)	(213,637)
Assets written off	-	18,792	-	18,792
Operating profit before working capital changes	5,351,634	26,101,666	5,252,858	26,093,699
Decrease / (Increase) in trade and other receivables	16,019,982	(16,429,285)	16,019,982	(16,429,285)
Increase / (Decrease) in trade and other payables	5,341,309	(1,041,037)	5,341,309	(1,114,606)
Cash generated from operation	26,712,925	8,631,344	26,614,149	8,549,808
Income tax paid	(157,260)	(185,000)	(157,260)	(185,000)
Net cash flows from operating activities	26,555,665	8,446,344	26,456,889	8,364,808
Investing Activities				
Purchase of property, plant and equipment	(605,066)	(137,553)	(605,066)	(137,553)
Interest income	542,682	213,637	542,682	213,637
Placement / (Withdrawal) of fixed deposit with tenure more than 3 months	(30,600,000)	12,000,000	(30,600,000)	12,000,000
Net cash flows (used in) / from investing activities	(30,662,384)	12,076,084	(30,662,384)	12,076,084
Net (decrease) / increase in cash and cash equivalents	(4,106,719)	20,522,428	(4,205,495)	20,440,892
Cash and cash equivalents at the beginning of year	22,753,800	2,231,372	22,647,116	2,206,224
Cash and cash equivalents at the end of year	18,647,081	22,753,800	18,441,621	22,647,116

SARAWAK TOURISM BOARD
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NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2021

1. CORPORATE INFORMATION

The Board, Sarawak Tourism Board, was established in 1994, is incorporated under the Sarawak Tourism Board (Incorporation) Ordinance, 1994 and domiciled in Malaysia. The principal activities of the Board are to stimulate, promote and market Sarawak as a tourist destination. There have been no significant changes to the principal activities of the Board during the financial year under review.

The Board's registered office and principal place of business is located at Level 4, Plaza Aurora, Jalan McDougall, 93000 Kuching, Sarawak.

The financial statements of the Board are presented in Ringgit Malaysia ("RM").

The financial statements were authorised for issue by the Board members on 26th April 2022.

2. PRINCIPAL ACTIVITIES

The functions of the Board are as follows: -

- a) to stimulate and promote tourism to and within Sarawak;
- b) to stimulate, promote and market Sarawak as a tourist destination;
- c) to organise, secure and enhance publicity in Malaysia and overseas for tourist attractions in Sarawak;
- d) to engage or assist in the development of tourism in the State and to carry on such activities in association with the Government, any public or local authority, any corporation, any company, anybody or any person or as managing agents or otherwise on this behalf, or enter into any arrangement with such bodies or persons for sharing profits, union of interests;
- e) to make recommendations to the Minister of the measures and programmes to be adopted to facilitate and stimulate the development and promotion of the industry in Sarawak and where approved by the Minister, to implement or assist in the implementation of such measures and programmes; and
- f) to liaise and co-ordinate with and make representation to the Malaysian Tourism Promotion Board or the Federal Ministry of Culture, Arts and Tourism on all matters relating to the enhancement of tourism and the development of the tourism industry in Sarawak.

SARAWAK TOURISM BOARD

(Incorporated under the Sarawak Tourism Board (Incorporation) Ordinance, 1994)

NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2021

3. COMPLIANCE WITH FINANCIAL REPORTING STANDARDS

The financial statements have been prepared in compliance with the Malaysian Private Entities Reporting Standard (MPERS) issued by the Malaysian Accounting Standards Board (MASB).

4. BASIS OF PREPARATION

The financial statements of the Board have been prepared using cost and fair value basis.

Management has used estimates and assumptions in measuring the reported amounts of assets and liabilities at the end of the financial year and the reported amounts of revenues and expenses during the financial year. Judgments and assumptions are applied in the measurement, and hence, the actual results may not coincide with the reported amounts. The areas involving significant judgments and estimation uncertainties are disclosed in Note 6.

5. SIGNIFICANT ACCOUNTING POLICIES

5.1 Business Combinations and Consolidation

The Group applies the acquisition method to account for all business combinations. If the acquisition of an asset or a group of assets does not constitute a business, it is accounted for as an asset acquisition.

The Group identifies the acquisition date of a business combination as the date on which the Group obtains control of an acquiree. Control is obtained when the Group commences to have the power to direct financial and operating policy decisions of the investee so as to obtain benefits from its activities. This may require fulfilment of precedent conditions, such as completion of due diligence audit and shareholders' approvals, if they are specified in a sale and purchase agreement.

As of the acquisition date, the Group recognises separately from goodwill, the identifiable assets acquired (including identifiable intangible assets), the liabilities assumed (including contingent liabilities) and any non-controlling interest in the acquiree. The identifiable assets acquired and liabilities assumed are measured at their acquisition-date fair values, except for those permitted or required to be measured on other bases by MPERS. Non-controlling interest at the acquisition date is measured at its acquisition date share of net assets, excluding goodwill.

The cost of a business combination is measured at fair value, calculated as the sum of the acquisition-date fair value of assets transferred (including contingent consideration), the liabilities incurred to former owners of the acquiree and the equity instruments issued by the Group. Expenses incurred in connection with a business combination are capitalised in the cost of business combination.

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**NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED 31
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5. SIGNIFICANT ACCOUNTING POLICIES (Continued)

5.1 Business Combinations and Consolidation (Continued)

The cost of a business combination is allocated to the share of net assets acquired to determine the initial amount of goodwill on combination. In a business combination achieved in stages (including acquisition of a former associate or a former joint venture), the cost of each exchange transaction is compared with the share of net assets to determine the goodwill of each exchange transaction on a step-by-step basis. Any increase in equity interest in an investee after the acquisition date is accounted as an equity transaction between the parent and the non-controlling interests and the effect is adjusted directly in equity.

