



SARAWAK TOURISM BOARD

ANNUAL REPORT 2022

EMBRACING RESPONSIBLE TOURISM



Sarawak
More to Discover

BORNEO CULTURES MUSEUM

9 KUCHING



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INTRODUCTION

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

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.

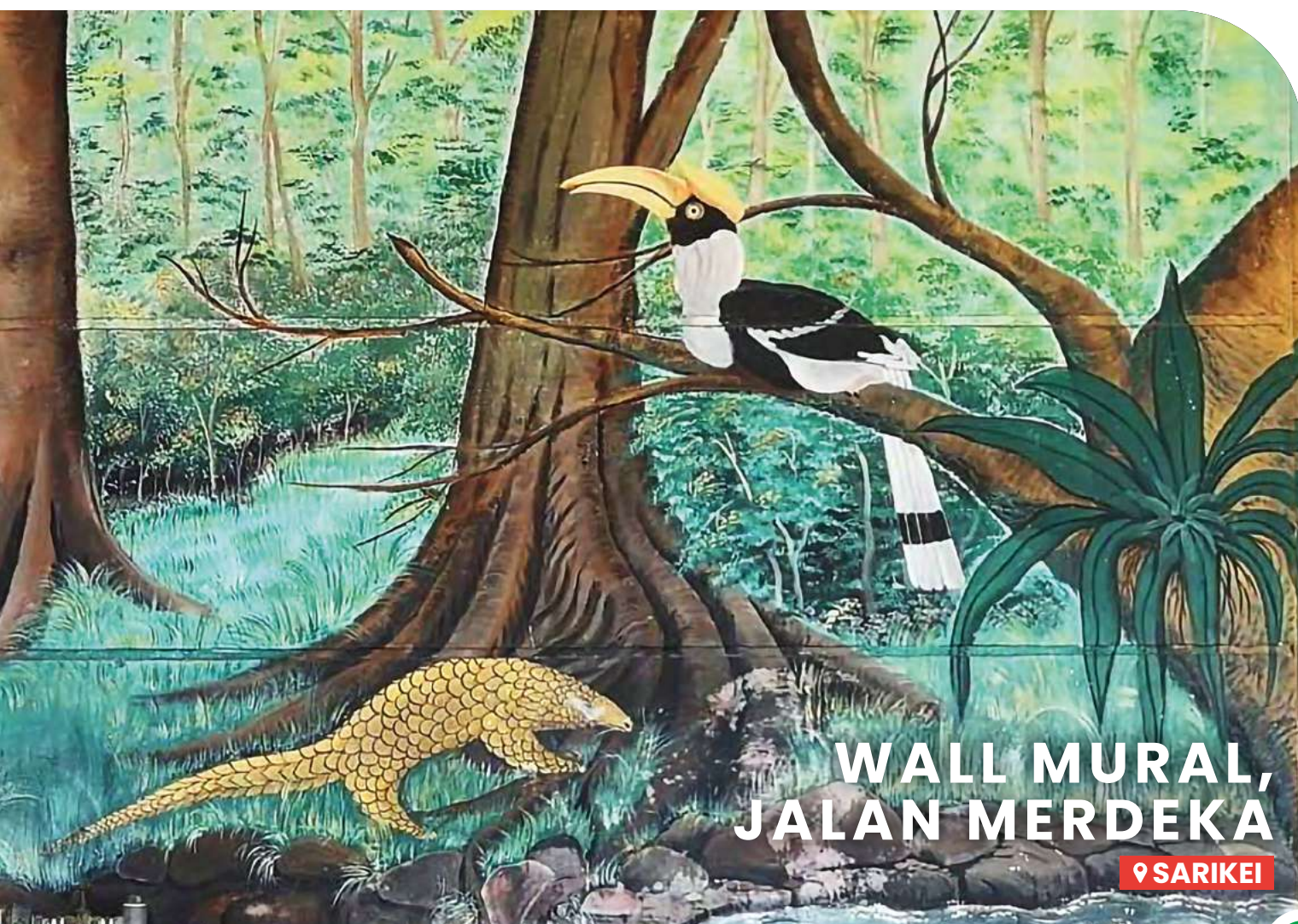
Objectives of the Board

- 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.



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.



BOARD OF **DIRECTORS**



**Yang Berhormat
Dennis Ngau**

Chairman,
Sarawak Tourism Board
ADUN N77 Telang Usan

BOARD MEMBERS

YBhg Datu Hii Chang Kee

Deputy Chairman,
Sarawak Tourism Board
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)

**Tuan Haji Mohamad Taufik Bin Abdul Ghani**

Executive Chairman,
Kiasan Engineering Sdn. Bhd.

**YB Senator Robert Lau Hui Yew**

Executive Director,
Borneo Medical Centre

**YBhg Dato Hajah Norhyati Haji Mohd Ismail**

Chairman,
Sarawak Media Group
Sdn. Bhd.

**Mr. Oscar Choo Chon Foong**

Chairman,
Malaysian Association of Tour
& Travel Agents (MATTA)

**Mr. John Teo Peng Yew**

Chairman,
Malaysian Association of
Hotels (Sarawak Chapter)

**Ex-officio Puan Sharzede Datu Haji Salleh Askor**

Chief Executive Officer,
Sarawak Tourism Board

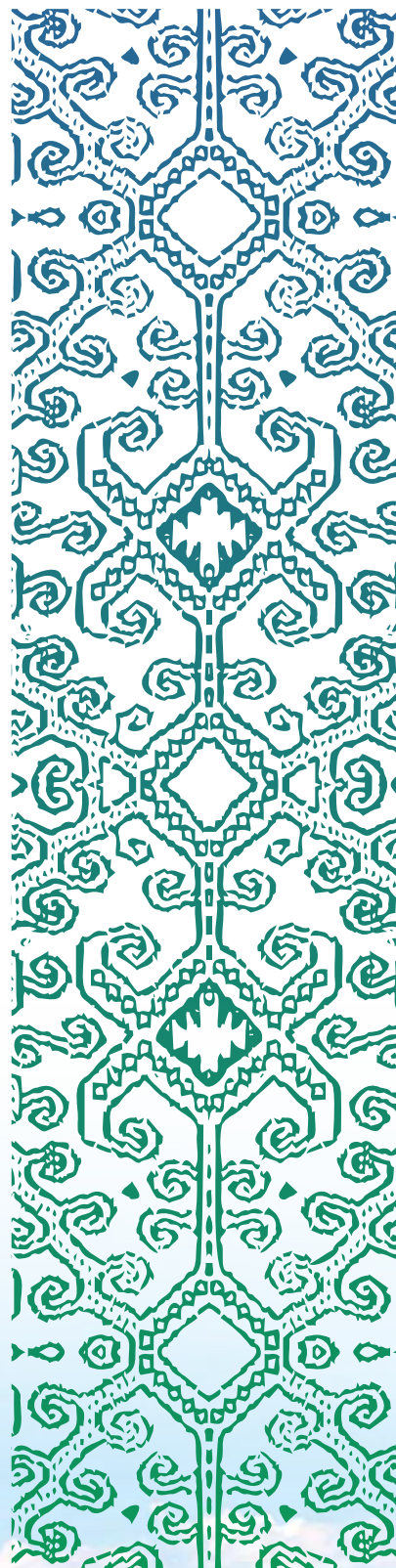


CHAIRMAN'S REVIEW

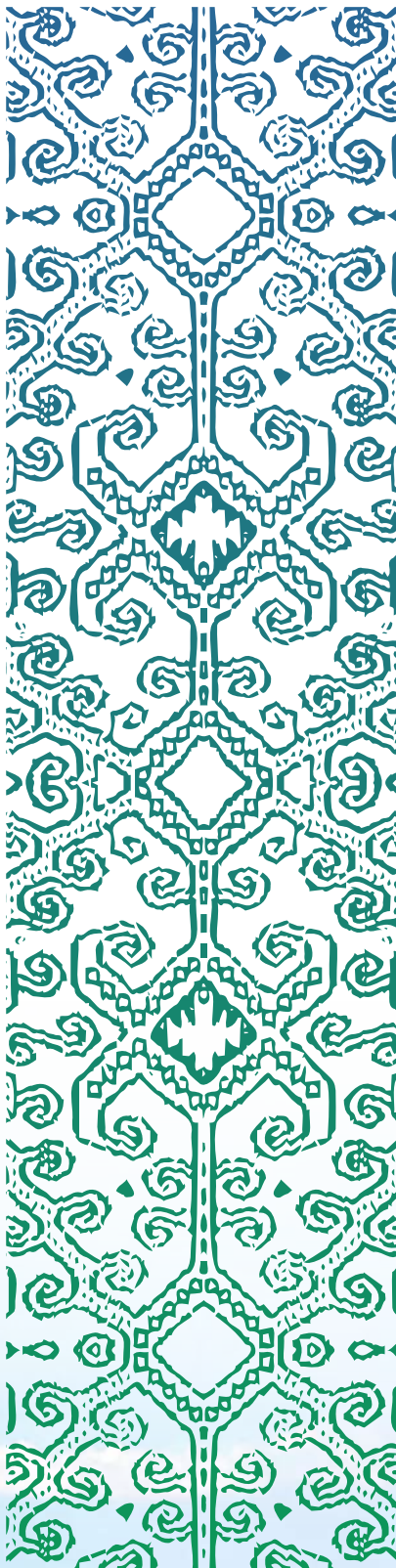


The year 2022 presented us with unprecedented challenges, as the world grappled with the impacts of a global pandemic. The travel and tourism industry, an essential component of Sarawak's economy, faced unparalleled disruptions. Despite the hurdles, we stand united with gratitude for the collective spirit of resilience that emerged from all stakeholders, from our dedicated team to our valued partners and the community at large.

As we navigated the uncertainties, Sarawak Tourism Board sought innovative ways to adapt, evolve, and support our local tourism industry. We are indebted to the steadfast support and understanding of our visitors, who, despite the challenges, continued to place their trust in us and experience Sarawak's magic when the Federal Government announced the reopening of Malaysia's International borders for travellers from all countries on 1 April 2022, so much so that we received a total of 2,027,446 visitors (Sarawak Visitor Arrivals 2022, MTCP, 9 January 2023) from both international and domestic regions, an encouraging response compared to our original 1.2 million target for visitor arrivals.



 Kuching Wetlands National Park



Through robust collaborations with our public and private stakeholders, strategic travel campaign initiatives such as the Sia Sitok Sarawak series, and digital transformation through the Sarawak Travel Portal and app, we have made significant strides in promoting Sarawak as a sustainable and responsible tourism destination. Our commitment to preserving the natural beauty of our landscapes, safeguarding our diverse cultural heritage, and empowering local communities remains at the core of all our endeavours.

The year 2022 also marked a reawakening for Sarawak's tourism, as we gradually emerged from the shadow of the pandemic. We were thrilled to witness the return of travellers eager to explore our lush rainforests, immerse themselves in the cultural tapestry of our indigenous communities, and indulge in the warmth of Sarawakian hospitality, especially with the return of our physical Rainforest World Music Festival for its 25th which saw more than 20,000 physical and virtual attendees.

As we look ahead, we envision a brighter future, one that is characterised by Responsible Tourism, enhanced experiences, and most of all, conversion and growth. With the unwavering support of our stakeholders and the dedication of our team, we are confident that Sarawak's tourism industry will soar to new heights, setting new benchmarks of excellence.

To all our partners, be they industry players, government agencies, or community members, we extend our heartfelt appreciation for your steadfast support. Your contributions and collaboration have been instrumental in shaping the success of our endeavours.

Together, let us continue to embrace the spirit of resilience and revival as we usher in a new era for Sarawak's tourism, guided by our commitment to preserving and showcasing the wonders of our beloved Land of the Hornbills.

Yang Berhormat Dennis Ngau
Chairman
Sarawak Tourism Board



Sarawak Scenario

Sarawak Tourism Performance In 2022

Sarawak recorded 2,027,446 visitor arrivals (VAs) in 2022 with a growth rate (GR) of +761.84% as compared to the same period in 2021. Factors such as relaxation in border restrictions, Malaysia's border reopening in the second quarter of 2022, and the increase in visitor confidence level to travel contributed to the escalation of VAs in 2022.

Compared to 2019, the VA recovery rate in 2022 was 43.4%. For the year 2019, Sarawak received a total of 4,662,419 visitors from all markets. For measuring the post-pandemic recovery trend, 2019 was used as the benchmark.

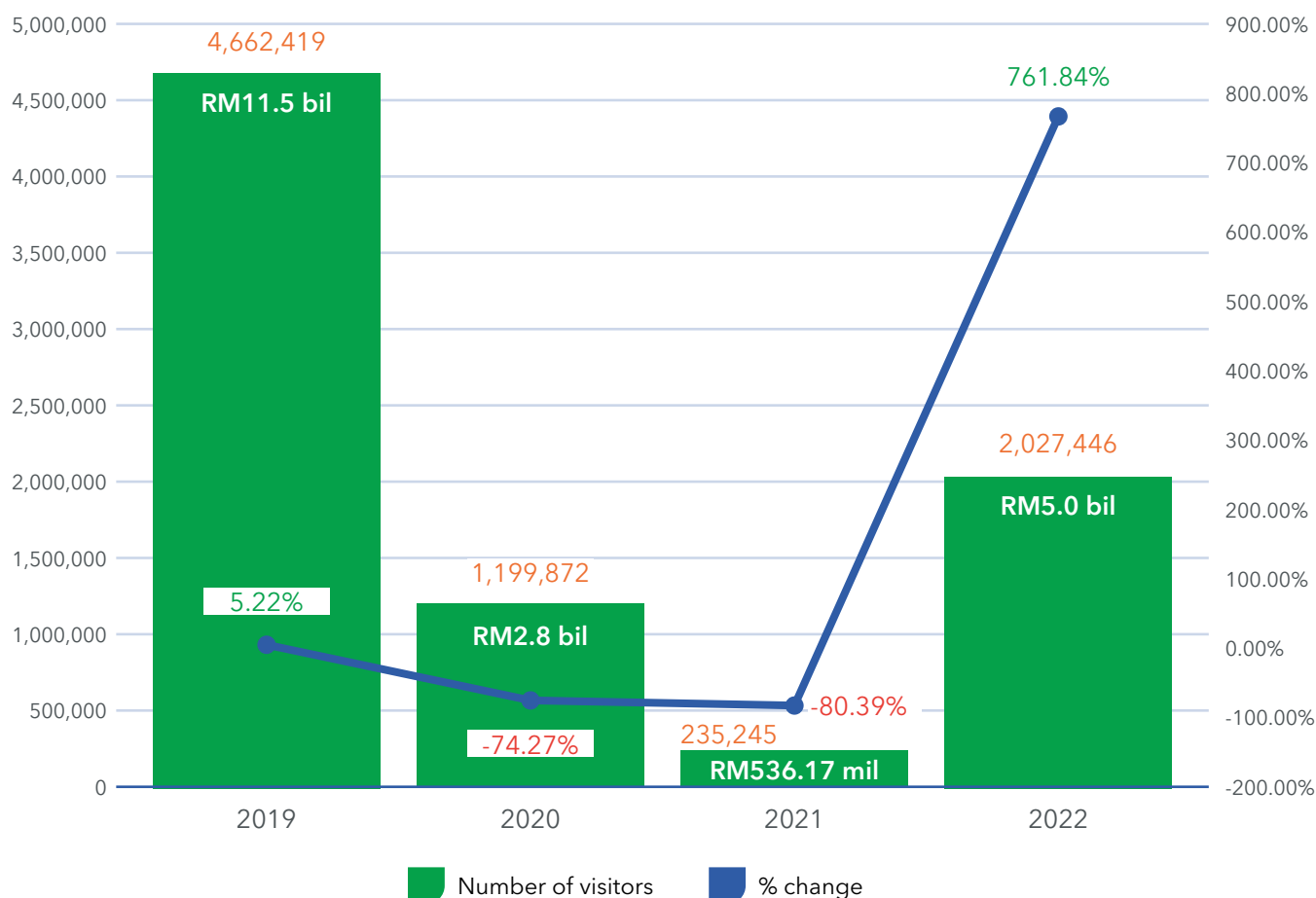
Below are annual VAs recorded over the period of 2017 - 2022:

SARAWAK VISITOR ARRIVALS 2017 - 2022



In 2022, revenue from tourism was RM4.96 billion (RM4,960,000,000) with growth of +825.93% as compared to the same period in 2021. Tourism receipt recovery in 2022 increased 43.13% as compared to 2019.

SARAWAK TOURISM VA TRENDS 2019 - 2022 & TOURISM RECEIPTS (RM)



2019:-

The highest revenue generated from tourism was recorded in Sarawak (RM11.5 billion).

2019 marked as the bench-mark for the post-COVID-19 recovery.

2022:-

Sarawak recorded RM5 billion in tourism receipts against 2.03 million visitors with a GR of 761.84%.

Recovery Trends 2022

Tourism receipts recovery rate was 43.13% & VA RR was 43.4%.

*Notes

GR: Growth Rate

RR: Recovery Rate

TR: Tourism Receipts

VA: Visitor Arrivals

TOURISM RECEIPTS (TR) 2022 VS. 2021



RM4.96 BIL
GR = +825.93%

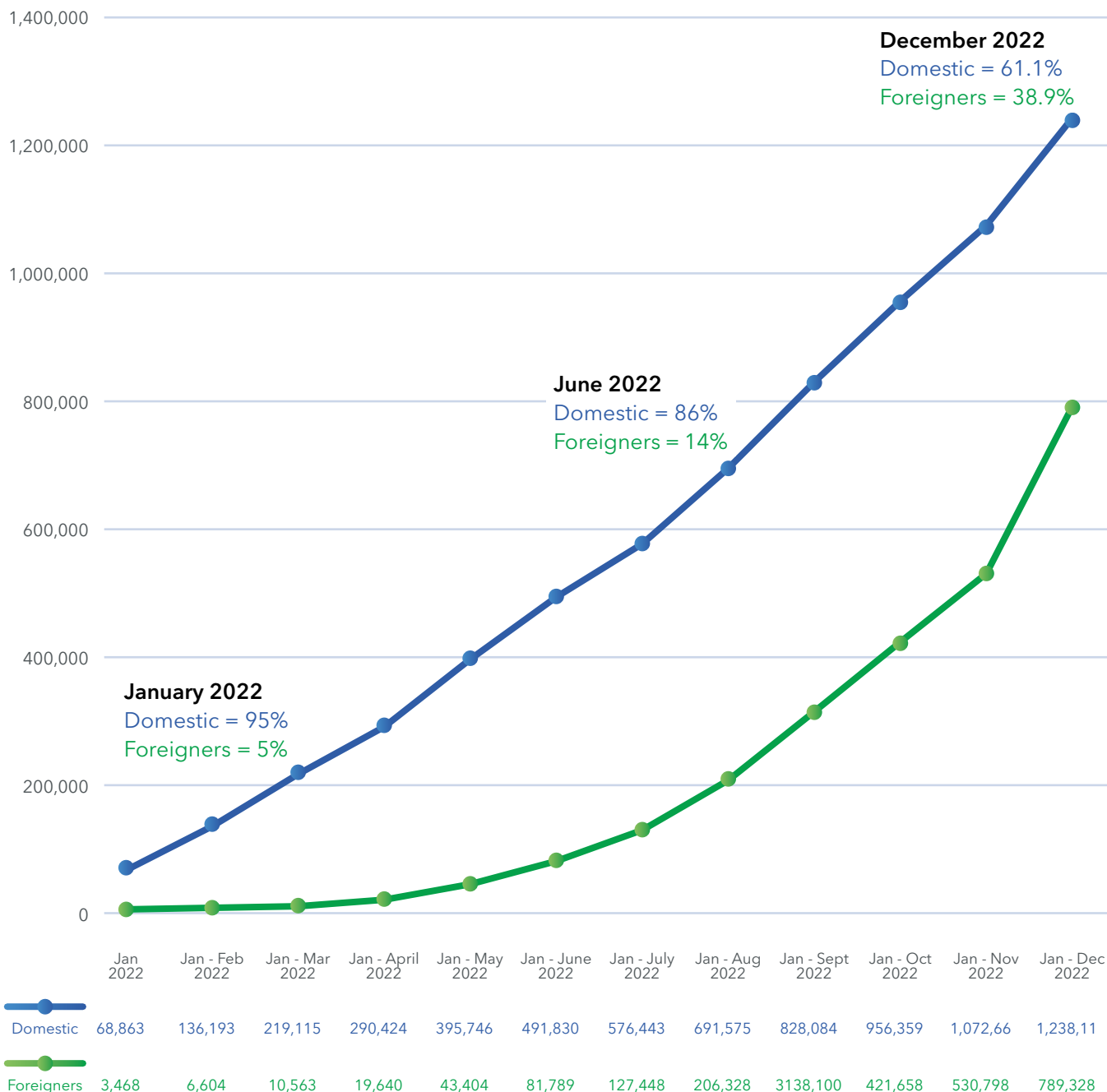
TR RECOVERY RATE/2019
TR RR = 43.13%

YEAR	TOURISM RECEIPTS (RM)
2019	11,500,000,000 / RM11.5 bil
2020	2,800,000,000 / RM2.8 bil
2021	536,170,000 / RM536.2 mil
2022	4,960,000,000 / RM5.0 bil

As restrictions relaxed, VAs increased and subsequently escalated revenue.