If the initial accounting for a business combination is not complete by the end of reporting period in which the combination occurs, the Group uses provisional fair value amounts for the items for which the accounting is incomplete. The provisional amounts are adjusted to reflect new information obtained about facts and circumstances that exist as of the acquisition date, including additional assets or liabilities identified in the measurement period. The measurement period for completion of the initial accounting ends after one year from acquisition date.

Subsidiaries and Basis of Consolidation

The Group recognises a subsidiary based on the criterion of control. A subsidiary is an entity (including special purpose entities) over which the Group has the power to govern the financial and operating policy decisions of the investee so as to obtain benefits from its activities. In circumstances when the voting rights are not more than half or when the voting rights are not dominant determinant of control, the Group uses judgements to assess whether it has de facto control, control by other arrangements (including control of special purpose entities), or by holding substantive potential voting rights.

The financial statements of the parent and its subsidiary used in the preparation of the consolidated financial statements are prepared as of the same reporting date. The consolidated financial statements are prepared using uniform accounting policies like transactions, other events and conditions in similar circumstances.

The carrying amount of investment in the subsidiary of the parent in the Group is eliminated against the parent's portion of equity in the subsidiary. The consolidated financial statements combine line-to-line items of assets, liabilities, equity, income, expenses and cash flows of the Board and its subsidiary. The results of subsidiaries acquired or disposed of during the year are included in the consolidated statement of comprehensive income from the effective date of acquisition (which is the date the Group assumes control of an investee) or up to effective date of disposal (which is the date the Group ceases to have control of an investee).

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**NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED
 31 DECEMBER 2021**

5. SIGNIFICANT ACCOUNTING POLICIES (Continued)

5.1 Business Combinations and Consolidation (Continued)

Subsidiaries and Basis of Consolidation (Continued)

All intra-group balances and transactions are eliminated in full on consolidation. Unrealised profits or losses arising from intra-group transactions are also eliminated in full on consolidation, except when unrealised loss is an impairment loss.

When the Group ceases to control a subsidiary, the difference between the proceeds from the disposal of the subsidiary and its carrying amount at the date that control is lost is recognised in profit or loss in the statement of comprehensive income as a gain or loss on disposal of the subsidiary.

If the Group retains an equity interest in the former subsidiary, it is accounted for as a financial asset (provided it does not become an associate or a joint venture). The carrying amount of the investment retained at the date that the entity ceases to be a subsidiary is regarded as the cost on initial measurement of the financial asset.

Any decrease in equity stake in a subsidiary that does not result in a loss of control is accounted for as an equity transaction and the financial effect is adjusted directly in the consolidated statement of changes in equity.

5.2 Property, Plant and Equipment

Operating tangible assets that are used for more than one accounting period in the production and supply of goods and services, for administrative purposes or for rental to others are recognised as property, plant and equipment when the Group and the Board obtain control of the assets. The assets, including major spares, servicing equipment and stand-by equipment, are classified into appropriate classes based on their nature. Any subsequent replacement of a significant component in an existing asset is capitalised as a new component in the asset and the old component is derecognised.

All property, plant and equipment are initially measured at cost. For a purchased asset, cost comprises purchase price plus all directly attributable costs incurred in bringing the asset to its present location and condition for management's intended use. For a self-constructed asset, cost comprises all direct and indirect costs of construction (including provision for restoration and cost of major inspection) but excludes internal profits.

Property, plant and equipment are subsequently measured at cost less accumulated depreciation and accumulated impairment losses.

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NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2021

5. SIGNIFICANT ACCOUNTING POLICIES (Continued)

5.2 Property, Plant and Equipment (Continued)

Property, plant and equipment are written down to recoverable amount if the recoverable amount is less than their carrying value. Recoverable amount is higher of an asset's net selling price and its value in use.

Fully depreciated fixed assets are retained in the financial statements until they are no longer in use. Upon the disposal of an item of property, plant and equipment, the difference between the net disposal proceeds and the carrying amount is charged or credited to the profit or loss.

All property, plant and equipment are depreciated by allocating the depreciable amount of a significant component or of an item over the remaining useful life. The depreciation methods used and the useful lives of the respective classes of property, plant and equipment are as follows:

Items	Method	Useful life (%)
Office equipment	Straight-line	15
Furniture, fixtures and fittings	Straight-line	10
Computers	Straight-line	20
Cameras	Straight-line	20
Office renovation	Straight-line	10
Motor vehicles	Straight-line	20

At the end of each financial year, the residual values, useful lives and depreciation methods for the property, plant and equipment are reviewed for reasonableness. Any change in estimate of an item is adjusted prospectively over its remaining useful life.

5.3 Impairment of Non-Financial Assets

An impairment loss arises when the carrying amount of the Group's and Board's assets exceeds its recoverable amount.

At the end of each reporting date, the Group and Board assess whether there is any indication that a stand-alone asset or a cash-generating unit may be impaired by using external and internal sources of information. If any such indication exists, the Group and Board estimate the recoverable amount of the asset or cash-generating unit.

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**NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED
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5. SIGNIFICANT ACCOUNTING POLICIES (Continued)

5.3 Impairment of Non-Financial Assets (Continued)

If an individual asset generates independent cash inflows, it is tested for impairment as a stand-alone asset. If an asset does not generate independent cash inflows, it is tested for impairment together with other assets in a cash-generating unit, at the lowest level in which independent cash inflows are generated and monitored for internal management purposes.