Domestic Tourism Leads Tourism Recovery In 2022

TRENDS OF DOMESTIC VS. INTERNATIONAL VISITOR ARRIVALS IN SARAWAK IN 2022



2022 Sarawak's visitor arrival trends showed that, domestic tourism was driving the recovery. The international visitor arrival numbers bounced back slowly and steadily. In December 2022 almost 39% of VA contribution was from international markets.

From April 2022 onwards the international VA slowly gained momentum and it showed an upward trend.

The VA trends showed that domestic VAs drove tourism recovery. At the beginning of January, 95% of VAs came from the domestic market and 5% from the international market. By December, market share for domestic VAs was 61.1% while international market share was 38.9%.

TOP 10 COUNTRIES' VISITOR ARRIVALS IN SARAWAK: 2022 VA PERFORMANCE VS. 2021



Source: Department of Immigration, Sarawak & MTCP

Malaysia Scenario

Malaysia Tourism Performance in 2022

In 2022, tourist arrivals in Malaysia from January to September 2022 was 5.5 million with a Growth Rate (GR) of +7,479.3% as compared to the same period in 2021. In 2021, the number of tourist arrivals was recorded as 73,309, which was -72.4% compared to 2019. In terms of revenue from tourism, Malaysia received RM16,387.9 million during the period January to September 2022. As compared to the same period in 2019, it was -75.2% lower.

World Scenario

Global scenario of tourism performance

MALAYSIA TOURISM HIGHLIGHTS January - September 2022 / 2021 / 2019



Tourist Arrivals

2022 - 5,556,281
2021 - 73,309
2019 - 20,109,203

Jan - Sept 2022 vs. 2021 | **7,479.3%**

Jan - Sept 2022 vs. 2019 | **-72.4%**



Tourist Expenditures (in Million)

2022 - RM16,387.9
2021 - RM122.88
2019 - RM66,144.6

Jan - Sept 2022 vs. 2021 | **13,236.5%**

Jan - Sept 2022 vs. 2019 | **-75.2%**



Excursionist Arrivals

2022 - 2,525,098
2021 - 202,732
2019 - 6,905,378

Jan - Sept 2022 vs. 2021 | **1,145.5%**

Jan - Sept 2022 vs. 2019 | **-63.4%**

In 2022, international tourism had a stronger upward trend in terms of tourist flow. It was backed up by large pent-up demand and the lifting of travel restrictions in most regions around the world. Over 900 million tourists travelled internationally in 2022, double those in 2021 though still 37% fewer than in 2019. International tourism recovered 63% of pre-pandemic levels.

World: +102% January - December 2021 vs.
January - December 2022
900mil tourists traveled internationally

Asia - Pacific: +241% January - December 2021 vs.
January - December 2022

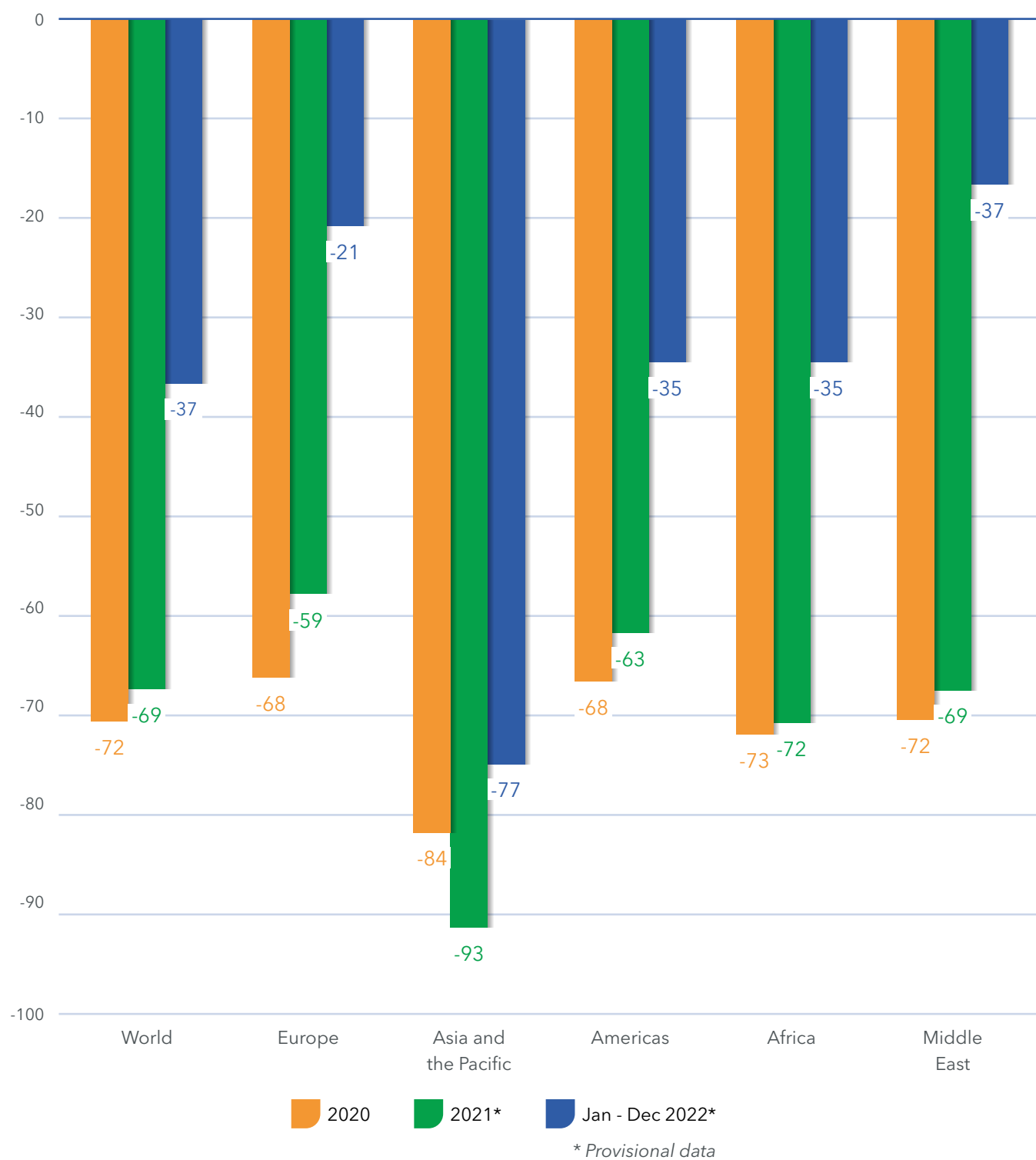
Comparison with 2019

63% recovery achieved in 2022

23% recovery achieved

Asia-Pacific showed only 23% recovery in 2022 with 84.4 million tourist arrivals in 2022 due to stronger travel restrictions. In 2019, Asia-Pacific was the strongest region which accounted for 25% of the world's international tourists. However, in 2022, this region represented only 9% in terms of tourist arrivals.

INTERNATIONAL TOURIST ARRIVALS (% change over 2019)



Source: UNWTO Tourism Barometer, Jan 2023

Europe, the world's largest destination region, recorded 585 million arrivals in 2022 to reach nearly 80% of pre-pandemic levels (-21% over 2019).



SEMENGGOH WILDLIFE CENTRE

📍 KUCHING



Responsible Tourism in Sarawak The 3 Es



SCAN HERE FOR MORE
INFORMATION ON
RESPONSIBLE TOURISM



sarawakresponsibletourism.com

OUR WORK IN RESPONSIBLE TOURISM

**Promoting environment, empowerment
and economic viability**

In alignment with Sarawak's Post-COVID-19 Development Strategy (PCDS) 2030, Sarawak aspires to be the leading destination for ecotourism and business events in the region, driven by empowering communities to conserve heritage, culture and biodiversity and promote investment and development through responsible actions.

In support of this aspiration, STB continues to advocate Responsible Tourism (RT) initiatives subscribing to the United Nations Sustainable Development Goals, namely SDG4 - Quality Education, SDG12- Responsible Consumption and Production, and SDG17-Partnerships for the Goals.

STB achieves this conscious and sustainable approach to travel and tourism through advocacy and leadership, product development, and industry education and training. This approach aims to ensure that tourism development is both ecologically and culturally sensitive, supporting the long-term well-being of the destination and its people. It recognises that sustainable tourism practices are essential to safeguarding the region's natural beauty, cultural heritage and local communities.



Advocacy & Leadership

RT X Divisional Tourism Task Group (DTTG) - Design Thinking Workshop 2022

We completed our Responsible Tourism Design Thinking (DTTG) workshops with the Divisional Tourism Task Groups in Kuching and Southern Region.

The training aimed to enable participants to work towards meeting the needs and expectations of the various stakeholders in the local tourism eco-

system through collective effort and shared responsibility to address current issues, prevailing gaps, and areas of weaknesses whilst exploring new opportunities. They should be able to identify, define and confidently solve problems in an objective, structured and systematic manner by applying the Design Thinking methodology within the context of Responsible Tourism.

RT X Homestay (Phase 4)



With the completion of training for the last 13 homestays under Phase 4, we now have covered all 46 homestays in Sarawak. Since its inception in 2020, these initiatives has benefited a total of 11,779 households with 82,688 beneficiaries. This educational training includes knowledge-sharing on responsible tourism, waste management and workshops on how to produce their own hygiene essential kits.

STB plans to revisit the participating homestays to identify those who continue to practise the RT initiatives, where we will shortlist and award the top 3 homestays. This is scheduled to be held in 2023.

We will continue these RT initiatives with the additional new registered homestays namely, Homestay Sungai Buloh, Asajaya and Homestay Berambek, Kampung Nanas Simunjan.



Upskilling Tourism Frontliners in Responsible Tourism

Sarawak Ambassador Programme x GRAB (Phase 2)



Sarawak Ambassador Programme aims to upskill our tourism frontliners and equip them with the appropriate knowledge on hospitality and Sarawak's tourism products. In Phase 1, we collaborated with GRAB Malaysia in the form of an e-learning module for e-hailing drivers with the objective of making them part of the Sarawak Tourism Ambassador programme. More than 2,000 GRAB drivers have successfully completed the e-learning module.



For Phase 2, we aimed to familiarise the GRAB drivers with the actual tourism products via firsthand experience and knowledge-sharing by the product owners on selected tourist attractions in Kuching, Sibul, Bintulu and Miri, as follows:

- Kuching-Semenggoh
(14 - 15 December 2022)
- Sibul-Sibul River Cruise
(14 - 15 December 2022)
- Bintulu-Similajau National Park
(14 December 2022)
- Miri-Niah National Park
(14 - 15 December 2022)

A total of 91 GRAB drivers participated in Phase 2 of Sarawak Ambassador Programme.



Sarawak State-Level 2023 New Year Countdown Greening Initiative at Stadium Perpaduan Negeri



On 31 December 2022, STB collaborated with Majlis Seni Sarawak (MSS), Fly Technology Agriculture Sdn. Bhd. (WormingUp), Trienekens (Sarawak) Sdn. Bhd. and Dewan Bandaraya Kuching Utara (DBKU) for the Greening Initiative at the Sarawak State-Level 2023 New Year Countdown at Stadium Perpaduan Negeri. The activities were as follows:

- Setting up Eco-stations;
- Conserving waterways;
- Conducting MOOP (environmental volunteers); and
- Vendor & Volunteer Management.

Our main objective for this initiative was to cultivate civic-minded citizens while educating them on proper waste segregation. The initiative consisted of two components-Awareness & Education Phase (Environmental Management and Vendor Management) and Practice Phase (Volunteer Management and Public Awareness).



The following activities were carried out throughout the event:

- Four Eco-Stations throughout the venue for waste collection and waste segregation (used cooking oil, plastics, metals, cans and general waste);
- Patrol team to inform and educate the public on the location and purpose of the Eco-stations;
- Waste collection throughout the venue; and
- Carried out MOOP line sweeps for better clean-up coordination.

A total of 28 volunteers participated in this event. Approximately 13kg of compostables (food waste), 56.525kg of general waste, 0.16kg of hazardous waste (cigarette stubs) and 23.1kg of recyclables (metal and plastic) were collected at the end of the event.



TYPES OF WASTE	SUM OF WEIGHT (KG)
Food Waste	13
General Waste	56.525
Hazardous	0.16
Metal	5.685
Plastic	17.415

The collected food waste was sent to WormingUp's Stakan Composting Plant for bioconversion and treatment. The recyclables on the other hand, were sent to TST Metals Sdn. Bhd. in Kota Samarahan to be processed.

The outcome of this project showed proper waste management and public awareness could be effective and may serve to make a meaningful impact in public events as they are crucial in reducing unnecessary or avoidable waste which are otherwise channelled to landfills, as well as serve as a platform to inculcate awareness among the public on proper waste management.



RAINFOREST WORLD MUSIC FESTIVAL (RWMF) 2022

Celebrating a "Legendary" 25th RWMF

The 25th edition of the RWMF was held from 17 to 19 June 2022 at Sarawak Cultural Village, Kuching. For the first time, the festival was held in hybrid form where festival-goers got to enjoy the full festival experience and others around the world got to feel the rhythm through their screens as the festival was also livestreamed. Celebrating its 25th anniversary themed "Legendary Rainforest Celebration", the festival successfully captured a total of 20,723 attendees, physically and virtually. The 25th edition of the RWMF had gathered more than 40 bands showcasing a mixture of traditional and world music.



Based on feedback and survey reports, the overall satisfaction for RWMF was at 93.5% and more than half of this year's festival-goers were first-timers (54%). The top age groups attracted to the festival were from 25 - 34 years with a percentage of 46% and 35 - 44 years with a percentage of 45%, totalling 91%.

In ensuring a sustainable and eco-friendly festival, STB had collaborated with WarmingUp, a group of young graduates who are passionate about environmental protection and conservation, advocating for the United Nations' Sustainable Development Goal 12-Responsible Consumption and Production. WarmingUp was entrusted with the responsibility of implementing sustainable practices throughout the festival which included setting up ecostations, conserving waterways, conducting Matter Out Of Place (MOOP), and managing the vendors and green warriors (volunteers). Waste was collected and segregated into major groups-food waste, biodegradables, recyclables and used oil. A total of 155.78kg of waste was collected. Majority of the waste collected were biodegradables weighing 57.96kg.



BORNEO JAZZ FESTIVAL (BJF) 2022

Embracing "Jazz in the Jungle"

In 2022, we have also embarked on our very first BJF with a hybrid concept, reuniting jazz aficionados around the world physically and virtually. This year's BJF themed "Jazz in the Jungle" aimed to combine rejuvenating the jazz scene in Miri with giving attendees the opportunity to appreciate the wonders of Miri's surrounding nature.

The 17th edition of the BJF was a success with more than 10 international and local bands performing throughout the 3-day festival, resulting in a total of 3,904 physical and virtual attendees.



Feedback and survey reports showed that the overall satisfaction with the festival was 82% with 67% first-timers. The largest age groups were 35 - 44 years (43%) and 25 - 34 (42%), totalling 85%.

STB promoted RWMF 2023 and BJF through various social media channels to raise awareness and boost sales for both festivals. BJF was also promoted through online, broadcast and newspaper media, achieving the highest media exposure through online means at 55%.



ECOGREEN PLANET PROGRAMME

One virtual ticket = Planting One Tree

Beyond tourism and music, STB is committed to preserving Sarawak's natural resources and reducing our carbon footprint through the region's iconic music events - Rainforest World Music Festival and Borneo Jazz Festival.

In continuation of STB's Responsible Tourism (RT) agenda, STB introduced the ecoGreenPlanet programme for the festival's virtual audiences to also participate in STB's greening initiatives.

With RWMF in hybrid format for its 25th anniversary, RM10 was donated for each RM25 virtual ticket sold towards a tree-planting activity held after the RWMF and BJF festivals.

Over RM85,000 was raised from the ecoGreenPlanet programme through donations from virtual tickets and contributions by corporate sponsors.

- Canard Media Sdn. Bhd.
- Harwood Timber Sdn. Bhd.
- Hornbill Skyways Sdn. Bhd.
- KTS Mutual Sdn. Bhd.
- Land Custody & Development Authority
- My Car
- Petroleum Sarawak Berhad (PETROS)
- Sarawak Energy Berhad
- Sarawak Timber Association
- SKS Airways Sdn. Bhd.
- Society Atelier Sarawak
- Trienekens (Sarawak) Sdn. Bhd.



The ecoGreenPlanet programme is testament of how STB has actively championed Responsible Tourism initiatives aligned with the United Nation's Sustainable Development Goals (SDGs) and Sarawak's Post-COVID-19 Development Strategy (PCDS) 2030.



Responsible Tourism Research

Local community awareness and intention to participate in RT initiatives in Sarawak

This research aimed to identify and understand awareness about RT among the local communities in Sarawak. This was a state-wide study to understand the local communities' knowledge about RT, its practices and benefits in communities. This research was a joint collaboration with STB and Swinburne University, Sarawak. There were 5 objectives in this research:

- To identify RT awareness among the local communities in Sarawak.
- To find out the intention/willingness of local communities to participate in RT initiatives or activities of the government.
- To design ways to empower local community participation in RT activities and projects.
- Test and fine-tune RT guidelines of STB.
- Make recommendations and design strategic directions to implement RT initiatives in Sarawak.