The recoverable amount of an asset or a cash-generating unit is the higher of its fair value less costs to sell and the value in use. The Group and Board determine the fair value less costs to sell off an asset or a cash-generating unit in a hierarchy based on: (i) price in a binding sale agreement; (ii) market price traded in an active market; and (iii) estimate of market price using the best available information. The value in use is estimated by discounting the net cash inflows (by an appropriate discount rate) of the asset or unit, using reasonable and supportable management's budgets and forecasts of five (5) years and extrapolation of cash inflows for periods beyond the five-year forecast or budget.

For an asset measured on a cost-based model, any impairment loss is recognised in profit or loss.

For a cash-generating unit, any impairment loss is allocated to the assets of the unit pro rata based on the relative carrying amounts of the assets.

The Group and Board reassess the recoverable amount of an impaired asset or a cash-generating unit if there is any indication that an impairment loss recognised previously may have reversed. Any reversal of impairment loss for an asset carried at a cost-based model is recognised in profit or loss, subject to the limit that the revised carrying amount does not exceed the amount that would have been determined if no impairment loss had been recognised previously.

5.4 Financial Instruments

(a) Initial Recognition and Measurement

The Group and Board recognise a financial asset or a financial liability (including derivative instruments) in the statement of financial position when, and only when, it becomes a party of the contractual provisions of the instrument.

On initial recognition, all financial assets and financial liabilities are measured at fair value, which is generally the transaction price, plus transaction costs if the financial asset or financial liability is not measured at fair value through profit or loss. For instruments measured at fair value through profit or loss, transaction costs are expensed to profit or loss when incurred.

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**NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED
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5. SIGNIFICANT ACCOUNTING POLICIES (Continued)

5.4 Financial Instruments (Continued)

(b) Derecognition of Financial Instruments

A financial asset is derecognised when, and only when, the contractual rights to receive the cash flows from the financial asset expire, or when the Group and Board transfer the contractual rights to receive cash flows of the financial asset, including circumstances when the Group and Board act only as a collection agent of the transferee, and retain no significant risks and rewards of ownership of the financial asset or no continuing involvement in the control of the financial asset transferred.

A financial liability is derecognised when, and only when, it is legally extinguished, which is either when the obligation specified in the contract is discharged or cancelled or expires. A substantial modification of the terms of an existing financial liability is accounted for an extinguishment of the original financial liability and the recognition of a new financial liability. For this purpose, the Group and Board consider a modification as substantial if the present value of the revised cash flows of the modified terms discounted at the original effective interest rate differs by 10% or more when compared with the carrying amount of the original liability.

(c) Subsequent Measurement of Financial Assets

For the purpose of subsequent measurement, the Group and Board classify financial assets in two categories, namely (i) financial assets at fair value through profit or loss, and (ii) financial assets at amortised cost.

Investments in debt instruments, whether quoted or unquoted, are subsequently measured at amortised cost using the effective interest method. Investments in unquoted equity instruments and whose fair value cannot be reliably measured are measured at cost.

Other than financial assets measured at fair value through profit or loss, all other financial assets are subject to review for impairment in accordance with Note 5.4(g).

(d) Subsequent Measurement of Financial Liabilities

After initial recognition, all financial liabilities are measured at amortised cost using the effective interest method.

SARAWAK TOURISM BOARD**(Incorporated under the Sarawak Tourism Board (Incorporation) Ordinance, 1994)****NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED
31 DECEMBER 2021****5. SIGNIFICANT ACCOUNTING POLICIES (Continued)****5.4 Financial Instruments (Continued)****(e) Fair Value Measurement of Financial Instruments**

The fair value of a financial asset or a financial liability is determined by reference to the quoted market price in an active market, and in the absence of an observable market price, by a valuation technique using reasonable and supportable assumptions.

(f) Recognition of Gains and Losses

Fair value changes of financial assets and financial liabilities classified as at fair value through profit or loss are recognised in profit or loss when they arise.

For financial assets and financial liabilities carried at amortised cost, a gain or loss is recognised in profit or loss only when the financial asset or financial liability is derecognised or impaired, and through the amortisation process of the instrument.

(g) Impairment and Uncollectibility of Financial Assets

At the end of each reporting period, the Group and Board examine whether there is any objective evidence that a financial asset or a group of financial assets is impaired. Evidences of trigger loss events include: (i) significant difficulty of the issuer or obligor; (ii) a breach of contract, such as a default or delinquency in interest or principal payments; (iii) granting exceptional concession to a customer; (iv) it is probable that a customer will enter bankruptcy or other financial reorganisation; (v) the disappearance of an active market for that financial asset because of financial difficulties; or (vi) any observable market data indicating that there may be a measurable decrease in the estimated future cash flows from a group of financial assets.

For a non-current loan and receivable carried at amortised cost, the revised estimated cash flows are discounted at the original effective interest rate. Any impairment loss is recognised in profit or loss and a corresponding amount is recorded in a loss allowance account. Any subsequent reversal of impairment loss of the financial asset is reversed in profit or loss with a corresponding adjustment to the loss allowance account, subject to the limit that the reversal should not result in the revised carrying amount of the financial asset exceeding the amount that would have been determined if no impairment loss had been recognised previously.