Mixed methodology was applied in this research. Sample selection was based on geographical location. The geographical segmentation was as follows:

1 South-West region =
Kuching, Samarahan, Serian

2 Central region =
Sibu, Mukah, Kapit, Serikin

3 Northern region =
Miri, Limbang, Bintulu

Purposive sampling was used and the samples were selected from those who are directly or indirectly involved in the tourism sector. The questionnaire was designed based on the research objectives for administering the survey. For the qualitative study, focus group discussion was applied.

RECOMMENDATIONS TO IMPROVE RT AWARENESS AND COMMUNITY PARTICIPATION IN SARAWAK

1

Improve participation of local communities in greening initiatives in major festivals in Malaysia.

2

Use social media and word-of-mouth to disseminate information about RT among the public and the importance of RT in the tourism business.

3

Create opportunities for business and employment - RT mentorship programme for entrepreneurship development.

4

Preserve culture and environment - educate tourists, communities and stakeholders.

5

Collaboration and partnerships between stakeholders, government agencies and industry players.

6

Enhance infrastructure and amenities.

DISCOVERING NEW SARAWAK EXPERIENCES

STB continued to discover new and potential tourism products through Sarawak Product Experience (SPE) initiatives organised by our Visitor Information Centres (VICs) in Kuching, Sibu and Miri.

The main objective of SPE was to familiarise participants and stakeholders with new or existing tourism products from the perspective of tourists. This initiative also assisted us in gathering new and updated information on tourism products as well as content for promotional purposes.

In order to expand Sarawak tourism's digital footprint through information exchange on digital platforms, we also incorporated elements of responsible tourism into our SPE initiatives in the form of "Jejak Digital". Additionally, this effort aimed to empower local communities with digital literacy and to enable them to market their own products through digital platforms.

IN 2022, WE COMPLETED NINE (9) SPES AS FOLLOWS:

1. Kedaya Telang Usan Heritage, Baram

22 - 25 February 2022



2. Belawai-Rajang-Tanjong Manis Discovery, Mukah

29 - 31 March 2022



3. Mount Seremba Biking Tour Expedition, Bau

27 - 29 April 2022

4. Gunung Lesong Wilderness Expedition, Sri Aman

26 - 29 July 2022



5. Batu Patong Eco Village, Bario

9 - 12 August 2022

6. Balleh Culture Experience, Kapit

7 - 9 September 2022



7. Lepau Uten-Long Urun, Belaga Discovery

12 - 14 October 2022



8. Nanga Ukom, Batang Ai

2 - 4 November 2022



9. The Meligan Highland, Ba'kelalan

6 - 9 December 2022



We identified six (6) new potential products, namely Mount Seremba Biking Tour Expedition, Gunung Lesong Wilderness Expedition, Belawai-Rajang-Tanjong Manis Discovery, Batu Patong Eco Village, Lepau Uten-Long Urun, Belaga Discovery and Balleh Culture Experience.

A full-page photograph of a man and a woman sitting in a blue wooden boat on a calm river. The river is surrounded by dense, lush green tropical forest. Sunlight filters through the trees, creating dappled light on the water and the boat. Another boat is visible further upstream. The overall atmosphere is peaceful and scenic.

MULU NATIONAL PARK

9 MIRI

MARKETING UNIT

In 2022, the thrust of our marketing and promotions plan was to continue to place greater emphasis on sustaining driven strategies directed at trade partners and reaching out to consumers using the '3R' pillars of strategic thrust-Rebuilding and Relief, Recovery Collaboration and Redialing-by focusing more on domestic tourism. STB was confident that domestic tourism would help to soften and mitigate declining trends as the government has taken impressive immediate action to restore and re-activate relevant key business sectors.

Domestic Markets

INTER-STATE CAMPAIGN 2022

'Sia Sitok Sarawak Plus' Inter-State Campaign (19 January - 30 April 2022)

The campaign was created to promote Sarawak tourism packages and concurrently promote the Penang-Kuching direct flight which commenced on 2 December 2021.

With a budget of RM700,000, it aimed to promote Sarawak to West Malaysians and to further increase visitor arrivals via joint collaboration with Malaysia Airlines Berhad.

The campaign booking period was from 19 January until 28 February 2022 and the travelling period was from 19 January until 30 April 2022. STB provided monetary support / incentives through Visitors Incentive Package (VIP) to both Sarawak and non-Sarawak travel agencies.

The VIP initiative was created to provide monetary incentives and support for visitor arrivals to aid the revival of tourism in Sarawak.

'Sia Sitok Sarawak Plus' was promoted through four marketing channels/platforms. Two of Malaysia Airlines Berhad's own platforms for B2C allowed guests to book packages through MHHolidays for flights and accommodation. For tours bundled with accommodation, guests could book via Journify Shop to experience any of the 57 packages promoted on the website. The B2B platform was promoted by West Malaysian agents from Northern Region (Pulau Pinang, Perak and Kedah) and also from Central and East Coast Regions (Kuala Lumpur and Terengganu).

'Sia Sitok Sarawak Plus' with 45 tour packages on offer recorded a total of 123 packages sold during the booking period of 19 January to 28 February with travelling period from 19 January to 30 April 2022.

Journify BETA by Malaysia Aviation Group

Q SHOP DISCOVER SUPPORT

LOGIN CART / RM0.00

HOME / TRAVEL

Showing all 47 results

PRODUCT CATEGORIES

- Beauty & Fashion (38)
- Experiences (12)
- Food & Dining (18)
- Health & Wellness (76)
- Home & Kitchen (12)
- Journify2U (33)
- Flagship Store (13)
- Travel (47)

GIFT CERTIFICATE

A Gift for You!

MYR 250 E-Voucher for a breakfast stop during our apt experience

BANYAN TREE KL

Banyan Tree Kuala Lumpur RM 250 e-Gift Certificate

RM200.00

BORNEO EXPLORATION 4D SARAWAK 2N DISCOVERY

4 Days 3 Nights Sarawak Discovery

RM1,620.00 - RM11,040.00

BORNEO EXPLORATION 4D3N DESTINASI KU KUCHING

4 Days 3 Nights Destinasi Kuching

RM1,180.00 - RM7,800.00

AirAsia SNAP Inter-State Campaign

(2nd Burst Campaign: 22 - 28 February 2022)

The campaign provided an opportunity for Sarawakians and non-Sarawakians, to experience a 1-week long special Sarawak promo to drive transactions from West Malaysia to East Malaysia with a limited time offer.

The AirAsia SNAP Inter-State Campaign recorded total seats sold (one-way) of 25,718 pax with the percentage of seats sold versus the targeted performance showing 22% growth. Kuala Lumpur-Kuching was the most popular route with 42% and 82% of the passengers selecting Kuching as the main destination coming from West Malaysia. The overall total number of bookings made from the 2nd burst of the campaign was 224 bookings.

INTRA-STATE CAMPAIGN 2022

'Sia Sitok Sarawak' Version 3.0

'Sia Sitok Sarawak' Version 3.0 continued the promotion of Sarawak tourism products to local Sarawakians and permanent residents after the success of 'Sia Sitok Sarawak' Version 1.0 and Version 2.0 in 2020 and 2021 respectively.

The booking period was from 1 March to 30 April 2022 and the travelling period was from 1 March to 31 May 2022, with the second tranche from 1 September to 30 November 2022. The campaign included tour packages, food and attractions. In total, there were 88 products for this campaign.

Sarawak Tourism Federation (STF), a non-profit organisation, administered the campaign.

Due to high demand by Sarawakians, the campaign booking engine was closed on 26 March 2022 at 12:00 pm as it had completely exhausted the subsidy of RM1 million by STB for STF.

The 'Sia Sitok Sarawak' Version 3.0 campaign recorded overall sales of RM998,783.06 with a total of 467 packages booked with 3,611 pax.

'Sia Sitok Sarawak Accommodation' Version 2.0

'Sia Sitok Sarawak Accommodation' Version 2.0 continued the promotion of local accommodation premises to local Sarawakians and permanent residents after the success of 'Sia Sitok Sarawak Accommodation' Version 1.0 in 2021.

The booking engine closed the take up for bookings on 2 April 2022 after exhausting the RM1 million subsidy by STB for the campaign.

A total of 47 hotels participated in the campaign with a total of 8,295 room nights.



Trade Fairs & Roadshows

Sarawak, A Journey Awaits Business Networking Session (21 - 25 February 2022)



'Sarawak, A Journey Awaits Business Networking Session' (B2B) 2022 was a domestic trade fair initiative held in 5 different states-Penang, Kedah, Perak, Kuala Lumpur and Johor. The dates for the networking session were from 21 - 25 February 2022.

B2B 2022 managed to engage with a total of 300 domestic travel agencies and tour operators across Penang, Kedah, Perak, Kuala Lumpur and Johor with eight Sarawak industry partners participating throughout these B2B sessions.

The sessions aimed to provide a platform to keep Sarawak 'top of mind' for stakeholders.



Consumer Fairs

Sarawak: 'Malaysia's Favourite Destination' MATTA Fair Kuala Lumpur 2022 (9 - 10 April 2022)

Sarawak came out the gates with a bang as it positioned itself as MATTA Fair's 'Malaysia's Favourite Destination' with the opening of the tourism industry during the pandemic. An official launching held on the first day and a lineup of cultural and musical performances at the Sarawak Pavilion saw 18,000 visitors throughout the two-day event. MATTA Fair Kuala Lumpur 2022 was held at World Trade Centre (WTC) Kuala Lumpur at Hall 3 and Hall 4. STB and 20 of our industry partners participated in Exhibition Hall 4 (Domestic).

17 tour packages were sold with Miri/Mulu Pinnacles/Kuching the most saleable tour package with 13 packages in total.

The most saleable tour package during the MATTA Fair was the 3D/2N Mulu Package tour with 4 tours sold. Meanwhile, 3D/2N Mulu (Marriott) was the second most saleable tour package with 2 tours sold.

Number of visitors:	18,000 visitors (both days)
Tours Booked:	17 tours
No. of Pax:	54 pax

BOOTH DESIGN:



Best-selling package:
3D/2N Mulu Package

2nd Best-selling package:
3D/2N Mulu (Marriott)

3rd Best-selling package:
5D/4N Headhunter Trail

4th Best-selling package:
5D/4N Kuching + Mulu

5th Best-selling package:
4D/3N Mulu Pinnacles

SARAWAK AS 'MALAYSIA'S FAVOURITE DESTINATION' AT MATTA FAIR



YB Dato Sri Abdul Karim Rahman Hamzah, Minister of Tourism, Creative Industry and Performing Arts (MTCP);
Yang Berhormat Dennis Ngau, Chairman of Sarawak Tourism Board;
YBhg Datu Hii Chang Kee, Permanent Secretary of MTCP; and
Datuk Tan Kok Liang, President of MATTA taking a photo at the booth.



AT ADAU performing during the MATTA Opening Ceremony.



Visitors had a chance to take photos with a Sarawak cultural troupe.



Cultural Performances by Sarawak Arts Council.

Malaysia International Travel Mart (MITM) Travel Fair Penang 2022 (2 - 3 July 2022)



Soft launching and courtesy visit to every booth by the Malaysian Chinese Tourism Association (MCTA) Penang Chapter Chairman and fellow MCTA members.

The travel fair was organised by the Malaysian Chinese Tourism Association (MCTA). Featuring over 200 booths, the fair was held at Subterranean Penang International Convention & Exhibition Centre (SPICE) Arena in Penang from 2 - 3 July 2022.

MITM is one of the most sought-after travel fairs for tour operators, national tourism organisations, travel trades and a must-attend by consumer and tourism industry players. This annual consumer tourism and travel event is a mega market place for different segments of tourism players to display and offer their attractive affordable packages and promotions.

The last event organised by MCTA was in 2019 due to the pandemic, and so it was a great opportunity to reinvigorate and recharge our networking opportunities at this physical event as tourism market recovery moved towards the post-COVID-19 endemic phase.



The Malaysian Chinese Tourism Association (MCTA) Penang Chapter Chairman and fellow MCTA members visit Sarawak Tourism's booth.

4 EXHIBITORS WITH
2 REPRESENTATIVES
FROM EACH ORGANISATION

Number of visitors:

20,000 visitors (both days)

Best-selling package:

**3D/2N Kuching City Tour +
Sarawak Cultural Village/
Semenggoh Wildlife Centre/
Annah Rais Longhouse**

2nd Best-selling package:

**4D/3N Kuching Package -
Sarawak Cultural Village &
Semenggoh Wildlife Centre**



Poster posted on STB's social media (Facebook and Instagram)

MATTA Fair Johor 2022 (5 - 7 August 2022)

MATTA Fair Johor Chapter organised its first ever MATTA Fair in 2019 at a newly opened, themed mall called Capital City in Tampoi, Johor Bahru.

During the previous MATTA Fair Johor, the Johor Chapter had managed to get four state tourism organisations-Tourism Johor, Tourism Melaka, Tourism Perak and Kuala Lumpur Tourism Bureau- to participate in the exhibition with one national tourism organisation from Taiwan Tourism Bureau Kuala Lumpur Office along with 29 travel agencies. Seven theme parks, hotels and resorts and 11 other travel-related service providers also joined in. A total of 150 booths were available for visitors to browse at the Capital City Expo Hall.

**3 EXHIBITORS WITH 2 REPRESENTATIVES
FROM EACH ORGANISATION**

Best-selling package: 3D/2N Kuching Gateway Tour including return airfare and accommodation- minimum 2 pax to travel from RM699 per pax inclusive of return airfare and accommodation.

2nd Best-selling package: 4D/3N Kuching Discovery Tour excluding airfares, travel insurance and tipping (2 packages) - minimum 2 pax to travel.

MATTA Fair Penang 2022 (20 - 21 August 2022)

The fair was held at Setia SPICE Arena in Bayan Lepas, Penang. Of the 160 booths participating, more than 60% focused on domestic tourism. Around 30,000 visitors visited the fair.

To encourage more people to visit, shuttle buses were provided from the mainland to the island at three identified pick-up points with the last return shuttle leaving at 7 pm.

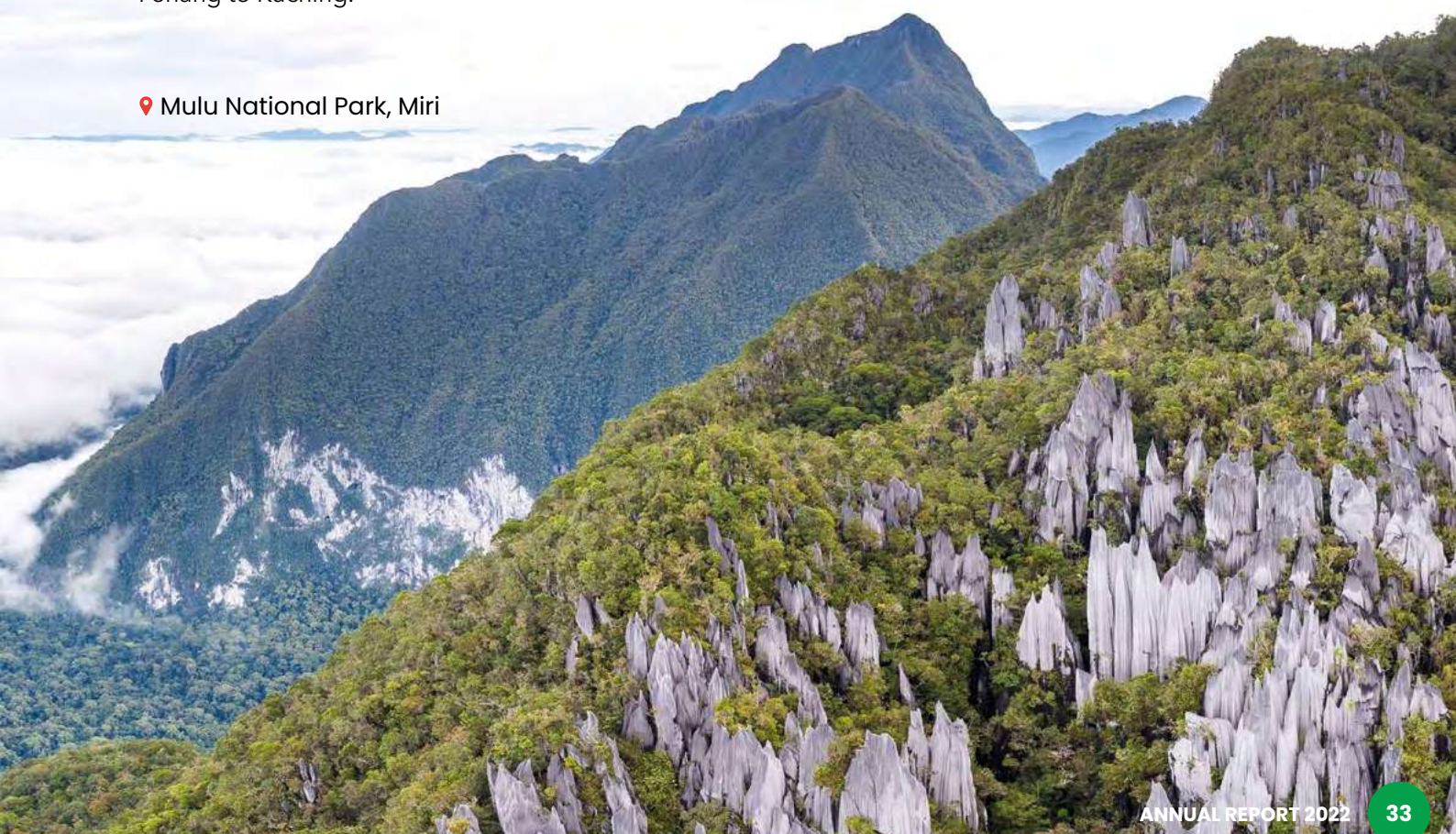
Sarawak's participation in MATTA Fair Penang was important to continue to spur and maintain our visitor arrivals of Penangites so they would continue to visit Sarawak with the available direct routes from Penang to Kuching.

**4 EXHIBITORS WITH
2 REPRESENTATIVES
FROM EACH ORGANISATION**

Best-selling package: 3D/2N Kuching City Tour + Sarawak Cultural Village/Semenggoh Wildlife Centre/ Annah Rais Longhouse for RM999 for 2 pax.

2nd Best-selling package: 3D/2N Mulu Show Cave for RM925 for 2 pax excluding airfares and tipping.

📍 Mulu National Park, Miri



MATTA Fair Kuala Lumpur II 2022 (2 - 4 September 2022)

This fair was the 51st edition to be held in Kuala Lumpur and occupied Halls 3, 4, and 5 and 5 Foyer of World Trade Centre (WTC) with 536 booths. Around 40% of the booths had been assigned to domestic and incoming exhibitors and the rest to outbound exhibitors. Over 270 organisations participated, consisting of 22 national tourism organisations and state tourism offices, and 248 exhibitors comprising travel agents, tour operators, airlines, hotels, resorts, theme parks and travel-related businesses.

3 EXHIBITORS WITH
2 REPRESENTATIVES FROM
EACH ORGANISATION

The MATTA fair is a must-attend for consumers and tourism industry players and is one of the most sought-after travel fairs for tour operators, national tourism organisations, and travel trades. The MATTA Fair is Malaysia's premier travel extravaganza providing global exposure and endless business opportunities post-pandemic. It provides visitors with a host of exciting and value-for-money travel options and excellent business and travel opportunities.

Best-selling package: 4D/3N Combo Package 'Cik Kiah' - Jong's Crocodile Farm + Sarawak Cultural Village + Semenggoh Wildlife Centre for RM1,099 per pax including return airfare and accommodation.

Jom Ke Sarawak 2022 (27 - 30 October 2022)



Tourism Malaysia Central Region Office organised the 'Jom Ke Sarawak' roadshow programme to promote a variety of interesting tourism products and packages by bringing together tour operators from Sarawak. The business-to-business (B2B) session was held on 27 October 2022 while the business-to-consumer (B2C) session was held on 28 - 30 October 2022.

The roadshow also introduced 'Sarawak 360 Experience: Stories From The Heart', which is a 10-episode documentary series produced by ASIA highlighting the concept of storytelling focussing on local tour operators who have a deep interest in activities such as cycling, kayaking, scuba diving, wildlife conservation and making 'songket'.

Held in collaboration with Association of Sarawak Inbound Agencies (ASIA), the programme also received the support of Ministry of Tourism, Creative Industry and Performing Arts Sarawak (MTCIP), STB, Business Events Sarawak by Sarawak Convention Bureau (SCB) and Malaysia Aviation Group (MAG).



ASEAN Markets

Singapore, Indonesia and Brunei

Sarawak, being a diverse and culturally rich destination, attracts tourists from nearby countries such as Singapore, Indonesia, and Brunei. Each of these markets has its own preferences and interests when it comes to travel. Many Singaporeans, for instance, are attracted to Sarawak's cultural festivals, nature experiences, and unique indigenous heritage,

while Sarawak's proximity to Indonesian cities like Pontianak makes it accessible for weekend getaways and short trips. Meanwhile, Brunei is located close to Sarawak and shares cultural ties, leading to Bruneian tourists often visiting Sarawak for shopping, cultural experiences, and nature adventures.

TRAVEX ASEAN Tourism Forum 2022 (16 - 20 January 2022)



TRAVEX ASEAN Tourism Forum 2022 was held on 16 - 20 January 2022 in Sihanoukville, Cambodia. STB participated in this event under Tourism Malaysia along with five other agencies, namely Tourism Selangor, Sabah Tourism Board, Malaysia Healthcare Travel Council (MHTC), Islamic Tourism Centre (ITC) and Malaysia Convention & Exhibition Bureau (MyCEB).

STB met 13 buyers virtually through TRAVEX ATF Virtual platform.



AVIAREPS APAC Virtual Expo (AAVE) 2022 (8 - 9 March 2022)



AAVE 2022 which was held on 8 - 9 March 2022 was the second edition of the B2B travel trade virtual event organised by AVIAREPS. STB participated in this virtual trade fair under the Gold Package which allowed five other agents to participate under the STB pavilion. Grand Margherita Kuching was chosen as the venue to host STB and all five agents for the two-day event.

The agents which participated with STB were:

- Brighton Tours and Travel
- Paradesa Borneo (One Wayang)
- CPH Travel
- Cat City Holidays
- Hemisphere Group

ITB ASIA 2022 (19 - 21 October 2022)

ITB Asia was held in Marina Bay Sands, Singapore from 19 - 21 October 2022. ITB Asia was organised by Messe Berlin (Singapore) Pte. Ltd. and supported by the Singapore Exhibition & Convention Bureau. ITB Asia is co-located with MICE Show Asia and Travel Tech Asia covering the key verticals in the travel industry such as Leisure, MICE, Corporate, and Travel Technology.

This year, STB took a 99sqm booth with 12 other industry partners. The partners comprised:

Hotels	Tour Agents	Product Owners	Agencies
Hemisphere Corporation	Brighton Travel & Tours	Mulu Park	BE Sarawak
Damai Beach Resort	Transworld Travel	Ranee Artisan & The Marian	STATOS
Cove 55	Paradesa Borneo		
Pullman Kuching & Pullman Miri	CPH Travel		

Each agency was allocated a maximum of 33 appointments. Appointments made during the three-day trade fair (including STB Marketing & STB Communications) totalled 462 meetings.



The STB CEO was one of the speakers.



STB ITB Asia 2022 team.



Group photo with YB Minister and STB BOD.

Consumer Fairs

NATAS Travel Fair

(12 - 14 August 2022)

On 12 - 14 August 2022, STB participated in NATAS Travel Fair Singapore with the objective of creating awareness about Sarawak products and destinations, and strengthening Sarawak's presence in the Singapore market.



Channel News Asia on 12 August featured the STB booth.



Group photo with the STATOS team, Japan Tourism performers, and visitors at the STB booth.

STB participated in NATAS Holiday 2022 with the Sarawak Trade and Tourism Office Singapore (STATOS) team. Our booth was strategically located in front of the main entrance with high foot traffic for the 3-day event and all 150 sets of brochures were snapped up.

Sabre Brunei Travel Fair (29 - 30 October 2022)



STB with Sarawak industry players at STB's Sabre Travel Fair booth.

This is an annual travel fair organised by Sabre Travel Network (Brunei) Sdn. Bhd. since its establishment in 2004. However, it was paused for two years due to the outbreak of the COVID-19 pandemic.

On 29 - 30 October 2022, STB participated in Sabre Travel Fair Brunei 2022. Four industry players from Miri joined under the STB pavilion. They were:

- Imperial Hotel Miri
- Transworld Travel Services Sdn. Bhd. & Borneo Medical Centre Miri
- Mercure Miri City Centre
- Forest Crest Sdn. Bhd. @ Tim's Seaside Hideout Resort

"A Journey Awaits" Business Networking

The significance of organising business networking sessions with our regional partners lies in its potential to foster mutually beneficial relationships, enhance collaboration, and capitalise on opportunities for growth. Through "A Journey Awaits" series of business networking activities, we were able to update stakeholders in Singapore and Indonesia on Sarawak's current and upcoming product offerings; renew relationships that were affected during the pandemic; and engage with potential and existing partners on their industry insights, knowledge and networks.

By creating a platform for relationship building, collaboration, and idea exchange, we position ourselves for increased opportunities and a stronger competitive edge in the market.

Singapore (10 August 2022)



Group photo with the Singapore travel agents who attended STB's "Sarawak, A Journey Awaits Business Networking Session Singapore".

On 10 August 2022, in conjunction with the "Look, See... Chiak, Makan" (LSCM) campaign for Singapore agents, STB organised a business networking session at Ritz Carlton Hotel, Singapore to give a presentation about the LSCM campaign to Singapore agents. Twenty Singapore agents attended and were keen to know more about the campaign.

Singawang & Pontianak (22 - 26 August 2022)



B2B Session at Swiss Belinn Hotel, Singkawang.

On 22 - 26 August 2022, STB organised the "Sarawak, A Journey Awaits Business Networking Session West Kalimantan" at Swiss Belinn Hotel Singkawang and Mercure City Centre Pontianak.

The goals of the B2B Session were:

- To touch base with the market and reconnect with West Kalimantan travel agents to facilitate conversion and partnership collaboration.
- Establish conversion targets and create higher awareness/branding in West Kalimantan, Indonesia
- Build engagement with media, agents & partners/ relevant stakeholders.

The B2B Session in both venues were attended by 30 - 40 local Indonesia travel agents, associations and also government agencies in Singkawang and Pontianak.

STB took the opportunity to pay a courtesy visit to the Malaysia Consulate office in Pontianak and met with Consulate General, Encik Azizul Zekri.

STB also had the opportunity to meet with the Walikota of Pontianak, Bapak Edi Rusdi Kamtono at his office. This visit was led by the Consulate General of Pontianak, Encik Azizul Zekri.



Courtesy visit at Konsulat Malaysia, Pontianak.



Media coverage from Kompas TV on courtesy visit to Kantor Walikota Pontianak.



B2B Session at Mercure City Centre Pontianak.

Singapore (2nd Series) (17 October 2022)



Group photo with the Singapore travel agents after the event.

On 17 October 2022, STB organised the Business Networking Session with Singapore agents at St. Regis Hotel Singapore. This was the second of the B2B sessions in Singapore this year. It was attended by 20 Singapore agents and ten Sarawak industry players.

"Sarawak, A Journey Awaits Business Networking Session Brunei, Indonesia And Singapore" With Sarawak Industry Partners In Kuching (30 November 2022)



Group photo with all the partners from Brunei, Indonesia, and Singapore together with Sarawak industry partners.

In conjunction with the three familiarisation trips for Brunei, Indonesia and Singapore agents respectively which happened during the same week in Kuching, STB took the opportunity to organise a 'Sarawak, A Journey Awaits Business Networking Session with Brunei, Indonesia and Singapore Agents' session with Sarawak industry partners. The B2B session was held on 30 November 2022 and participated by 40 Sarawak industry partners (travel agents, product owners, and medical and education agencies). This event gave the opportunity to all agents for potential business collaboration.



Business Networking Session at Mercure City Centre Samarinda.

STB continued the 'Sarawak, A Journey Awaits Business Networking Session East Kalimantan' at Samarinda and Balikpapan, Indonesia.

The Business Networking Session was held at Mercure City Centre Hotel Samarinda on 22 November 2022 and Gran Senyur Hotel Balikpapan on 23 November 2022. Travel agents and representatives from Dinas Pariwisata in both Samarinda and Balikpapan attended.

The event focused on broadening awareness about Sarawak products and destinations among East Kalimantan tourism stakeholders and to update the East Kalimantan industry players on the new trends in Sarawak tourism. This Business Networking Session gave opportunities to gather information

from and exchange ideas between Sarawak stakeholders and East Kalimantan stakeholders to foster business collaboration among the said stakeholders.

Apart from taking part in the networking session, MHTC and STB paid a courtesy visit to Samarinda Pos which featured us in the Samarinda Pos news.

Lebih Dekat Lebih Terjangkau Malaysia Menjadi Pilihan Berobat bagi Warga Kalimantan



News coverage from Samarinda Pos.



Media Interview at Balikpapan.

Rabu, 23 November 2022 15:06

Tingkatkan Jumlah Wisatawan, Sarawak Tourism Board (STB) Malaysia Jajaki Peluang Kerja Sama dengan Disporapar Balikpapan

Share 0 Tweet



Online news coverage for Balikpapan.

Health Tourism

It was discovered that patients were willing to travel to Sarawak despite the unavailability of direct flights because of the assurance and commitment given by our hospitals to facilitate the patients. Patients who signed up for treatment packages in Sarawak were to travel via (SUB-KUL-KCH) and some via (SUB-PNK-drive to KCH). Sarawak hospitals offered free pick-up service at KIA to hospital patients arriving at KIA. For first-tier cities in Indonesia (Jakarta and Surabaya), the marketing strategy is still awareness and conversion. More awareness campaigns on Sarawak products and destinations must be done.

MHTC Open Day 2022 (25 - 26 January 2022)

STB was invited by Malaysia Healthcare Travel Council (MHTC) to attend the MHTC Open Day 2022 on 25 - 26 January 2022 at Pullman Kuala Lumpur City Centre Hotel. The two-day event covered topics such as MHTC's digital strategies, marketing strategies, and initiatives in China, Hong Kong, Indonesia, Indochina and their developmental markets. The objective of this event was to synergise MHTC approaches with MHTC member hospitals as well as stakeholders to ensure effective marketing execution moving forward and provide insight on strategies to promote beyond leisure tourism, medical or healthcare.

MXH Jakarta 2022 and Media FAM

(23 - 27 March 2022)

STB participated in Malaysia Healthcare Expo (MXH) Jakarta organised by Malaysia Healthcare Travel Council (MHTC). The event was divided into Media Fam on 23 March at Pullman Hotel Jakarta and MXH Expo Jakarta at Central Park Mall Jakarta. The outcomes from the event were as follows:

- **Indonesian Agent Engagement**

30 Indonesian agents visited the Sarawak booth and were ready to sell Sarawak.

- **More than 30 media articles released by Malaysian, Indonesian and international media agencies:**

- | | | | |
|----------------------|-------------------------|-----------------------|-------------------------|
| 1. Kompas TV | 9. HealthDetik.com | 17. Sindonews | 25. Bloomberg |
| 2. Bernama | 10. Rctiplus.com | 18. RM.ID | 26. Soya Cincau |
| 3. Astro Awani | 11. Idrtimes | 19. Line.me | 27. Free Malaysia Today |
| 4. Siapgrak | 12. Kumparan.com | 20. Indonesia today | 28. The Edge Market |
| 5. MSN | 13. Wall paper speed ID | 21. Kabar gadget | 29. NST |
| 6. Indonesia Terkini | 14. Tribun news | 22. Republika.co.id | 30. Daily Straits |
| 7. ID Yahoo | 15. Suara.com | 23. Beritasebelas.com | |
| 8. Berita Satu | 16. Viva Indonesia | 24. The Star | |



Health Tourism Engagement Session (12 April 2022)



Group photo with MTCP Permanent Secretary, YBhg Datu Hii Chang Kee, CEO of MHTC Encik Mohd Daud Mohd Arif, CEO of STB Puan Sharzede Datu Haji Salleh Askor and all the medical industry stakeholders physical and virtually.

STB organised a third engagement session with medical industry stakeholders at Borneo Convention Centre Kuching (BCKK) with Ministry of Tourism, Creative Industry and Performing Arts (MTCP) and Malaysia Healthcare Travel Council (MHTC).

The engagement session saw a good turnout by all Sarawak medical industry partners. The session was successfully conducted both physically and virtually with participants from across Sarawak. The hospitals which participated were:

- Normah Specialist Medical Centre
- Borneo Medical Centre Kuching
- Timberland Medical Centre Kuching
- KPJ Kuching Specialist Hospital
- Sunfert Kuching (physical),
- Sunfert Bangsar KL (virtual)
- Sunway Fertility Medical Centre
- Sunway TCM Medical Centre
- Rejang Medical Centre Sibul (virtual)
- KPJ Sibul Specialist Hospital (virtual)
- Columbia Asia Bintulu (virtual)
- Columbia Asia Miri (virtual)
- KPJ Miri (virtual)
- Miri Borneo Medical Centre (virtual)

During the session, MHTC gave a presentation on the success of MHX Jakarta and encouraged other hospitals who were yet to be MHTC members on the benefits of membership.



Exchange of gifts by Permanent Secretary of MTCP and CEO of MHTC.

MHX Surabaya (30 June - 3 July 2022)

STB participated in Malaysia Healthcare Expo Surabaya at Tunjungan Plaza 3, Surabaya. There were three Sarawak hospitals participating under STB's pavilion:

- Borneo Medical Centre Kuching
- Borneo Medical Centre Miri
- Timberland Medical Centre

From the MHX Surabaya Expo, it was recorded:

- Ten news articles from the following media channels in Indonesia:

- | | |
|---------------|------------------------|
| 1. Jawa Pos | 6. MSN Indonesia |
| 2. Kumparan | 7. Suara Surabaya |
| 3. Sindonews | 8. Antaranews |
| 4. Tribunnews | 9. Surabaya Tribunnews |
| 5. Kanalsatu | (twice) |



One of the media coverage.

- B2B presentation to 20 local Surabaya travel agents
- Dinner meeting with ASTINDO members and TM Jakarta
- Meeting with President and members of ASITA Jawa Timur
- Interview by Sonora Surabaya Radio and interview by Javas TV



Presentation to Surabaya local travel agents.



Patients consultation at STB booth



Visitors at the STB booth.



Interview by Javas TV.

Sarawak Travel Fair Pontianak (*Karnival Pelancongan Sarawak & Program Sambutan Hari Ulang Tahun Hubungan Diplomatik Malaysia - Indonesia Ke-65*)

(25 - 27 November 2022)



STB team with Majlis Seni Sarawak dancers.

Sarawak Travel Fair Pontianak was a consumer fair that was held on 25 - 27 November 2022 at Ayani Mall, Pontianak, Indonesia.

The Sarawak industry players which participated in this fair were:

- Borneo Medical Centre Kuching
- Great Leap Tours Travel Sdn. Bhd.
- Innosar Holiday Sdn. Bhd.
- Khaimal Borneo Travel & Tours Sdn. Bhd.
- Al Fateh Worldwide Travel & Tours Sdn. Bhd.
- KPJ Kuching Specialist Hospital
- Pullman Kuching & Pullman Miri Waterfront
- Normah Medical Specialist Centre
- Timberland Medical Centre
- Penview Hotel Kuching
- Damai Beach Resort
- Universiti Malaysia Sarawak (UNIMAS)
- ASITA Kalimantan Barat
- Dewan Kerajinan Nasional Indonesia
- Malaysia Consulate



Front page on Tribun Pontianak and Pontianak Post.



One of the news features from Pontianak Post.

The Malaysia Consulate General office in Pontianak participated with STB in this fair. The Consulate had received approval from Putrajaya to join Sarawak in the exhibition in conjunction with celebrating the 65th year of Indonesia-Malaysia diplomatic relations.

Apart from leisure and medical tourism, edu tourism was also part of the promotion with UNIMAS being one of the co-exhibitors.

On the same week as the fair, there was a BIMP EAGA meeting in Pontianak city. Some of the BIMP EAGA delegates visited our booth. The peak of the event happened on the last day where Kalimantan Barat Governor, Bapak Sutarmidji paid a courtesy visit to the fair. In his speech, he conveyed his hope that connectivity between Pontianak and Kuching be reactivated.



Singapore Marketing Campaigns

STB X SCOOT May Campaign 2022 (9 - 17 June 2022)

STB and Scoot collaborated in two joint campaigns. The first campaign was on 9 - 17 June 2022 with the travel period starting in May onwards until June.

It was reported that the KPI for the SIN-KCH segment booking was exceeded by 282%. The initial KPI set for Kuching was 315 segment bookings, and 891 was achieved. As for SIN-MYY, the initial KPI set was only 90 segment bookings, and 207 was reached, which was an achievement of 230% of the target.

Below are the social media ads created by Scoot for the May campaign:



Sponsored social media ads.

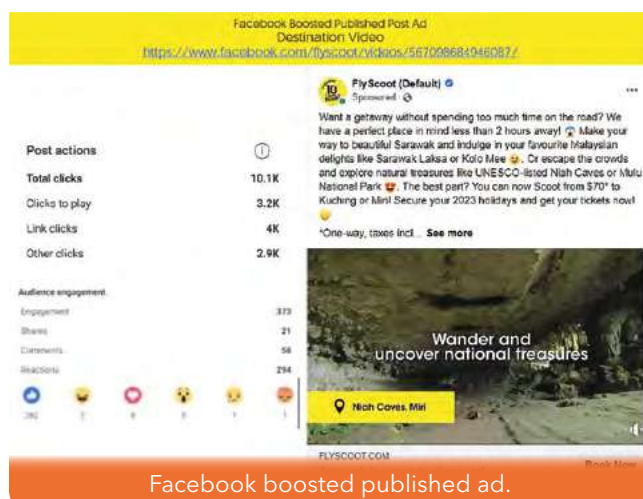


Facebook ads.

STB X SCOOT November Campaign 2022 (1 - 7 November 2022)



DV Banners.



Facebook boosted published ad.

The second burst of the STB X SCOOT campaign was on 1 - 7 November 2022 with the theme of "Sarawak is yours to discover" to raise awareness of Sarawak as an ideal holiday destination, and driving conversions from Singapore to Kuching and Miri.

The dedicated co-op promo page went live from 1 - 7 November, showcasing the special promo fare for SIN-KCH and SIN-MYY. The total number of page visits was 10.4k views throughout the 7-day campaign period.