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5. SIGNIFICANT ACCOUNTING POLICIES (Continued)

5.4 Financial Instruments (Continued)

(g) Impairment and Uncollectability of Financial Assets (Continued)

For short-term trade and other receivables, where the effect of discounting is immaterial, impairment loss is tested for each individually significant receivable wherever there is any indication of impairment. Individually significant receivables for which no impairment loss is recognised are grouped together with all other receivables by classes based on credit risk characteristics and aged according to their past due periods. A collective allowance is estimated for a class group based on the Group's and Board's experience of loss ratio in each class, taking into consideration current market conditions.

For an unquoted equity investment measured at cost less impairment, the impairment is the difference between the asset's carrying amount and the best estimate (which will necessarily be an approximation) of the amount (which might be zero) that the Group and Board expect to receive for the asset if it was sold at the reporting date. The Group and Board may estimate the recoverable amount using an adjusted net asset value approach.

5.5 Inventories

Inventories are stated at the lower of cost and estimated selling price less cost to complete and sell. Cost is determined on the weighted average cost method and comprises the purchase price and incidental costs incurred in bringing the inventories to their present location and condition.

At each reporting date, the Group and the Board assess whether any inventories are impaired by comparing the carrying amount of each item of inventory with its selling price less cost to complete and sell. If an item of inventory is impaired, the carrying amount is reduced to its selling price less cost to complete and sell. The impairment loss is recognised in profit and loss immediately.

5.6 Cash and Cash Equivalents

Cash and cash equivalents comprise cash in hand, bank balances, demand deposits and short term, highly liquid investments that are readily convertible to known amounts of cash and which are subject to an insignificant risk of changes in value with original maturity periods of three months or less. For the purpose of statement of cash flows, cash and cash equivalents are presented net of bank overdrafts.

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**NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED
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5. SIGNIFICANT ACCOUNTING POLICIES (Continued)

5.7 Taxation

A current tax for current and prior periods, the extent unpaid, is recognised as a current tax liability. If the amount already paid in respect of current and prior periods exceeds the amount due for those periods, the excess is recognised as a current tax asset. A current tax liability (asset) is measured at the amount the Group and Board expect to pay (recover) using tax rates and laws that have been enacted or substantively enacted by the reporting date.

A deferred tax liability is recognised for all taxable temporary differences, except to the extent that the deferred tax liability arises from: (a) the initial recognition of goodwill; or (b) the initial recognition of an asset or liability in a transaction which is not a business combination and at the time of the transaction, affects neither accounting profit nor taxable profit (or tax loss). The exceptions for initial recognition differences include items of property, plant and equipment that do not qualify for capital allowances and acquired intangible assets that are not deductible for tax purposes.

A deferred tax asset is recognised for all deductible temporary differences to the extent that it is probable that taxable profit will be available against which the deductible temporary difference can be utilised, unless the deferred tax asset arises from the initial recognition of an asset or liability in a transaction that is not a business combination and at the time of the transaction, affect neither accounting profit nor taxable profit (or tax loss). The exceptions for the initial recognition differences include non-taxable government grants received, reinvestment allowances and investment tax allowances on qualifying property, plant and equipment.

A deferred tax asset is recognised for the carry-forward of unused tax losses and unused tax credits to the extent that it is probable that future taxable profit will be available against which the unused tax losses and unused tax credits can be utilised. Unused tax credits do not include unabsorbed reinvestment allowances and unabsorbed investment tax allowances because the Group and Board treat these as part of initial recognition differences.

Deferred taxes are measured using tax rates (and tax laws) that have been enacted or substantively enacted by the end of the reporting period. The measurement of deferred taxes reflects the tax consequences that would follow from the manner in which the Group and Board expect, at the end of the reporting period, to recover or settle the carrying amount of its assets or liabilities.

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**NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED
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5. SIGNIFICANT ACCOUNTING POLICIES (Continued)

5.7 Taxation (Continued)

At the end of each reporting period, the carrying amount of a deferred tax asset is reviewed, and is reduced to the extent that it is no longer probable that sufficient taxable profit will be available to allow the benefit of a part or all of that deferred tax asset to be utilised. Any such reduction will be reversed to the extent that it becomes probable that sufficient taxable profit will be available.

A current or deferred tax is recognised as income or expense in profit or loss for the period. For items recognised directly in equity, the related tax effect is also recognised directly in equity.

5.8 Provisions

Provisions are recognised when there is a present obligation, legal or constructive, as a result of a past event, when it is probable that an outflow of resources embodying economic benefits will be required to settle the obligation and reliable estimate can be made of the amount of obligation. Provisions are reviewed at each financial statement date and adjusted to reflect the current best estimate.

For a lawsuit provision, a probability-weighted expected outcome is applied in the measurement, taking into account past court judgements made in similar cases and advices of legal experts.

A provision is measured at the present value of the expenditures expected to be required to settle the obligation using a discount rate that reflects the time value of money and the risk that the actual outcome might differ from the estimate made. The unwinding of the discount is recognised as an interest expense.

5.9 Revenue Recognition and Measurement

Revenue is recognised when it is probable that the economic benefits associated with the transaction will flow to the Group and Board and the amount of the revenue is measured at the fair value of the consideration received or receivable and net of discounts.

5.10 Government Grant

A Government grant is assistance by Government in the form of a transfer of resources to the Group and the Board in return for past or future compliance with certain conditions relating to the operating activities of the Group and the Board.

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5. SIGNIFICANT ACCOUNTING POLICIES (Continued)

5.10 Government Grant (Continued)

A Government grant is recognised as follows:

- (a) a grant that does not impose specified future performance conditions on the recipient is recognised in income when the grant proceeds are receivable;
- (b) a grant that imposes specified future performance conditions on the recipient is recognised in income only when the performance conditions are met and;
- (c) a grant received before the revenue recognition criteria is satisfied is recognised as deferred income and recorded a liability in the statement of financial position.