A dedicated co-op eDM blast was sent out to Scoot Singapore subscribers on 3 November. The eDM achieved an open rate of 48.3% (higher than the previous campaign eDM blast).

The destination carousel ad performed well with a total of 393,141 impressions and 2,256 campaign page lands.

The destination video featuring Kuching and Miri highlights was designed to raise awareness of the cities' popular offerings. The ad garnered a total of 263K impressions.

We surpassed the KPI segment bookings by 20% for SIN-MYY, with a total of 203 bookings. For SIN-KCH, we surpassed the KPI, with a total of 685 segment bookings.

'Look, See... Chiak, Makan' (20 October 2022)



Launching of the LSCM campaign.

The 'Look, See... Chiak, Makan' (LSCM) campaign was targeted at attracting Singaporeans to experience Sarawak's diverse food culture. Throughout this campaign, participating tour operators brought their Singaporean package buyers to any restaurant or hawker stall and included the Sarawak Laksa or Kolok Mee eatery outlets in the tour packages.

The campaign took advantage of 'revenge travel' and was a collaborative effort between Sarawak Tourism Board and participating tour operators to create awareness about Sarawak's tourism products

and destinations among Singaporeans and to highlight its diverse gastronomy that is one of Sarawak's five tourism pillars.

An additional booster to the LSCM campaign was significant OOH visibility in Singapore that reinforced the look and feel of the 'Sarawak brand' by advertising and promoting tourism products in high footfall areas such as shopping malls and airports to generate interest among ready decision-makers and leisure travellers. An estimated 21.6 million eyeballs were captured through the 8-week campaign.

MOU With Singapore Scout Association (20 October 2022)

At the same event for the launching of the LSCM campaign on 20 October 2022 at Marina Bay Sands, Singapore, there was a Tri-Party memorandum of understanding signing between The Singapore Scout Association (SSA), STATOS and STB.

One of the aims of this MOU was to establish an association between SSA, STATOS and STB to promote awareness through programmes and experiences, about the ever-important values of conservation, protection and environmental sustainability. This would be achieved by sharing Sarawak's efforts and practices in promoting the conservation of Sarawak's rich natural resources, cultural heritage and biodiversity, and how such actions support the larger eco-system and positively impact the entire environment.



Tri-Party MOU signing between SSA, STATOS and STB witnessed by Sarawak Minister of Tourism, Creative Industry and Performing Arts, Dato Sri Abdul Karim Rahman Hamzah.

International Markets

Europe (United Kingdom, Germany and Benelux) and Australia

There was a turning point in our foreign visitor arrivals when international borders were reopened in May 2022. Towards the last quarter of the year, the number of foreign visitor arrivals recorded its highest count with an overall increase of 3,427.25%. With the reopening of international borders, we intensified our marketing and promotion efforts in order to build from where we left off during the pandemic.

In 2022, for the traditional maintenance markets of Europe-United Kingdom, Germany and Benelux-STB reinstated collaborative and partnership campaigns planned earlier. Our marketing approach was re-engineered from digital or virtual to physical presence in trade fairs as well as roadshows and product updates (B2B), and our trade fairs were aligned to Tourism Malaysia's marketing and promotional initiatives.



Sarawak Travel Chat on Day 1 at the ITB Berlin Convention 2022 by Puan Sharzede Datu Haji Salleh Askor, STB Chief Executive Officer and Mr. Maurice Balang, Director of Stakeholder Relations.

In 2022, STB participated in two main international trade fairs, which were the Internationale Tourismus Borse (ITB) Berlin Convention & Digital Business Day 2022, Berlin, Germany in March, and the World Travel Market (WTM) in London, United Kingdom in November.

STB strengthened its UK Marketing at WTM London through featuring its niche tourism and community-based tourism products such as cycling, birding and eco homestays. In addition, STB penned new year-long partnerships with Malaysia Airlines and National Geographic Traveller. The MOUs between STB and the airline focused on promoting travel from the UK market to Sarawak in 2023 through joint-marketing campaigns highlighting eco-tourism destinations with diverse products ranging from dense jungle environments to amazing wildlife.



Meanwhile, STB's MOU with National Geographic Traveller looked to highlight the collaboration between both parties to advocate responsible tourism practices, environment and community awareness through media publicity.

The event also saw the showcase of STB's immersive and engaging video, the 'Wild Side of Sarawak' which featured not only Sarawak's most renowned flora and fauna like the orangutan and rafflesia, but also prized birds endemic to Borneo such as the Dulit Frogmouth, and the cheeky proboscis monkeys endemic to the jungles of Borneo.

STB supported a total of eight industry partners who were able to engage physically with their foreign counterparts for business development with a total of 215 business meetings.



Unveiling of Sarawak video titled "Wild Side of Sarawak" by YBhg Datu Hii Chang Kee, Permanent Secretary of Ministry of Tourism, Creative Industry and Performing Arts at WTM London.

cont'd

FEATURING SARAWAK AT WTM LONDON



Signing of Memorandum of Understanding between STB and Malaysia Airlines Berhad (MAB).



Signing of Memorandum of Understanding between STB and National Geographic UK.



Launching of 'Sarawak Evening' at Sarawak Pavilion at WTM London 2022 on 8 November 2022.



Sarawak cultural performance during 'Sarawak Evening' at the Sarawak Pavilion on 8 November 2022.



B2B session at Sarawak Pavilion, WTM London 2022.

- The Tourism Malaysia/Sarawak Tourism Webinar for the Nordic market was also organised in April 2022 with a total of 25 participants.
- STB also participated in the Tischler Reisen Autumn Roadshow in four cities in Germany-Freiburg, Stuttgart, Ulm and Regensburg-in September 2022 with a total turnout of 144 agents.



38 German trade partners attending the Tischler Reisen Autumn Roadshow 2022 in Stuttgart.



Australian travel agents who attended the Sarawak Tourism Roadshow in Sydney on 12 October 2022.

In October 2022, STB organised the Sarawak Tourism Roadshow with Malaysia Airlines Berhad (MH) Sydney in Brisbane, Sydney, Melbourne and Perth, Australia with a total attendance of 228 Australian agents.

In terms of familiarisation trips, STB supported one familiarisation trip organised for Audley Travel UK in August 2022.



Presentation and meeting with ten media in Sydney on 12 October 2022.



Sarawak Tourism Roadshow in Australia 2022 featured on page 7 of the Travel Daily Australia dated 20 October 2022.

North Asia Markets

ITB China 2022 (14 - 28 September 2022)

The ITB China Industry Meetup was an exclusive and compact networking platform and trade fair for face-to-face communication and knowledge exchange on 21 September 2022 in Shanghai, China and combined with additional virtual activities taking place from 14 - 28 September 2022.

Due to the China border remaining closed, the board participated virtually in ITB China. Sarawak industry players which participated in this trade fair were:

- One Wayang Tours Sdn. Bhd.
- Borneo Adventure Sdn. Bhd.
- Imperial Hotel Kuching
- Brighton Travel & Tour Sdn. Bhd.
- Innosar Holidays Sdn. Bhd.
- Hemisphere Corporation Sdn. Bhd.



Tourism Expo Japan 2022 (22 - 25 September 2022)

Tourism Expo Japan 2022 was organised by Japan Association of Travel Agents (JATA), the largest travel expo in Japan. The board participated under Tourism Malaysia Pavilion, which was aligned with the board's strategy to tap into Tourism Malaysia. The board achieved its objective which was to keep Sarawak 'top of mind' in the Japan market.



Meeting with Korean airlines (4 - 5 July 2022)

In conjunction with the Tourism Malaysia Roadshow in South Korea, the board attended a meeting with various Korean airlines arranged by the Tourism Malaysia Seoul office.

The objective of the meeting was to look for collaboration with airlines and air connectivity to facilitate the flow of travellers to Sarawak. A 15-minute product presentation was made to the Korean airlines including Jin Air, T'way Air, and Jeju Air Seoul. "A Journey Awaits" and "Rediscover Sarawak" videos were also shown to the Korean airlines and Discovery Channel Korea.



Destination Sarawak Product Updates in Seoul, South Korea

(30 October - 4 November 2022)

The main aim for Destination Sarawak Product Updates in Seoul was to meet and discuss with South Korean agents, MAS Seoul, Royal Brunei Seoul, Batik Air Seoul, Sarawak MM2H agents, and golf academies about the potential of Sarawak packages and product offerings for the market.



Meeting with selected agents.



Meeting with Meebang, Royal Brunei and Batik Air.



Meeting with KOR-MAL Student Exchange Association.



Meeting with ASEAN-Korea Centre.



Meeting with JNGK and TourPro.

Royal Brunei Agent Seminar, Taipei, Taiwan

(5 December 2022)

In collaboration with Royal Brunei Airlines (RBA) Taiwan, STB was invited to give a presentation on Sarawak Destination, at their Agent Seminar at Importers and Exporters Association (IEAT) Taipei, Taiwan. The Agent Seminar was attended by 80 pax comprising RBA's key partners and potential partners.



Tourism Malaysia Roadshow In Japan

(21 - 28 November 2022)

The Tourism Malaysia Roadshow in Japan covered four cities, namely Tokyo, Nagoya, Fukuoka and Osaka. STB attended the B2B Business Sessions and gave presentations at the roadshow, which encompassed product updates on Sarawak. The presentation was also to gauge the interest of audiences towards Sarawak and to get feedback from those selling Sarawak to their clients.

The goal was also to discuss with any potential buyers about selling Sarawak and to offer support to make their selling more effective to their clients.



GUNUNG GADING NATIONAL PARK

📍 KUCHING



United Arab Emirates (UAE) and Indian Markets

The United Arab Emirates (UAE) and India markets have become increasingly important for Sarawak tourism. Sarawak, with its rich cultural heritage, natural beauty, and unique cuisine, has been actively promoting itself as a tourism destination to India and UAE which are showing a growing interest in exploring unique destinations. Sarawak's natural landscapes, adventure activities, and luxury accommodations appeal to these markets looking for unique experiences.



Gulf Travel Show 4.0 (22 - 23 March 2022)

Gulf Travel Show 4.0 was once again held virtually due to the increasing concern on the COVID-19 pandemic. Tourism Malaysia was the Platinum Sponsor and had invited STB to participate.

STB met buyers from the Middle East and GCC countries to introduce Sarawak as a tropical leisure holiday destination with selling points of CANFF products.

STB engaged with 11+15 buyers and shared the 'Destination Sarawak' deck on Sarawak's CANFF attractions.



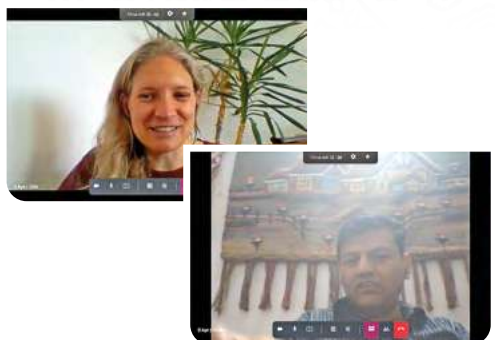
B2B South India Agents Business Session

(28 March 2022)

The B2B South India Agents Business Session organised by MITA attracted 50 buyers who are actively selling Malaysia, with some potentially new to Malaysia.

STB took the opportunity to present alongside Tourism Malaysia, Malaysia Airlines, Malindo Air, Selangor Tourism and Penang Cruise. The second part of the session was for B2B meetings where buyers could visit the virtual booth and seek more information on Sarawak. The platform provided chatting boxes and also video-sharing with buyers. The chatting slot was given every 30 minutes for presentations and discussions. However, buyers could also 'pop in' the booth at any point of time, throughout the duration.

There were 12 meetings conducted and most of the buyers who visited the booth had not heard about Sarawak and did not have Sarawak in their programme despite having Malaysia in their programme for many years.



ITB India 2022 (5 - 7 April 2022)

ITB India 2022 was a great platform to reach out to Indian buyers looking for new and different attractions in Malaysia. The project delivered 16 meeting appointments.

The majority of the buyers were tour operators and OTAs who are already selling Malaysia and were drawn to Sarawak's attractions.

Sarawak tourism 'Builds Back Better' with TAFI Convention

(20 - 23 September 2022)



Travel Agents Federation of India (TAFI) is one of the biggest travel agent associations in India. To boost its visibility in India, Sarawak hosted the TAFI Convention themed 'Build Back Better'. The convention aimed to educate TAFI delegates on efforts needed to build a more resilient tourism industry post-pandemic by promoting sustainable and responsible tourism practices, conservation and advanced greening efforts.

A total of 497 Indian tourism industry stakeholders engaged with more than 60 Sarawak tourism-related operators over the three-day convention. The exciting tribal activities held throughout the conference were live cultural and music performances, live food demonstrations and traditional handicraft exhibitions to maximise Sarawak's cultural and culinary experience during their stay.

TAFI CONVENTION INAUGURATION



Among the highlights of the three-day convention was the presentation of Tafi-TravelBiz Monitor Awards (TAFI-TBM) during the welcoming gala dinner which saw YB Dato Sri Hajah Nancy Shukri receive the TAFI-TBM award for 'Global Ambassador for Sustainable Tourism', YB Dato Sri Haji Abdul Karim Rahman Hamzah receiving the TAFI-TBM Torchbearers of Tourism award; and STB CEO Sharzede Datu Haji Salleh Askor receiving recognition as one of the 'Superwomen of Tourism'.

- 57 organisations from Sarawak participated in the B2B session during the TAFI Convention, comprising 16 travel agents, 16 hotels, 14 products, 2 medical centres, 5 associations, and 4 others.
- On the digital platform, there were three social media posts totalling over 11,000 reach, in addition to 2 stories and news articles on our websites.
- 19 travel-related media from India attended the press conference virtually and 18 media from Sarawak attended in person at MTCP.
- During the convention, 26 media releases were published nationally and internationally.
- The TAFI delegates' estimated average spending for attending the convention in Sarawak was RM3,000 per pax.

Minister of Tourism, Creative Industry and Performing Arts inaugurated the TAFI Convention on 20 September 2022.

Flavours Of Malaysia: Sarawak Food & Cultural Promotions in Joint Collaborations between Tourism Malaysia Chennai, Sarawak Tourism Board, and Westin Hotel Chennai (25 November - 4 December 2022)



South Indian travel agents who attended the product presentation with STB and TM staff.

Flavours of Malaysia focused on the promotion and marketing of Sarawak's food and cultural elements in the Indian outbound tourism market. This was an opportunity to establish a strong brand in culinary and food among Indian consumers. This promotional programme was a joint collaboration between STB, Tourism Malaysia Chennai and Westin Hotel Chennai. The event was held in Westin Hotel Chennai, South India from 25 November to 4 December 2022.

The programme included a series of authentic Sarawak food demonstrations and cultural performances for Indian consumers. During the period, STB conducted Sarawak Tourism Product Presentations for key travel agents in Chennai on 24 November 2022 and met with Scoot Airlines concerning potential collaboration on 23 November 2022.

Sarawak Tourism Product Presentation: There was a total of 13 key travel agents/tour operators from South India who joined the product briefing. This was organised jointly by STB and TM Chennai. The feedback from the travel agents was:

- All agents present were very much interested to sell Sarawak because they needed new destinations in Malaysia. Some agents have visited Sarawak before and expressed interest to sell Sarawak to their consumers.
- Nature, adventure, village life (experiential tourism), long house stay, orangutan rehabilitation, incentive travel/MICE were the Sarawak products they were interested in selling to their consumers.



Celebrating 65 Years of Bilateral Relations between Malaysia and India

STB in collaboration with TM Chennai, South India organised the India-Malaysia bilateral relationship anniversary celebration at Westin Hotel Chennai, Tamil Nadu. The Director of Tourism, Tamil Nādu State, Mr. Sandeep Nanduri IAS and the Consulate General of Malaysia to South India, HE Mr. Saravana Kumar were the chief guests of this significant event celebrating Malaysia and India's bilateral relationship.



Handing over of Sarawak Destination book to Mr. Sandeep Nanduri, IAS Director of Tourism Tamil Nadu by Mr. Suriya Charles, DCEO, STB and Mr. Razaidi Rahim, Director of TM Chennai.

Cake-cutting ceremony to celebrate the 65th Anniversary of Malaysia-India bilateral relationship.

Promoting Kuching and Miri to the India market via Scoot Airlines



Explore Miri, a paradise for divers!

Miri, the second largest city in Sarawak, Malaysia is located on the northwest coast of the island of Borneo- the third largest island in the world.

In Miri, you will have plenty of diverse green activities from deep-sea diving, caving to scenic beaches and more! Miri is also Sarawak's main northern gateway to world-renowned UNESCO World Heritage site Gunung Mulu National Park as well as Niah National Park and Miri-Sibuti Coral Reefs National Park.

Divers can explore Miri's underwater paradise in Miri-Sibuti Coral Reefs National Park, the second largest offshore park in Sarawak. It is the breeding ground for at least 800 species of hard and soft corals.

Mulu's Deer Cave is also the second largest cave passage in the world, with a chamber that can fit up to 40 Boeing 747 airplanes inside!

Below is the schedule of flights from Singapore to Miri, Malaysia on Scoot.




FLIGHT NO.	SECTOR	DEP	ARRIVAL	FREQ
TR 400	SIN MYY	0500AM	0800AM	2,4,7
TR 401	MYY SIN	0900AM	1100AM	2,4,7

Happy Selling!

Best regards,
Scoot Team India

Miri Promotional Content.




Explore Kuching, Malaysia with Scoot

Explore Kuching, the capital city of Sarawak, Malaysia, located along the southwest tip of the island of Borneo- the third largest island in the world. It is a place where you feel at home away from home. Kuching offers its rich culture, adventure, nature, food and festivals, all within just an hour drive from city center.

For history buffs, come explore Sarawak's rich and well-preserved architectural heritage.

A tip to enjoy the scenic sunset view is to hop onto the Sarawak River Cruise during the golden hour and it will take you take you past famous landmarks such as the Floating Mosque, Main Bazaar and Astana, the official residence of the Yang di-Pertua Negeri Sarawak, the governor of Sarawak.

Below is the schedule of flights from Singapore to Kuching, Malaysia on Scoot.



FLIGHT NO.	SECTOR	Departure	Arrival	Frequency
TR 430	SIN KCH	0630PM	0730PM	1,3,4,5
TR 431	KCH SIN	0630PM	0730PM	1,3,4,5
FC 960	SECTOR	Departure	Arrival	Frequency
TR 431	SIN KCH	0730AM	0830AM	1
TR 431	KCH SIN	0930AM	1030AM	1
AL 960	SECTOR	Departure	Arrival	Frequency
TR 430	SIN KCH	0730PM	0830PM	2
TR 431	KCH SIN	0830PM	0930PM	2
TR 430	SIN KCH	0730PM	0830PM	2
TR 431	KCH SIN	0830PM	0930PM	2

A magical blend of culture, people, nature, activities, weather, culinary delights, nightlife, and beautiful accommodation. Kuching is a magical destination.

Happy Selling!

Best regards,
Scoot Team India

Kuching Promotional Content.

EXPO2020 DUBAI-Ecotourism Week (26 December 2021 - 1 January 2022)



EXPO2020 DUBAI delivered 12 meetings at B2B sessions and one interview with TravTalk Publication Dubai. STB conducted a Destination Sarawak public talkshow titled "The Beauty of Sarawak" and attended a press conference under Tourism Malaysia. These activities were held during Ecotourism Week at the Malaysia Pavilion.