5.11 Employee Benefits

(a) Short term benefit

Wages, salaries, bonuses and social security contributions are recognised as expenses in the year in which the associated services are rendered by the employees of the Group and the Board.

(b) Defined contribution plans

The Group's and the Board's contributions to defined contribution plans are charged to the profit or loss in the period to which they relate. Once the contributions have been paid, the Group and the Board have no further payment obligations. As required by the law, the Group and the Board make contributions to the Employees Provident Fund ("EPF"). Such contributions are recognised as an expense in the profit or loss as incurred.

(c) Long term benefit

Compensated absences are recognised as expenses in the year in which the associated services are rendered by the employees of the Group and the Board. It will be paid to employees concerned upon their resignation or retirement, whichever earlier.

5.12 Functional and Foreign Currencies

(a) Functional and Presentation Currency

The individual financial statements of each entity in the Group are presented in the currency of the primary economic environment in which the entity operates, which is the functional currency.

The consolidated financial statements are presented in Ringgit Malaysia ("RM"), which is the Board's functional and presentation currency.

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**NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED
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5. SIGNIFICANT ACCOUNTING POLICIES (Continued)

5.12 Functional and Foreign Currencies (Continued)

(b) Foreign Currency Transactions and Balances

Transactions in foreign currencies are converted into the respective functional currencies on initial recognition using exchange rates at the transaction dates. At the end of the reporting period, foreign currency monetary assets and liabilities are retranslated at the exchange rates of that date. Non-monetary assets and liabilities denominated in foreign currencies are not retranslated at the end of the reporting date.

All foreign currency exchange differences arising from the settlement of monetary items or on the retranslation of monetary items are recognised in profit or loss in the period in which they arise.

6. CRITICAL JUDGEMENTS AND ESTIMATION UNCERTAINTY

6.1 Judgements and Assumptions Applied

In the selection of accounting policies of the Group and Board, no significant judgement is used in the preparation of financial statements.

6.2 Estimation Uncertainty

The measurement of some assets and liabilities requires management to use estimates based on various observable inputs and other assumptions. The areas or items that are subject to significant estimation uncertainties of the Group and Board are in measuring: (a) value-in-use of non-financial assets in impairment testing; (b) impairment losses of financial assets; (c) depreciation of property, plant and equipment; and (d) measurement of income taxes.

(a) Determining the Value-in-Use

In determining the value-in-use of a stand-alone asset or a cash-generating unit, management uses reasonable and supportable inputs about sales, costs of sales and other expenses based upon past experiences, current events and reasonably possible future developments. Cash flows are projected based on those inputs and discounted at an appropriate discount rate(s). The actual outcome or event may not coincide with inputs or assumptions and the discount rate applied in the measurement, and this may have a significant effect on the Group's or Board's financial position and results.

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**NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED 31
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6. CRITICAL JUDGEMENTS AND ESTIMATION UNCERTAINTY (Continued)

6.2 Estimation Uncertainty (Continued)

(b) Impairment Losses of Financial Assets

The Group and Board recognise impairment losses for loans and receivables using the incurred loss model. Individually significant loans and receivables are tested for impairment separately by estimating the cash flows expected to be recoverable.

All other loans and receivables are categorised into credit risk classes and tested for impairment collectively, using the Group and the Board's past experiences of loss statistics, ageing of past due amounts and current economic trends. The actual eventual losses may be different from the allowances made and these may affect the Group's and the Board's financial position and results.

(c) Depreciation of Property, Plant and Equipment

The cost of an item of property, plant and equipment is depreciated on the straight-line method or another systematic method that reflects the consumption of the economic benefits of the asset over its useful life. Estimates are applied in the selection of the depreciation method, the useful lives and the residual values. The actual consumption of the economic benefits of the property, plant and equipment may differ from the estimates applied and this may lead to a gain or loss on an eventual disposal of an item of property, plant and equipment.

(d) Measurement of Income Taxes

The Group and Board operate in various jurisdictions and are subject to the income taxes in each jurisdiction. Significant judgement is required in determining the Group's and Board's provision for the current and deferred taxes because the ultimate tax liability for the Group and Board as a whole is uncertain. When the final outcome of tax payable is determined with the tax authorities in each jurisdiction, the amounts might be different from the initial estimates of the tax payables. Such differences may impact the current and deferred taxes in the period when such determination is made. The Group and Board will adjust for the differences as over- or under-provision of current or deferred taxes in the current period in which those differences arise.

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7. PROPERTY, PLANT AND EQUIPMENT

	As at 1.1.2021 RM	Adjustment/ Additions RM	Group Adjustment/ Disposals RM	As at 31.12.2021 RM
Cost				
Office Equipment	685,411	45,403	-	730,814
Furniture, Fixtures and				
Fittings	405,705	10,950	-	416,655
Computers	691,895	129,925	-	821,820
Cameras	57,498	6,159	-	63,657
Office Renovation	1,726,901	569,342	(156,713)	2,139,530
Motor Vehicles	340,847	-	-	340,847
	<u>3,908,257</u>	<u>761,779</u>	<u>(156,713)</u>	<u>4,513,323</u>