잠적

유승호

이방인이 되는 시간

Discovery

COMMUNICATIONS UNIT

KEY ACHIEVEMENTS FOR 2022

- 1.12 billion audiences (eyeballs) reached through various media platforms (online, print, TV, radio, digital and static billboards).
- Generated a total PR value worth RM97.8 million.
- Sarawak Tourism Online Ecosystem Fund (STOEF) successfully saw the approval of 50 applications out of which 52% were from inbound tour operators, 26% from handicraft entrepreneurs, 16% from hotels and 6% from homestay clusters.

The start of 2022 saw our primary focus maintained on instilling confidence in travel and fostering extended domestic trips and urban stays, beginning with the intra-state Sia Sitok Sarawak PLUS campaign launched in January. Communications efforts during the eased movement restriction orders were initially targeted to motivate Sarawakians and travellers nationwide to plan and secure enriching urban and rural experiences in Sarawak. Once borders were reopened and movement restrictions lifted in April 2022, communications campaigns and messaging could go into full swing into our regional and international target markets as we promoted Sarawak as a premier ecotourism destination, incorporating a diverse array of components including broadcasts, printed materials, online articles and social media.

Discovery "Off the Grid"

Our work together with Discovery on 'Off the Grid' highlighted Sarawak's appeal as a getaway for healing and self-discovery through the perspective of South Korean celebrity Yoo Seung-ho of 'I'm Not A Robot' K-drama fame.

A GlobalData Q3 2019 consumer survey identified that the top 3 reasons for the average South Korean outbound traveller to chose a destination were opportunities for sun and beach, city breaks and gastronomical experiences which describe the Sarawak destination profile. Furthermore, with global lockdowns, revenge travellers are looking for vacations in laidback, underpopulated spaces. Through Discovery's 'Off the Grid' travel programme, Sarawak Tourism Board was able to position and market Sarawak as a destination that could provide alternative yet authentic travel experiences as well as sanctuary from high-pressure environments.

In this self-interview style celebrity profile series, Yoo Seung-ho explored Bako National Park, Semenggoh Wildlife Centre, the Fairy Caves, the Santubong peninsula and whet his appetite with Sarawak's popular gastronomic stops like Top Spot seafood and Green Hill Corner for fresh seafood, *gula apong* ice cream and of course, Sarawak's iconic *kolo mee*.

Its visuals are carefully designed and shot by some of the top cinematographers to bring outdoor splendours to the audience desperately needing a getaway. The Discovery campaign intended to leverage on the popularity and renown of the Hallyu or Korean wave on the international scene, with airings of the two episodes featuring Yoo Seung-ho's travels in Sarawak in our other target regions such as Korea, Taiwan, Japan, SEA, India, Germany, Netherlands, Finland, Denmark and Sweden targeting 8 million in viewership.



Sarawak My Second Home Expat Magazine & ExpatGo

Feature articles and online advertising on the Expat magazine and ExpatGo, highlighted on Sarawak as an appealing option for expatriates in the South East Asian region looking for retirement options such as the Sarawak My Second Home programme. The campaign launched in 2022 was an excellent start in raising awareness of Sarawak as a place to visit and a place to live.

Resident expats are excellent ambassadors for Malaysia as most of them have a wide circle of friends, relatives and business colleagues, and research shows Word-of-Mouth marketing that they use Expat Magazine articles to plan their own trips and share that information with interested friends. They will also continue to promote Malaysia and its many tourist destinations after they leave the country spreading the word globally.

Singapore Holidaymakers – 'Look See Chiak Makan'



Singapore Holidaymakers was an end-of-year Out-Of-Home campaign targeting Singapore families and travellers to reignite Singapore interest in travelling to Sarawak after the pandemic. Sparked by findings from a survey on Singapore traveller interests, Sarawak Tourism's overall messaging and visuals for the Singapore market focused on Adventure, Nature and Food for the long year-end holidays. Visibility was targeted at Changi airport terminals 1 and 4, bus shelters, shopping malls, gas stations and the Ion Shopping Mall targeting potential travellers in residential and shopping areas, CBDs, and those on their commute. Total estimated exposure created by static and digital Out-Of-Home advertising for this campaign is estimated to have reached as many as 21.6 million people.



Rainforest World Music Festival and Borneo Jazz

Celebrating the Rainforest World Music Festival's 25th edition and its first hybrid outing was a special event for Sarawak Tourism Board, as it signified the enduring power of the festival among both domestic and international festival-goers despite the challenges of the pandemic on travel and COVID-safe activities. The Communications unit undertook the phenomenal task of conceptualising the overall key-visual for the festival, culminating in a 'Legendary' design that brought together traditional instruments from around the world, especially Sarawak's emblematic sape, wrapped by the number '25'. The overall buzz and hype around the festival was created through advertising and promotion comprising a diverse array of components including static and digital billboards, broadcast, printed materials, online articles and social media, further bolstered by media familiarisation trips during the Rainforest World Music Festival itself involving more than 30 hosted national and international media publications and KOLs from as far as Italy, India, United Arab Emirates, Indonesia among others. The PR value garnered from media coverage was estimated at RM8.1 million.



The Borneo Jazz was similarly celebrated by the jazz-loving community, as Communications returned to the roots of jazz in its graphics with the iconic saxophonist with the Mulu Pinnacles highlighted in the background. Jazz-loving media welcomed the return of one of the longest-running jazz festivals in the Southeast Asia with 12 international media attending. PR value garnered from media coverage is estimated at RM8 million.



Wild Side Of Sarawak

Sarawak has always been proud of its natural gems, from its towering waterfalls to its smallest creatures. The Wild about Sarawak brochure and video launched during Sarawak's outing as 'Malaysia's Favourite Destination' during Matta Fair highlighted the uniqueness of its most famous flora and fauna like the orangutan, the proboscis monkey and the rafflesia, but also its tiniest endemic creatures such as the white-eared tree frog and the rare Dulit frogmouth.

Sarawak Tourism Board's collaboration with Malaysia Nature Society on the production of the brochure and video offers true nature lovers a deep dive into Sarawak's rich biodiversity. Backed by an original score comprising Sarawak's native instruments, rhythm and beats, the video perfectly embraces both Sarawak's authentic musical traditions and its' native wildlife.

Creating visibility in public spaces



MASWings livery and overhead compartments



Sia Sitok Sarawak launching



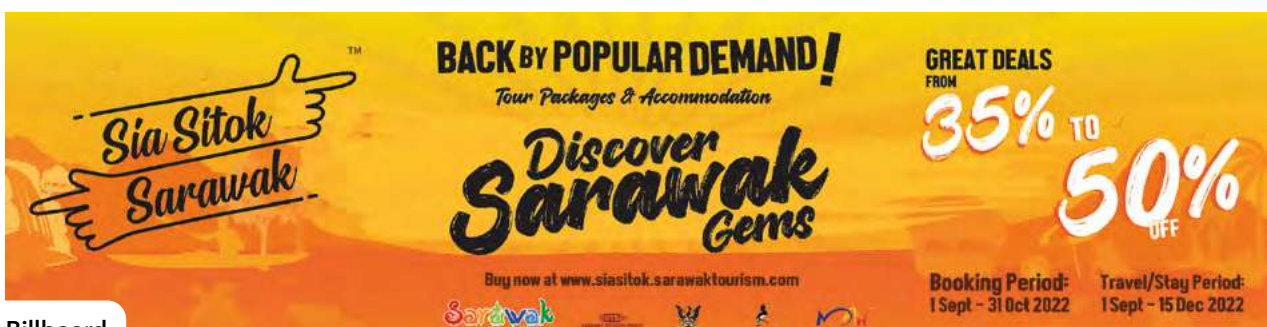
Bus wraps



Rollup bunting



Poster

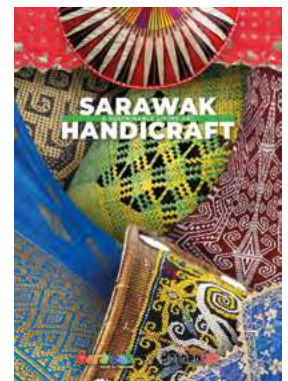
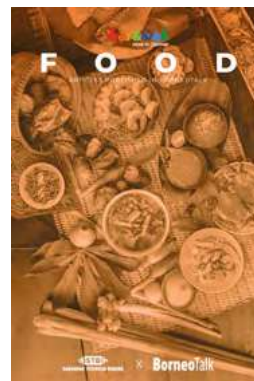
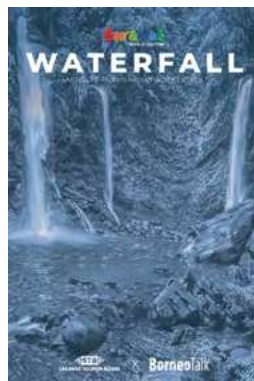
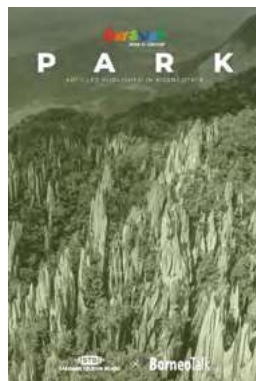
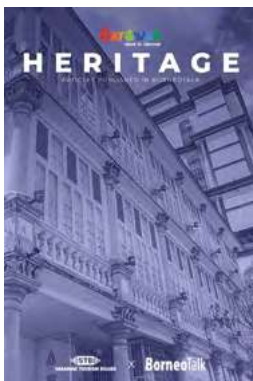


Billboard

Print and Visuals



Sia Sitok Sarawak and Accommodations



Sarawak Thematic Brochures

Sarawak Tourism Online Ecosystem Fund (STOEF)

The **Sarawak Tourism Online Ecosystem Fund (STOEF)** is a part of STB's COVID-19 Recovery Plan known as the 3R Strategy. This strategy focuses on digital, public-private partnerships and communications to rebuild the confidence of industry players.

In 2020, the first phase of STOEF was launched with a budget of RM260,000, aimed at enhancing the digital presence of industry players. The second phase of the project was implemented in 2021 with a budget of RM300,000.

In 2022, the third phase of the project saw the approval of 50 applications, with a budget of RM250,000. Out of the 50 approved applications, 52% were from inbound tour operators, 26% from handicraft entrepreneurs, 16% from hotels, and 6% from homestay clusters.

📍 Bako National Park, Kuching



A wide-angle photograph of a lush tropical waterfall. Three distinct waterfalls are visible: a large one on the left, a smaller one in the center, and a tall, narrow one on the right. The water is white and frothy as it falls. The surrounding area is covered in dense green vegetation, including ferns and trees. The foreground shows a rocky pool of water with some large boulders.

THREE SISTERS KELUAN WATERFALL

📍 ULU BARAM

DIGITAL UNIT

STB's Digital Communications team continued to strengthen Sarawak's identity and presence in the digital tourism landscape in 2022. Efforts were aimed at continuing the expansion and reach of STB's digital marketing and promotional campaigns and the digitisation of various processes and experiences.

The 'Online Media Buy' and the 'Integrated Marketing and Communication for the Mandarin Speaking Market' initiatives saw our online marketing campaigns achieve over 93.5 million impressions over a 12-month period.

In addition to this, the digital team continued to find means of enhancing the state's virtual tourism experience. This included the merger of **sarawaktourism.com** and More2Discover.com into a consolidated Sarawak Travel Portal and App with built-in virtual reality and augmented reality components.

Mascots which double as a photo opportunity for visitors was also introduced in the form of Sara and

Wawa. Visitors can scan a QR code to launch an app which allows them to take photos with the augmented reality characters. This provides added value for those seeking a different photography experience.

The Digital Team also continued to delve into more targeted content creation by not only producing videos catering to specific markets but also engaging with Key Opinion Leaders who can help us extend our reach via their specific channels and followers.

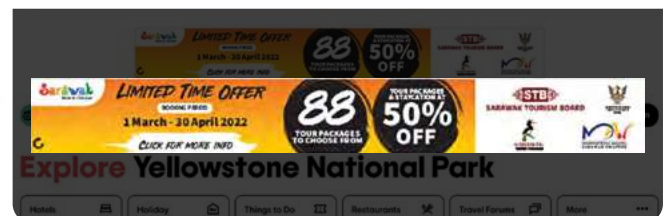
We also worked with various online travel agents and digital platforms-following careful deliberations-to ensure we are reaching out to the right audience at the right time.

All of these laid the framework and allowed us to understand better how the dynamic landscape of digital tourism is changing following the reopening of borders in April 2022, thus allowing us to put in the necessary preparations for continued growth and development in 2023.

Online Media Buy

Online Media Buy refers to the buying of ad-space on digital and online platforms. This can be in the forms of banner ads seen on websites, video ads on YouTube, Instagram and TikTok and Search Engine Ads such as Google ads, among others.

In 2022, STB successfully carried out the Online Media Buy initiative for its 'Sia Sitok Sarawak 3.0 and Sia Sitok Sarawak Accommodation 2.0' promotions as well as the '2022 Rainforest World Music Festival and Borneo Jazz Festival'. The initiatives allowed STB to achieve over 6 million and 29 million impressions for both the Sarawak and global market respectively.



Top site listing for Sia Sitok Sarawak 3.0 and Sia Sitok Sarawak Accommodation 2.0 online ads:

DESKTOP TOP SITES

- sinchew.com.my
- chinapress.com.my
- bharian.com.my
- nst.com.my
- utusanborneo.com.my
- thestar.com.my
- kosmo.com.my
- mydramalist.com.my
- tripadvisor.com.my
- thecrazytourist.com

MOBILE TOP SITES

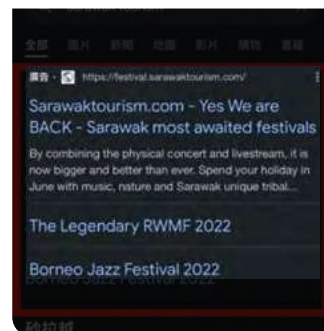
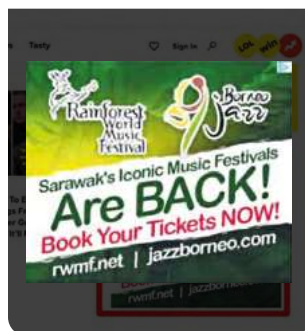
- seehua.com
- xuan.com.my
- hmetro.com.my
- chinapress.com.my
- gempak.com
- iloveborneo.my
- accuweather.com
- travelerdoor.com
- utusanborneo.com.my
- ammbai.my

2022 Rainforest World Music Festival and 2022 Borneo Jazz Festival

Sarawak Tourism Board carried out Online Media Buy campaigns for both the 2022 Rainforest World Music Festival and the 2022 Borneo Jazz Festival targeting the regional (Southeast Asia), Australia, New Zealand, India, Korea, Japan, Taiwan, the UK and other European markets. Our main focus on this was however still centred around the domestic - primarily the West Malaysian - market.

We utilised banner and native ads, Google ads and YouTube ads to record a total of 28,920,630 impressions, exceeding our initial targets of 15 million. This resulted in over 76,443 clicks to our website and respective booking platforms.

STB also took advantage of the popularity of the performers to push ads to their fans and followers, further amplifying our voice and marketing efforts.



Top site listings for 2022 RWMF and BJF ads:

DESKTOP TOP SITES

- msn.com.my
- mudah.my
- sinchew.com.my
- gsmarena.com
- bharian.com.my
- chinapress.com.my
- utusanborneo.com.my
- fandom.com
- malaysiakini.com
- flightradar24.com

MOBILE TOP SITES

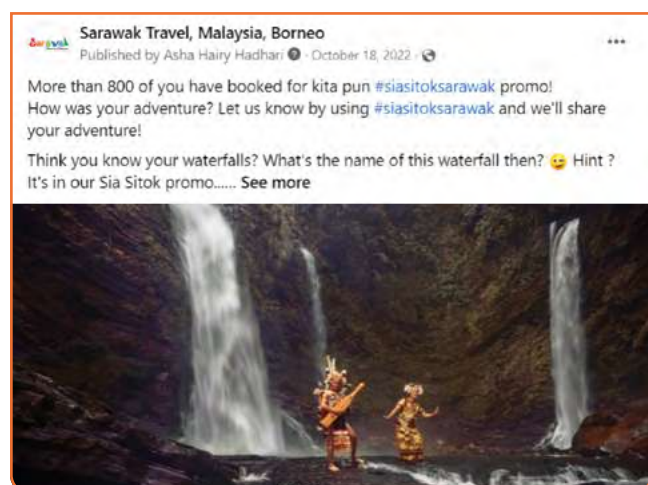
- seehua.com
- hmetro.com.my
- bharian.com
- theborneopost.com
- thevocket.com
- axello.net
- sinarharian.com.my
- vocketfc.com
- kosmo.com.my
- utusanborneo.com.my

Social Media

STB continued to grow its social media and web platforms in 2022. The statutory body now manages over 25 different social media and web platforms tailor-made for different target markets and audiences.

Our social media platforms also saw a substantial growth in followers during the year. Our followers grew by 21.8% in 2022-from 304,700 followers to 371,227 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, following the reopening of Malaysia's borders in April 2022.



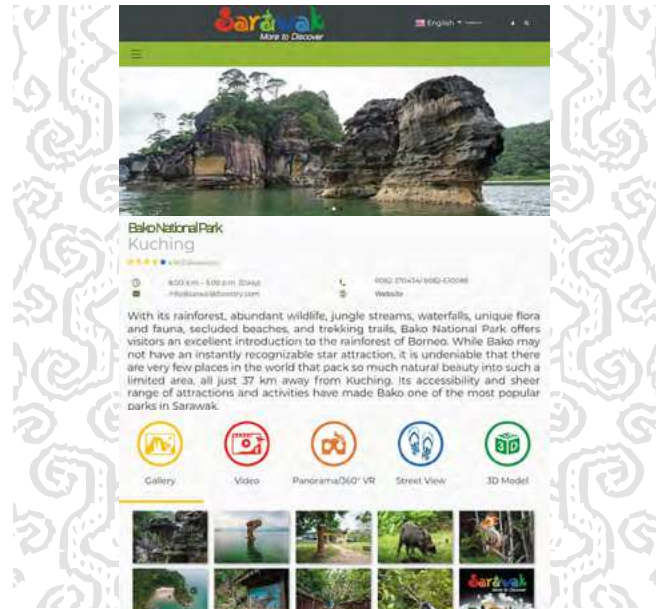
Sarawaktourism.com

STB's main website - **sarawaktourism.com** - recorded 428,196 users in 2022. This was an increase of 26% over the recorded figure of 339,643 in 2021.

Approximately 67% or 291,100 of the website traffic comprised Malaysians while visitors from Singapore and China rounded up second and third position with 28,411 (6.6%) and 16,926 (4%) users respectively.

The main landing page was the most visited page. The Bako National Park entry came in second with a total of 15,402 sessions and our story on golfing in Sarawak was third with 10,600 sessions.

The attraction listing of Bako National Park is the most visited page on sarawaktourism.com among Sarawak's tourism destinations and products pages.



Sarawak Travel Portal and App

Sarawaktourism.com and More2Discover.com were merged to form the Sarawak Travel and Portal App on November 10, 2022 and launched under the **sarawaktourism.com** domain name on 6 December 2022.

The Sarawak Travel and Portal App is an initiative of the Ministry of Tourism, Creative Industry and Performing Arts which was funded by Sarawak Multimedia Authority. It was developed by Universiti Malaysia Sarawak (UNIMAS) and later handed over to STB to manage.

Since the merger, up till 31 December 2022, the website recorded 60,284 users and 71,925 sessions. This translated to a total of 189,705 pageviews or approximately 2.64 pages per session.



Vacaay

Vacaay is a tourism tech platform that takes advantage of artificial intelligence (AI) to help users plan their travel itineraries. It takes advantage of data insights on consumer travel in real time to help STB refine our destination marketing strategies for selected markets.

In 2022, STB worked with Vacaay to help push our various marketing campaigns to Singapore and Australia in the months of September to December.

The campaigns yielded encouraging results with over 1,342,618 impressions from the Singaporean market translating to over 31,967 clicks. The Australian campaign meanwhile recorded over 342,051 impressions and 8,144 clicks. This equates to conversion rates of 2.4% respectively for both campaigns. This industry standard for conversion rates on online ads is listed at 2.3%.



INK Global (Agoda/Malaysia Airlines)

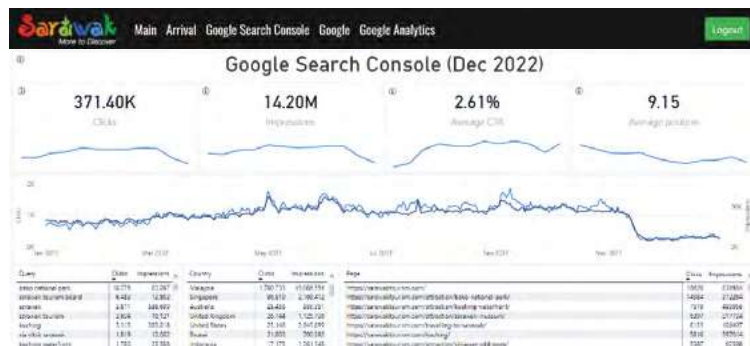
INK Global is a travel media publishing and tech company based in London. It publishes over 33 inflight magazines for 24 airlines worldwide.

In 2022, STB cooperated with INK Global to take advantage of its reach to access the web traffic database of Agoda and Malaysia Airlines. This data was then used to retarget web users who have shown interest-but not yet committed-to travelling. A set of ads were designed by INK Global for Sarawak to retarget these users, directing them to a dedicated Sarawak landing page on Agoda.

The three-month campaign which ran from Q3 and Q4 of 2022 was seen by 110,228 individuals from Malaysia, Indonesia, Singapore, Thailand and Vietnam. The campaign recorded 260 bookings on Agoda.

STB Intel

STB launched its STB Intel Data Dashboard in May 2022. STB Intel is a one-stop portal where STB staff and tourism stakeholders can obtain tourism data which can help them assess current or plan future marketing campaigns.



STB Intel houses different modules containing arrival details of tourists travelling to Sarawak and the general health of the state's tourism industry. Engagement sessions and focus groups were also held to discuss what other modules should be added that can further contribute to better understanding Sarawak's tourism landscape.

An example of this is the Google Search Console module which allows users to identify the most popular search terms on Google which direct traffic to sarawaktourism.com and the analytics page which shows users the monthly traffic to sarawaktourism.com.

Videos and Vlogs

STB's Digital Communications team created 3 series comprising 7 videos for the year 2022.



The first series was targeted at changing the mindset of those travelling to Sarawak that the state is so big that short trips are not worthwhile. The two videos-hosted by Sarawakian talent Toby from DBStory-aimed to change this perception by showcasing the activities and attractions that one can do and visit within an hour's drive from Kuching City, as well as what one can do in a day's time.

A second series took things in a different direction by focusing on the three different international gateways into Sarawak. This series called "Sarawak-Why Not" was targeted at West Malaysians and Singaporeans and focused on attractions and activities found in Kuching, Sibu and Miri. The three videos were each conducted in different languages-Malay, English and Chinese-by emerging talents from West Malaysia.

The third series was a continuation of our niche product series which was introduced in 2021. The two videos in the series looked to shed more light on the golfing scene in Sarawak-targeted at the East Asian market-and Sarawak's world recognition-targeted at the European market.

Vacaay



Ten social media sharing sessions-five in English and five in Chinese-were conducted during the months of August to November. The sessions were streamed live from either the STB office or the TVS studio. The sessions focused on niche products in Sarawak such as diving, birdwatching, arts and handicrafts, and Sarawak's murals, among others.

The videos accrued a total reach of 90.4k and engagement of 11.6k. Viewers came from a wide range of countries including Malaysia, Indonesia, Brunei, Singapore, UK, USA, South Korea, Japan, Thailand, Finland, Germany, Belgium, France, and Italy.

Key Opinion Leaders cooperation



Key Opinion Leaders are very powerful tools in helping expand the reach of our marketing and promotions. In 2022, STB's Digital Communications team identified a number of KOLs who were able to generate buzz and excitement on Sarawak in their respective circles.

We reached out to Abang Edi who has a large following in Chinese-speaking countries such as China, Taiwan and Hong Kong among others, and provided him with a familiarisation trip to showcase what Sarawak has to offer.

STB also worked with Wabikong-content creators from West Malaysia-to showcase both food and tourist attractions in Sarawak.

Former Miss Japan Yumi Kaato also made a stop in Sarawak where we highlighted the luxury side of Sarawak, in line with what her audiences like and prefer.

DB Story also produced a series for us at the later end of 2022. The series saw Toby travel to Sunway in West Malaysia and invite random people to join a trip to rural Sarawak.

All four KOLs delivered favourable results for STB and its various campaigns. The videos and photos posted accrued a total of over 7 million views and site traffic showed an increase from the respective target markets during the respective campaigns.

AR Mascot



The world is now moving into virtual and augmented reality. The same can be observed within the tourism sector. Virtual tourism is now becoming a mainstay in many attractions and destinations while augmented reality technology is now being used to provide added value and experiences for visitors to certain sites and locations.

In 2022, STB also took its first step into augmented reality by introducing Sara and Wawa - an Orang Ulu girl and a Rhinoceros Hornbill respectively. Sara and Wawa can be deployed by the scanning of a QR code, allowing users to take a photo of the two animated avatars via their smartphone.

The QR code has been deployed and used at some of our Visitor Information Centres (VICs) as well as various events at Sarawak and international trade shows.

Future development in this area may see us use the avatars to generate postcards and other digital assets which can be used to enrich the tourism experience of our visitors while also helping us collect data.



Photography/Videography

STB held the second edition of its photography and videography competition which ran from 10 November until 15 December 2022. The photography competition featured four categories each for students and enthusiasts, in addition to an open category for professionals. The video category, meanwhile, featured a students' and open category.

The competition received 1,281 photography entries from 225 participants and 47 videos, 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 members of the public.



Sarawak Tourism PHOTOGRAPHY & VIDEOGRAPHY CONTEST 2022

HIDDEN GEMS OF SARAWAK

3 DAYS LEFT!

15 DECEMBER 2022

SUBMIT YOUR WORK NOW!

VIDEOGRAPHY PRIZE **RM 10K**
PHOTOGRAPHY PRIZE **RM 5K**

For more info, head to stb.foto.org.my

MIRI MARINA

📍 MIRI



RESEARCH UNIT

The Research Division is responsible for providing industry knowledge and strategic guidance to support STB's marketing and promotions in domestic and international markets, and the sector at large to position Sarawak more competitively and improve destination management through efficient policies and governance.

The division acts as a one-stop centre which provides information on major tourism global trends, consumer demographics, forecasts, recommendations and guidelines for proactive marketing and promotion in STB's key markets. The division also highlights issues and challenges faced in marketing Sarawak.

To obtain deep market intelligence, the division collaborates with international tourism research organisations such as Amadeus, UNWTO, Euromonitor and China Outbound Tourism Research Institute. These collaborations support good practices on tourism planning, marketing, development and management.

The research division assists all other divisions in STB to provide data on market intelligence, trends in source markets, product enhancement and product segmentation based on markets. To accomplish this in 2022, the research division completed 14 research projects in different areas of marketing and promotion. The highlights of some of these projects are as follows:

RESEARCH COMPLETED IN 2022

1. Singapore residents' travel motivation, perception, and demands to visit Sarawak under new norm travel.
2. Domestic tourism survey-travellers' demands, perceptions and intention to travel to Sarawak post-COVID-19: Domestic consumers and stakeholders study.
3. Sarawak Tourism Product Experience 2021: A holistic analysis.
4. Tourism industry players' perceptions about new norm travel and intentions to visit Sarawak, ASEAN/Asia B2B sessions 2022.
5. Sarawak residents' travel intention, demands, main activities and SSS visibility within the state: Phase 2 survey, May 2022.
6. ITB India 2022: Virtual, 5 - 7 April
Tourism industry players' response about new norm travel and intention to visit Sarawak: ITB India virtual 2022 B2B session.
7. TAFI Convention, 20 - 22 September 2022
TAFI Convention: Study on Indian tourism industry stakeholders' response towards Sarawak.
8. Responsible Tourism Research titled 'Local community awareness and intention to participate in Responsible Tourism initiatives in Sarawak'.
9. Tourism industry players' perceptions about travellers' intention to visit Sarawak: Seoul, South Korea, October 2022.
10. Rainforest World Music Festival Hybrid 2022-Visitor Experience & Satisfaction study.
11. Borneo Jazz Festival Hybrid 2022-Visitor Experience & Satisfaction study.
12. Research on Japan consumer market: Japanese travel intention & product demands in Sarawak.
13. Tourism industry players' perceptions about Sarawak: WTM London, Nov 2022.
14. Tourism industry players' perceptions and intention to visit Sarawak: Royal Brunei Airlines & Taiwan agents B2B session, December 2022.

SCAN HERE FOR
RESEARCH FINDING



sarawaktourism.com/research



BATANG AI

📍 **SRI AMAN**

MANAGEMENT SERVICES DIVISION

Collaborative Actions

Elevating Sarawak's status as a premier eco-tourism destination in 2022

In an ever-evolving landscape characterised by rapid technological advancements, evolving traveller behaviours, and global challenges posed by the COVID-19 pandemic, Sarawak Tourism Board's action plan and strategies for 2022 aimed to position Sarawak as a leading and preferred eco-tourism destination driven by empowered communities and responsible actions by focusing on Culture, Adventure, Nature, Food and Festivals (CANFF) through strategic collaborative actions.

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

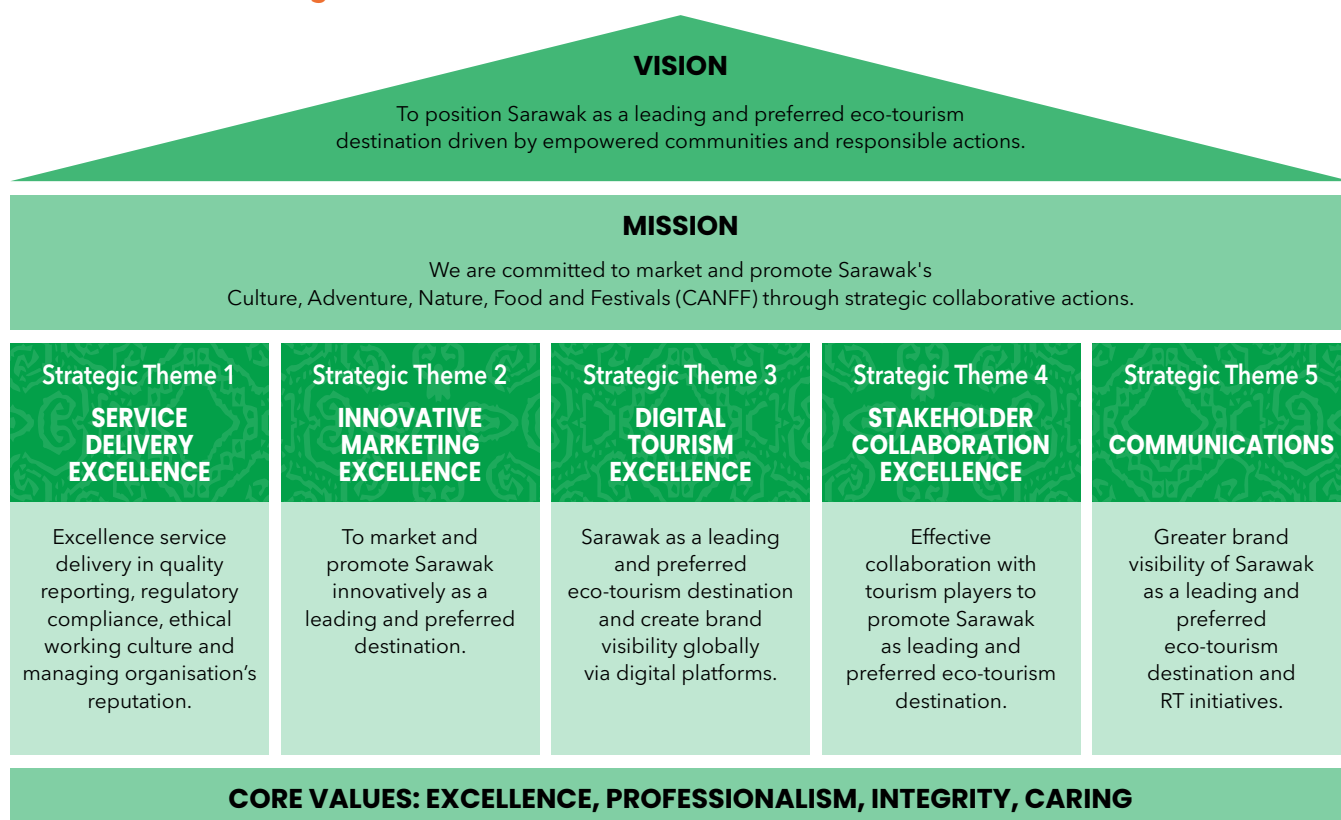
The success of our STB Strategic Retreat was followed up with a Balanced Scorecard workshop.

Twenty-four (24) Key Performance Indicators (KPIs) were formulated for 2022, encompassing customer perspectives, financial perspectives, organisational capacity, and service delivery perspectives.



STB Strategic Retreat 2022.

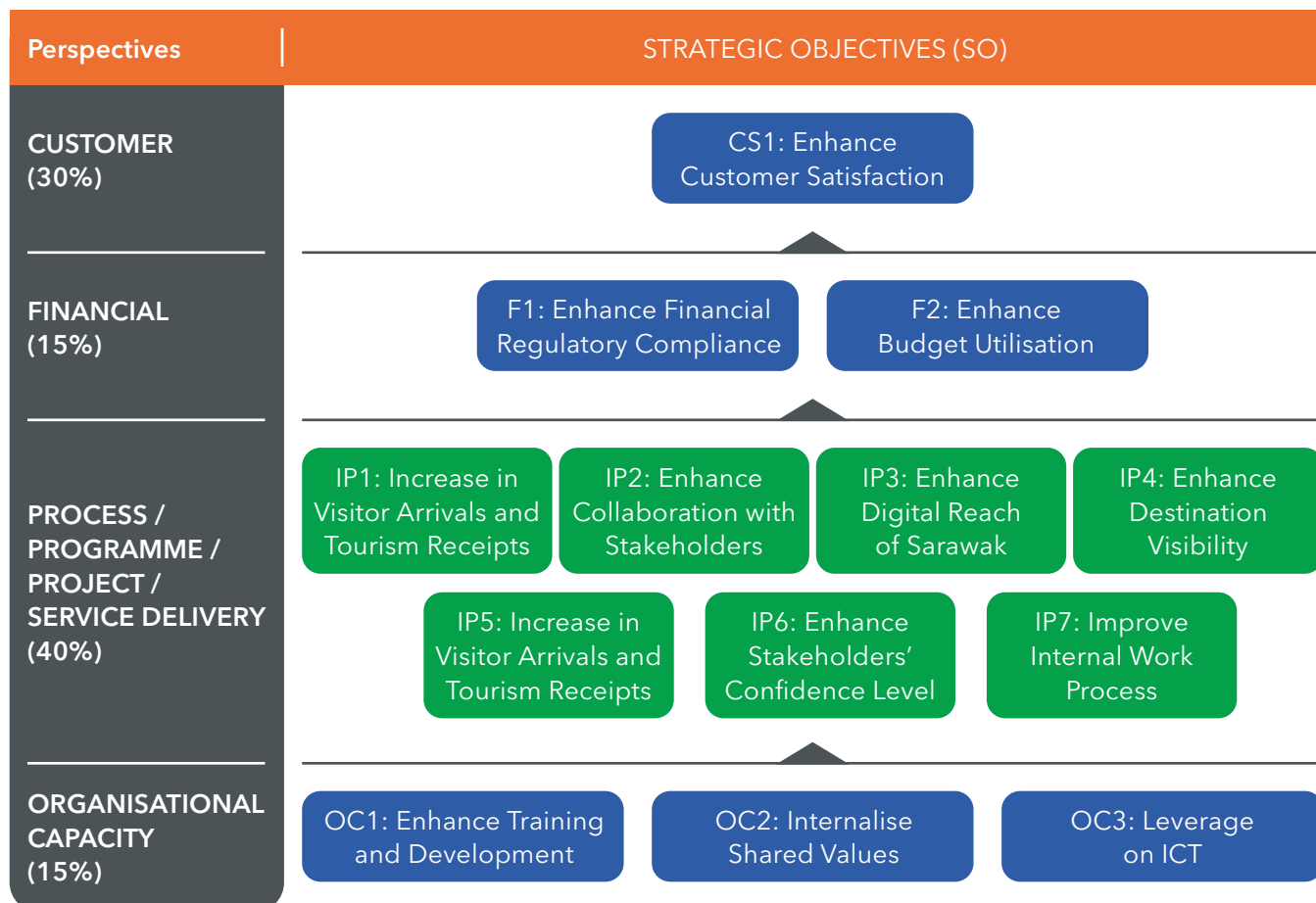
STB Action Plan Strategic House 2022



SARAWAK TOURISM BOARD (STB)'S STRATEGIC MAP (2022)

Overall Performance: **6.96**
 No. of Strategic Objective(s): **13**
 No. of KPI(s): **24**

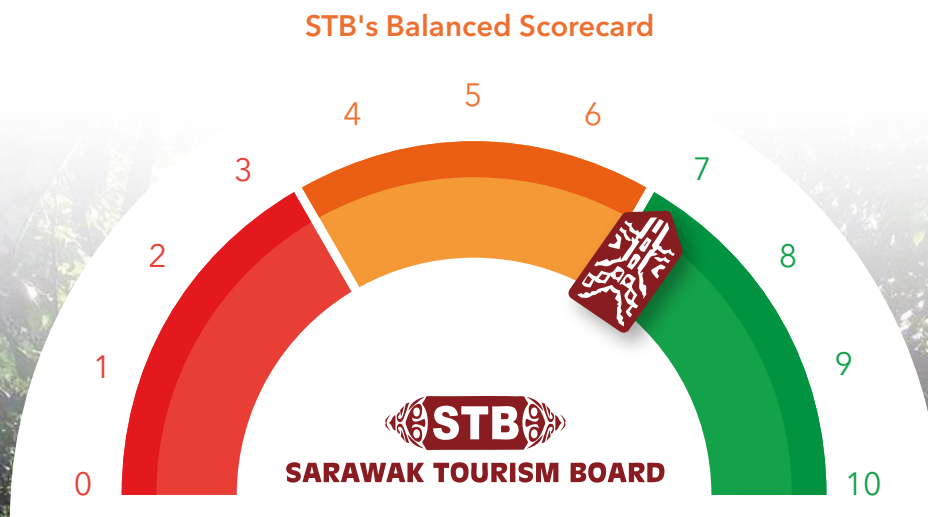
Vision	To position Sarawak as a leading and preferred eco-tourism destination driven by empowered communities and responsible actions.
Mission	We are committed to market and promote Sarawak's Culture, Adventure, Nature, Food and Festivals (CANFF) through strategic collaborative actions.
Strategic Theme(s) & Strategic Result(s)	SERVICE DELIVERY EXCELLENCE Excellence service delivery in quality reporting, regulatory compliance, ethical working culture and managing organisation's reputation.
	INNOVATIVE MARKETING EXCELLENCE To market and promote Sarawak innovatively as a leading and preferred destination.
	DIGITAL TOURISM EXCELLENCE Sarawak as a leading and preferred eco-tourism destination and create brand visibility globally via digital platforms.
	STAKEHOLDER COLLABORATION EXCELLENCE Effective collaboration with tourism players to promote Sarawak as leading and preferred eco-tourism destination.
	COMMUNICATION EXCELLENCE Greater brand visibility of Sarawak as leading and preferred eco-tourism destination and RT initiatives.