	As at 1.1.2021 RM	Adjustment/ Additions RM	Group Adjustment/ Disposals RM	As at 31.12.2021 RM
Accumulated depreciation				
Office Equipment	522,749	44,028	-	566,777
Furniture, Fixtures and				
Fittings	284,826	16,042	-	300,868
Computers	556,648	46,250	-	602,898
Cameras	49,021	4,066	-	53,087
Office Renovation	439,423	149,370	(48,320)	540,473
Motor Vehicles	275,849	64,995	-	340,844
	<u>2,128,516</u>	<u>324,751</u>	<u>(48,320)</u>	<u>2,404,947</u>

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**NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED
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7. PROPERTY, PLANT AND EQUIPMENT (Continued)

	Group			
	As at 1.1.2020 RM	Adjustment/ Additions RM	Adjustment/ Disposals RM	As at 31.12.2020 RM
Cost				
Office Equipment	683,739	6,780	(5,108)	685,411
Furniture, Fixtures and Fittings	471,162	3,620	(69,077)	405,705
Computers	586,595	105,300	-	691,895
Cameras	51,802	5,696	-	57,498
Office Renovation	1,733,451	16,157	(22,707)	1,726,901
Motor Vehicles	340,847	-	-	340,847
	<u>3,867,596</u>	<u>137,553</u>	<u>(96,892)</u>	<u>3,908,257</u>

	Group			
	As at 1.1.2020 RM	Adjustment/ Additions RM	Adjustment/ Disposals RM	As at 31.12.2020 RM
Accumulated depreciation				
Office Equipment	483,862	43,989	(5,102)	522,749
Furniture, Fixtures and Fittings	337,551	16,299	(69,024)	284,826
Computers	535,938	20,710	-	556,648
Cameras	45,999	3,022	-	49,021
Office Renovation	280,432	162,965	(3,974)	439,423
Motor Vehicles	207,680	68,169	-	275,849
	<u>1,891,462</u>	<u>315,154</u>	<u>(78,100)</u>	<u>2,128,516</u>

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**NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED
31 DECEMBER 2021**

7. PROPERTY, PLANT AND EQUIPMENT (Continued)

	Group	
	2021 RM	2020 RM
Net carrying amount		
Office Equipment	164,037	162,662
Furniture, Fixtures and Fittings	115,787	120,879
Computers	218,922	135,247
Cameras	10,570	8,477
Office Renovation	1,599,057	1,287,478
Motor Vehicles	3	64,998
	2,108,376	1,779,741

	Board			
	As at 1.1.2021 RM	Adjustment/ Additions RM	Adjustment/ Disposals RM	As at 31.12.2021 RM
Cost				
Office Equipment	679,876	45,403	-	725,279
Furniture, Fixtures and Fittings	398,189	10,950	-	409,139
Computers	661,080	129,925	-	791,005
Cameras	57,498	6,159	-	63,657
Office Renovation	1,726,901	569,342	(156,713)	2,139,530
Motor Vehicles	340,847	-	-	340,847
	3,864,391	761,779	(156,713)	4,469,457

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SARAWAK TOURISM BOARD
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**NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED
31 DECEMBER 2021**

7. PROPERTY, PLANT AND EQUIPMENT (Continued)

	As at 1.1.2021 RM	Adjustment/ Additions RM	Adjustment/ Disposals RM	Board As at 31.12.2021 RM
Accumulated depreciation				
Office Equipment	517,218	44,028	-	561,246
Furniture, Fixtures and Fittings	277,310	16,042	-	293,352
Computers	525,838	46,250	-	572,088
Cameras	49,021	4,066	-	53,087
Office Renovation	439,423	149,370	(48,320)	540,473
Motor Vehicles	275,849	64,995	-	340,844
	<u>2,084,659</u>	<u>324,751</u>	<u>(48,320)</u>	<u>2,361,090</u>

	As at 1.1.2020 RM	Adjustment/ Additions RM	Adjustment/ Disposals RM	Board As at 31.12.2020 RM
Cost				
Office Equipment	678,204	6,780	(5,108)	679,876
Furniture, Fixtures and Fittings	463,646	3,620	(69,077)	398,189
Computers	555,780	105,300	-	661,080
Cameras	51,802	5,696	-	57,498
Office Renovation	1,733,451	16,157	(22,707)	1,726,901
Motor Vehicles	340,847	-	-	340,847
	<u>3,823,730</u>	<u>137,553</u>	<u>(96,892)</u>	<u>3,864,391</u>

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SARAWAK TOURISM BOARD
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**NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED
31 DECEMBER 2021**

7. PROPERTY, PLANT AND EQUIPMENT (Continued)

	As at 1.1.2020	Adjustment/ Additions RM	Adjustment/ Disposals RM	Board As at 31.12.2020 RM
Accumulated depreciation				
Office Equipment	478,331	43,989	(5,102)	517,218
Furniture, Fixtures and Fittings	330,035	16,299	(69,024)	277,310
Computers	505,128	20,710	-	525,838
Cameras	45,999	3,022	-	49,021
Office Renovation	280,432	162,965	(3,974)	439,423
Motor Vehicles	207,680	68,169	-	275,849
	<u>1,847,605</u>	<u>315,154</u>	<u>(78,100)</u>	<u>2,084,659</u>

	Board 2021 RM	2020 RM
Net carrying amount		
Office Equipment	164,033	162,658
Furniture, Fixtures and Fittings	115,787	120,879
Computers	218,917	135,242
Cameras	10,570	8,477
Office Renovation	1,599,057	1,287,478
Motor Vehicles	3	64,998
	<u>2,108,367</u>	<u>1,779,732</u>

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**NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED
 31 DECEMBER 2021**

8. INVESTMENT IN A SUBSIDIARY COMPANY

	Board	
	2021	2020
	RM	RM
Unquoted share at cost	200,000	200,000

The particulars of the company which is incorporated in Malaysia are as follows:

	Board	
	% of equity held	
	2021	2020
	RM	RM
STB Leisure & Properties Sdn. Bhd.	100	100

Principal activities:

To carry out tourism-related business in providing general support to the activities of Sarawak Tourism Board and to manage properties owned by the Sarawak Tourism Board.

The financial statements of the above subsidiary company are not audited by the Auditor General of Malaysia.

9. OTHER INVESTMENT

The other investment of the Group and the Board represents the equity investment in a film based on the script known as "White Rajah", where the producer of the film is Margate House Films LLC, a Delaware Limited Liability company incorporated in United States.

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SARAWAK TOURISM BOARD
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NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2021

10. TRADE AND OTHER RECEIVABLES

	Group		Board	
	2021 RM	2020 RM	2021 RM	2020 RM
Prepayments	-	21,285	-	21,285
Deposits	170,809	211,156	170,009	210,356
Trade Receivables	17,123	16,793	17,123	16,793
Other Receivables	-	14,809	-	14,809
Grant Receivables	-	14,954,405	-	14,954,405
Accrued Interest	<u>219,779</u>	<u>-</u>	<u>219,779</u>	<u>-</u>
	407,711	15,218,448	406,911	15,217,648
Less:				
Impairment of Trade Receivables	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
	407,711	15,218,448	406,911	15,217,648
Add:				
Goods and Service Tax	<u>1,122,591</u>	<u>2,331,836</u>	<u>1,122,591</u>	<u>2,331,836</u>
	<u>1,530,302</u>	<u>17,550,284</u>	<u>1,529,502</u>	<u>17,549,484</u>
Impairment of Trade Receivables:				
At 1 January	-	(52,000)	-	(52,000)
Written off during the financial year	<u>-</u>	<u>52,000</u>	<u>-</u>	<u>52,000</u>
At 31 December	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>

11. FIXED DEPOSIT WITH LICENSED BANK

The fixed deposit with licensed bank of the Board for the financial year ended 31 December 2021 bore effective interest rates ranging from 1.50% to 2.40% per annum. The fixed deposit had maturity periods of four to twelve months.

SARAWAK TOURISM BOARD
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NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2021

12. EMPLOYEE BENEFIT

The Board has adopted the *Pekeliling Perkhidmatan Bilangan 18 Tahun 2008* pertaining to *Peningkatan Maksimum Cuti Rehat dan Cuti Rehat Khas Yang Boleh Dikumpul Untuk Pemberian Wang Tunai Sebagai Gantian Cuti Rehat (GCR) kepada 150 Hari Untuk Pegawai Perkhidmatan Awam Negeri*. The post-employment benefit is recognised based on eligibility, which is fair value of the consideration to be paid in future.

	Group		Board	
	2021 RM	2020 RM	2021 RM	2020 RM
As at 1 January 2021	43,932	-	43,932	-
Recognised during the year	51,824	43,932	51,824	43,932
As at 31 December 2021	<u>95,756</u>	<u>43,932</u>	<u>95,756</u>	<u>43,932</u>

13. TRADE AND OTHER PAYABLES

	Group		Board	
	2021 RM	2020 RM	2021 RM	2020 RM
Trade Payables	4,394,247	3,981,322	4,394,247	3,981,322
Deferred Grant	5,532,174	-	5,532,174	-
	<u>9,926,421</u>	<u>3,981,322</u>	<u>9,926,421</u>	<u>3,981,322</u>
Other Payables:				
ASIA Television	-	285,773	-	285,773
China Roadshow	-	109,718	-	109,718
MyFest 2015	-	111,520	-	111,520
MOU Signing Programmes	-	11,426	-	11,426
Other Programmes	1,091,775	1,127,789	1,091,775	1,127,789
	<u>1,091,775</u>	<u>1,646,226</u>	<u>1,091,775</u>	<u>1,646,226</u>
Add:				
Accruals	42,645	91,984	41,236	90,575
	<u>1,134,420</u>	<u>1,738,210</u>	<u>1,133,011</u>	<u>1,736,801</u>
	<u>11,060,841</u>	<u>5,719,532</u>	<u>11,059,432</u>	<u>5,718,123</u>

Other payables are stated at short-term projects cost quoted by the tourism related departments of the Federal Government and the Sarawak Government, which are fair value of the consideration to be claimed in the future for goods and services received.

SARAWAK TOURISM BOARD
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NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2021

14. INCOME

	Group		Board	
	2021 RM	2020 RM	2021 RM	2020 RM
Government Grant	22,467,826	40,000,000	22,467,826	40,000,000
Events Income				
- Rainforest World Music Festival	210,963	-	210,963	-
- Borneo Jazz	204		204	
	<u>22,678,993</u>	<u>40,000,000</u>	<u>22,678,993</u>	<u>40,000,000</u>

15. OPERATING EXPENSES

	Group		Board	
	2021 RM	2020 RM	2021 RM	2020 RM
Cost of Event	1,005,977	556,429	1,005,977	556,429
Administrative Expenses	7,028,095	6,765,833	7,021,271	6,757,515
Other Operating Expenses	<u>9,797,548</u>	<u>9,288,295</u>	<u>9,797,548</u>	<u>9,288,295</u>
	<u>17,831,620</u>	<u>16,610,557</u>	<u>17,824,796</u>	<u>16,602,239</u>

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**NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED 31
DECEMBER 2021**

16. OTHER INCOME

	Group		Board	
	2021 RM	2020 RM	2021 RM	2020 RM
Interest Income	542,682	213,637	542,682	213,637
Miscellaneous	70,406	599	70,406	599
Merchandise	-	16,285	-	-
GST Refund	-	2,317,461	-	2,317,461
Concession	105,600	-	-	-
	<u>718,688</u>	<u>2,547,982</u>	<u>613,088</u>	<u>2,531,697</u>

According to approval letter MOF.TAX(S)700-5/3/2 (JLD.3)(36) dated 31st May 2019 issued by Chief Secretary of Treasury of Ministry of Finance Malaysia, the Federal Government granted the Statutory Bodies exemption from Goods and Services Tax in respect of all kind of grants received from the Federal Government and the State Government.

The GST Refund of the Group and the Board represents the Output Tax of Goods and Services Tax claimed from Royal Malaysian Customs Department.

17. PROFIT / (LOSS) BEFORE TAXATION

The following items have been charged to arrive at the profit / (loss) before taxation:

	Group		Board	
	2021 RM	2020 RM	2021 RM	2020 RM
Auditor's Remuneration:				
- Statutory Audit	5,218	5,518	3,818	3,818
- Other Audit	-	7,844	-	7,844
Depreciation of Property, Plant and Equipment	276,431	315,154	276,431	315,154
Rental Expense	595,708	515,502	595,708	515,502
Staff Cost:				
- Salary, Allowance, Overtime and Bonus	3,926,992	3,298,947	3,925,792	3,297,995
- EPF	414,832	418,304	414,832	418,304
- SOCSO	7,302	3,767	7,302	3,767
- Gratuity	-	3,300	-	3,300
- Subsidy	56,305	56,325	56,305	56,325
Employee Benefit	51,824	43,932	51,824	43,932
Assets Written Off	-	18,792	-	18,792

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NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2021

18. TAXATION

According to Section 127 (3) (b) of the Income Tax Act 1967 [Act 53], Income Tax (Exemption) (No. 22) Order 2006 granted the Board exemption from the payment of income tax in respect of its statutory income in relation to the sources of income derived from the allocations given by the Federal and State Governments in the form of grants or subsidies.

The income tax charge for the year is on fixed deposit interest and miscellaneous income received which does not fall under this Exemption Order.

Tax expenses

	Group		Board	
	2021 RM	2020 RM	2021 RM	2020 RM
Tax expense for the year	142,707	51,271	130,244	51,271
Under/(Over) provision in prior years	353,644	(716)	353,644	(716)
	<u>496,351</u>	<u>50,555</u>	<u>483,888</u>	<u>50,555</u>

19. FINANCIAL INSTRUMENTS

	Group		Board	
	2021 RM	2020 RM	2021 RM	2020 RM
Financial Assets				
<u>Amortised Cost</u>				
Trade and other receivables	236,902	14,986,007	236,902	14,986,007
Fixed deposits with licensed bank	30,600,000	-	30,600,000	-
Cash and cash equivalents	18,647,081	22,753,800	18,441,621	22,647,116
	<u>49,483,983</u>	<u>37,739,807</u>	<u>49,278,523</u>	<u>37,633,123</u>
<u>Cost less Impairment</u>				
Other investment	<u>12,600,000</u>	<u>12,600,000</u>	<u>12,600,000</u>	<u>12,600,000</u>

SARAWAK TOURISM BOARD
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**NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED 31
DECEMBER 2021**

19. FINANCIAL INSTRUMENTS (Continued)

	Group		Board	
	2021 RM	2020 RM	2021 RM	2020 RM
Financial Liabilities				
<u>Amortised Cost</u>				
Trade and other payables	<u>11,060,841</u>	<u>5,719,532</u>	<u>11,059,432</u>	<u>5,718,123</u>
	<u>11,060,841</u>	<u>5,719,532</u>	<u>11,059,432</u>	<u>5,718,123</u>

20. COMMITMENTS

At the financial position date, the Group and the Board have the following commitments for operating, marketing and promotion activities:

	Group and Board	
	2021 RM	2020 RM
Contracted and provided for	1,182,912	4,152,378
Contracted but not provided for	-	1,101,696
Authorized but provided for	<u>2,963,362</u>	<u>-</u>
	<u>4,146,274</u>	<u>5,254,074</u>

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**NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED 31
DECEMBER 2021**

**21. SIGNIFICANT EVENT DURING THE FINANCIAL YEAR AND SUBSEQUENT
EVENT**

On 11 March 2020, the World Health Organisation declared the COVID-19 outbreak as global pandemic. Following the declaration, the Government of Malaysia has on 18 March 2020 imposed the Movement Control Order (“MCO”) and subsequently entered into various phases of the MCO to curb the spread of the COVID-19 pandemic in Malaysia.

The Board has assessed the impact on the Group and of the opinion that there were no material financial impacts arising from the pandemic. Nevertheless, the Group has taken and will continue to take necessary steps to safeguard and preserve its financial condition, emphasising on the liquidity management to meet its continuing financial commitments and liquidity needs.

Given the dynamic nature of the COVID-19 pandemic, it is not practicable to provide a reasonable estimate of its impacts on the Group’s financial position, operating results and cash flows at the date on which these financial statements are authorised for issue.

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 Santubong, Kuching





SARAWAK TOURISM BOARD

Plaza Aurora, Level 4, Jalan McDougall,
93000 Kuching, Sarawak, Malaysia.

Tel: +6 082 423 600 Fax: +6 082 416 700

www.sarawaktourism.com