LEGEND: ● Common ● Functional

Overall Performance: **6.96**
No. of Strategic Objective(s): **13**
No of KPI(s): **24**

For 2022, STB scored an overall performance of **6.96/10** in its Balanced Scorecard, from 2021.



📍 Bukit Sembiling Nature Reserve,
Limbang

KAUL FESTIVAL

9 MUKAH



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



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 Stadttor 1st Prize	Sarawak : Where Adventure Lives - 1st Prize Print Category	ITB Berlin 2012
May 2012	HSMIA 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 Stadttor 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 Excellence 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



cont'd

DATE	AWARD	INFO	EVENT
2022	TAFI - Travel Biz Monitor Tourism Awards 2022	Super Women of Tourism Award for Conservation and Environment STB CEO Puan Sharzede Datu Haji Salleh Askor	Travel Agents Federation India (TAFI) Convention 2022, BCKK, Kuching
2022	PATA Gold Awards 2022	Sustainability and Social Responsibility Category - Culture. Virtual experience of the 2021 Rainforest World Music Festival	PATA Gold Awards 2022
2022	PATA Gold Awards 2022	Marketing Category - Travel Video. 'A Journey Awaits - See you in Sarawak 2022'	PATA Gold Awards 2022
2022	Malaysian Tourism Council Awards	Gold Award Destination of the Year (Sarawak)	Kuching, Sarawak
2022	Malaysian Tourism Council Awards	Gold Award Event of the Year 25th Rainforest World Music Festival	Kuching, Sarawak
2022	Malaysian Tourism Council Awards	Gold Award State Tourism Campaign (Sia Sitok Campaign)	Kuching, Sarawak



Awards

The 2021 virtual edition of the Rainforest World Music Festival was named the winner of the Culture category for the PATA Gold Awards as the festival looked to promote and maintain the relevance of cultural world music, not only of Sarawak but the entire world.





TALANG SATANG

📍 KUCHING



INDIA STREET

9 KUCHING

FINANCIAL REPORT

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

DIRECTORS' REPORT & AUDITED FINANCIAL STATEMENTS
31 DECEMBER 2022

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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 2024)

BOARD MEMBERS

- : Datu Sherrina Binti Hussaini
Permanent Secretary, Ministry of Tourism, Creative Industry and Performing Arts, Sarawak
(From 2nd January 2023 to 30th June 2024)

Encik Hii Chang Kee
Permanent Secretary, Ministry of Tourism, Creative Industry and Performing Arts, Sarawak
(From 1st July 2020 to 2nd January 2023)

- : YBhg. Dato Sri Dr. Haji Wan Lizozman Bin Wan Omar
State Financial Secretary
(From 1st July 2021 to 30th June 2024)

- : YBhg Dato' Hj. Zainuddin Abdul Wahab
Director-General, Malaysia Tourism Promotion Board
(From 13th September 2021 to 30th June 2024)

- : YBhg Datu Antonio Kahti Galis
Permanent Secretary, Ministry of Public Health, Housing and Local Government, Sarawak

- : Tuan Haji Zolkipli Bin Mohamad Aton
Chief Executive Officer, Sarawak Forestry Corporation

- : Puan Audry Wan Ullok
President, Sarawak Tourism Federation

- : Encik Choo Chon Foong
Chairman, Malaysian Association of Tour and Travel Agents
(From 1st July 2022 to 30th June 2024)

Puan Lina Tsen Pei Tsin
Chairman, Malaysian Association of Tour and Travel Agents
(From 1st July 2020 to 30th June 2022)

- : Encik Teo Peng Yew
Chairman, Malaysian Association of Hotels (Sarawak Chapter)
(From 1st July 2022 to 30th June 2024)

SARAWAK TOURISM BOARD

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

CORPORATE INFORMATION

BOARD MEMBERS AND KEY OFFICERS (CONT'D)

BOARD MEMBERS

Tuan Haji Mohamad Ibrahim Nordin
Chairman, Malaysian Association of Hotels
(Sarawak Chapter)
(From 1st July 2020 to 30th June 2022)

- : Tuan Haji Mohamad Taufik Bin Abdul Ghani
Executive Chairman, Kiasan Engineering Sdn. Bhd.
- : Kapitan Sim Yam Leong
Public Relation Officer, Miri Chinese Chamber of
Commerce and Industry
(From 1st January 2021 to 30th June 2022)

YBhg Dato' Hajah Norhayati Hj Mohd Ismail
Chairman, Sarawak Media Group Sdn Bhd
(From 1st July 2022 to 30th June 2024)

- : Mdm Ngui Ing Ing
President, Hotel Lance Court and Hospitality
(From 1st July 2020 to 30th June 2022)

YB Senator Robert Lau Hui Yew
Executive Director, Borneo Medical Centre
(From 1st July 2022 to 30th June 2024)

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 **DATU SHERRINA BINTI HUSSAINI** 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 2022 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 **1.8 APR 2023**



YB DENNIS NGAU

Chairman

Sarawak, Malaysia



DATU SHERRINA BINTI HUSSAINI

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 ...**1.8 APR 2023**.....)



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 2022**

Sijil Mengenai Pengauditan Penyata Kewangan

Pendapat

Saya telah mengaudit Penyata Kewangan Lembaga Pelancongan Sarawak. Penyata kewangan tersebut merangkumi Penyata Kedudukan Kewangan pada 31 Disember 2022 Lembaga Pelancongan Sarawak 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 memberi gambaran yang benar dan saksama mengenai kedudukan kewangan Lembaga Pelancongan Sarawak dan Kumpulan pada 31 Disember 2022 dan prestasi kewangan serta aliran tunai bagi tahun kewangan berakhir pada tarikh tersebut selaras dengan Piawaian Pelaporan Entiti Persendirian Malaysia (MPERS) dan keperluan The Statutory Bodies (Financial and Accounting Procedure) Ordinance, 1995 serta The Sarawak Tourism Board (Incorporation) Ordinance, 1994.

Asas Kepada Pendapat

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

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 Pelancongan Sarawak 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) dan keperluan The Statutory Bodies (Financial and Accounting Procedure) Ordinance, 1995 serta The Sarawak Tourism Board (Incorporation) Ordinance, 1994. Lembaga Pengarah juga bertanggungjawab terhadap penetapan kawalan dalaman yang perlu bagi membolehkan penyediaan Penyata Kewangan Lembaga Pelancongan Sarawak 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 Pelancongan Sarawak dan Kumpulan untuk beroperasi sebagai satu usaha berterusan, mendedahkannya jika berkaitan serta menggunakannya 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, 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 atau 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 Pelancongan Sarawak dan Kumpulan atau, jika pendedahan tersebut tidak mencukupi, pendapat saya akan diubah. Kesimpulan saya dibuat berdasarkan bukti audit yang diperoleh sehingga tarikh Sijil Juruaudit. Bagaimanapun, peristiwa atau keadaan pada masa hadapan berkemungkinan menyebabkan Lembaga Pelancongan Sarawak atau Kumpulan tidak lagi berupaya meneruskan operasi secara usaha berterusan;
- e. menilai persembahan secara keseluruhan, struktur dan kandungan Penyata Kewangan Lembaga Pelancongan Sarawak dan Kumpulan, termasuk pendedahannya, dan sama ada penyata kewangan tersebut telah melaporkan asas-asas urus niaga dan peristiwa-peristiwa yang memberikan gambaran saksama; dan
- 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.


Lembaga Pengarah telah dimaklumkan, antaranya mengenai skop dan tempoh pengauditan yang dirancang serta penemuan audit yang signifikan termasuk kelemahan kawalan dalaman yang dikenal pasti semasa pengauditan.

Laporan Mengenai Keperluan Perundangan dan Peraturan Lain

Berdasarkan keperluan 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, Lembaga Pelancongan Sarawak berdasarkan keperluan 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.



(DATUK WAN SURAYA BINTI WAN MOHD RADZI)
KETUA AUDIT NEGARA
MALAYSIA

PUTRAJAYA

25 SEPTEMBER 2023



SARAWAK TOURISM BOARD**(Incorporated under the Sarawak Tourism Board (Incorporation) Ordinance, 1994)****STATEMENTS OF FINANCIAL POSITION AS AT 31 DECEMBER 2022**

		Group	Board
		2022	2021
		RM	RM
			Restated
		2022	2021
		RM	RM
			Restated
ASSETS			
NON-CURRENT ASSETS			
Property, Plant and Equipment	7	2,254,141	2,108,376
Investment in a Subsidiary Company	8	-	-
Other Investment	9	12,600,000	12,600,000
		<u>14,854,141</u>	<u>14,708,376</u>
		2,254,136	2,108,367
		200,000	200,000
		<u>12,600,000</u>	<u>12,600,000</u>
		<u>15,054,136</u>	<u>14,908,367</u>
CURRENT ASSETS			
Inventories		1,094	4,614
Trade and Other Receivables	10	324,142	1,530,302
Fixed Deposit with Licensed Bank	11	100,000	30,600,000
Current Tax Assets		444,093	-
Cash and Cash Equivalents		51,875,731	18,647,081
		<u>52,745,060</u>	<u>50,781,997</u>
		51,690,615	18,441,621
		<u>52,558,050</u>	<u>50,571,123</u>
TOTAL ASSETS		<u>67,599,201</u>	<u>65,490,373</u>
		67,612,186	65,479,490
EQUITY AND LIABILITIES			
General Reserve		60,316,224	59,660,586
		<u>60,330,617</u>	<u>59,663,575</u>
NON - CURRENT LIABILITIES			
Employee Benefit	12	193,846	95,756
Deferred Tax Liabilities		-	2
		<u>193,846</u>	<u>95,758</u>
		193,846	95,756
CURRENT LIABILITIES			
Trade and Other Payables	13	7,089,131	5,528,667
Current Tax Liabilities		-	205,362
		<u>7,089,131</u>	<u>5,734,029</u>
		7,087,723	5,527,258
		<u>7,087,723</u>	<u>5,720,159</u>
TOTAL LIABILITIES		<u>7,282,977</u>	<u>5,829,787</u>
TOTAL EQUITY AND LIABILITIES		<u>67,599,201</u>	<u>65,490,373</u>
		67,612,186	65,479,490

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 2022**

		Group		Board	
		2022	2021	2022	2021
		RM	RM	RM	RM
			Restated		Restated
Income	14	31,540,323	28,211,167	31,540,323	28,211,167
Operating expenses	15	(32,022,573)	(17,831,620)	(32,010,991)	(17,824,796)
Operating (loss) / profit		(482,250)	10,379,547	(470,668)	10,386,371
Other income	16	590,530	718,688	590,354	613,088
Profit before taxation	17	108,280	11,098,235	119,686	10,999,459
Tax income or expenses	18	547,358	(496,351)	547,356	(483,888)
Profit after taxation		<u>655,638</u>	<u>10,601,884</u>	<u>667,042</u>	<u>10,515,571</u>
GENERAL RESERVE					
At the beginning of the financial year		59,660,586	49,058,702	59,663,575	49,148,004
Profit after taxation		<u>655,638</u>	<u>10,601,884</u>	<u>667,042</u>	<u>10,515,571</u>
At the end of the financial year		<u>60,316,224</u>	<u>59,660,586</u>	<u>60,330,617</u>	<u>59,663,575</u>

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SARAWAK TOURISM BOARD**(Incorporated under the Sarawak Tourism Board (Incorporation) Ordinance, 1994)****STATEMENTS OF CASH FLOWS****FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2022**

	Group		Board	
	2022	2021	2022	2021
	RM	RM	RM	RM
		Restated		Restated
Operating Activities				
Profit before taxation	108,280	11,098,235	119,686	10,999,459
Adjustments for:				
Provision for employee benefit	98,090	51,824	98,090	51,824
Depreciation of property, plant and equipment	329,218	276,431	329,218	276,431
Inventories	3,520	-	-	-
Interest income	(586,926)	(542,682)	(586,926)	(542,682)
Assets written off	4	-	-	-
Operating (loss) / profit before working capital changes	(47,814)	10,883,808	(39,932)	10,785,032
Decrease in trade and other receivables	1,206,160	16,019,982	1,206,160	16,019,982
Increase / (Decrease) in trade and other payables	1,604,497	(190,865)	1,604,498	(190,865)
Cash generated from operation	2,762,843	26,712,925	2,770,726	26,614,149
Income tax paid	(146,132)	(157,260)	(133,671)	(157,260)
Net cash flows from operating activities	2,616,711	26,555,665	2,637,055	26,456,889
Investing Activities				
Purchase of property, plant and equipment	(474,987)	(605,066)	(474,987)	(605,066)
Interest income	586,926	542,682	586,926	542,682
Withdrawal / (Placement) of fixed deposit with tenure more than 3 months	30,500,000	(30,600,000)	30,500,000	(30,600,000)
Net cash flows from / (used in) investing activities	30,611,939	(30,662,384)	30,611,939	(30,662,384)
Net increase / (decrease) in cash and cash equivalents	33,228,650	(4,106,719)	33,248,994	(4,205,495)
Cash and cash equivalents at the beginning of year	18,647,081	22,753,800	18,441,621	22,647,116
Cash and cash equivalents at the end of year	51,875,731	18,647,081	51,690,615	18,441,621

SARAWAK TOURISM BOARD

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

NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2022

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 18th April 2023.

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 2022

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.

SARAWAK TOURISM BOARD

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

NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2022

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).

SARAWAK TOURISM BOARD

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

NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2022

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.

SARAWAK TOURISM BOARD

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

NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2022

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.

SARAWAK TOURISM BOARD

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

NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2022

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.

SARAWAK TOURISM BOARD

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

NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2022

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 2022

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.

SARAWAK TOURISM BOARD

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

NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2022

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.

SARAWAK TOURISM BOARD

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

NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2022

5. SIGNIFICANT ACCOUNTING POLICIES (Continued)

5.7 Income Tax

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.

SARAWAK TOURISM BOARD

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

NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2022

5. SIGNIFICANT ACCOUNTING POLICIES (Continued)

5.7 Income Tax (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.

SARAWAK TOURISM BOARD

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

NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2022

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.

SARAWAK TOURISM BOARD

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

NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2022

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.

SARAWAK TOURISM BOARD

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

NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2022

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.

SARAWAK TOURISM BOARD**(Incorporated under the Sarawak Tourism Board (Incorporation) Ordinance, 1994)****NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED
31 DECEMBER 2022****7. PROPERTY, PLANT AND EQUIPMENT**

	As at 1.1.2022	Group Additions	Group Disposals	As at 31.12.2022
	RM	RM	RM	RM
Cost				
Office Equipment	730,814	97,612	(5,535)	822,891
Furniture, Fixtures and Fittings	416,655	-	(7,516)	409,139
Computers	821,820	72,098	-	893,918
Cameras	63,657	-	-	63,657
Office Renovation	2,139,530	305,277	-	2,444,807
Motor Vehicles	340,847	-	-	340,847
	<u>4,513,323</u>	<u>474,987</u>	<u>(13,051)</u>	<u>4,975,259</u>

	As at 1.1.2022	Group Additions	Group Disposals	As at 31.12.2022
	RM	RM	RM	RM
Accumulated depreciation				
Office Equipment	566,777	46,290	(5,531)	607,536
Furniture, Fixtures and Fittings	300,868	17,046	(7,516)	310,398
Computers	602,898	57,805	-	660,703
Cameras	53,087	4,169	-	57,256
Office Renovation	540,473	203,908	-	744,381
Motor Vehicles	340,844	-	-	340,844
	<u>2,404,947</u>	<u>329,218</u>	<u>(13,047)</u>	<u>2,721,118</u>

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SARAWAK TOURISM BOARD**(Incorporated under the Sarawak Tourism Board (Incorporation) Ordinance, 1994)****NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED
31 DECEMBER 2022****7. PROPERTY, PLANT AND EQUIPMENT (Continued)**

	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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SARAWAK TOURISM BOARD**(Incorporated under the Sarawak Tourism Board (Incorporation) Ordinance, 1994)****NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED
31 DECEMBER 2022****7. PROPERTY, PLANT AND EQUIPMENT (Continued)**

	Group	
	2022	2021
	RM	RM
Net carrying amount		
Office Equipment	215,355	164,037
Furniture, Fixtures and Fittings	98,741	115,787
Computers	233,215	218,922
Cameras	6,401	10,570
Office Renovation	1,700,426	1,599,057
Motor Vehicles	3	3
	<u>2,254,141</u>	<u>2,108,376</u>

	Board			
	As at 1.1.2022	Additions	Disposals	As at 31.12.2022
	RM	RM	RM	RM
Cost				
Office Equipment	725,279	97,612	-	822,891
Furniture, Fixtures and Fittings	409,139	-	-	409,139
Computers	791,005	72,098	-	863,103
Cameras	63,657	-	-	63,657
Office Renovation	2,139,530	305,277	-	2,444,807
Motor Vehicles	340,847	-	-	340,847
	<u>4,469,457</u>	<u>474,987</u>	<u>-</u>	<u>4,944,444</u>

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SARAWAK TOURISM BOARD**(Incorporated under the Sarawak Tourism Board (Incorporation) Ordinance, 1994)****NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED
31 DECEMBER 2022****7. PROPERTY, PLANT AND EQUIPMENT (Continued)**

	As at 1.1.2022 RM	Additions RM	Board Disposals RM	As at 31.12.2022 RM
Accumulated depreciation				
Office Equipment	561,246	46,290	-	607,536
Furniture, Fixtures and Fittings	293,352	17,046	-	310,398
Computers	572,088	57,805	-	629,893
Cameras	53,087	4,169	-	57,256
Office Renovation	540,473	203,908	-	744,381
Motor Vehicles	340,844	-	-	340,844
	<u>2,361,090</u>	<u>329,218</u>	<u>-</u>	<u>2,690,308</u>

	As at 1.1.2021 RM	Adjustment/ Additions RM	Board 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
	<u>3,864,391</u>	<u>761,779</u>	<u>(156,713)</u>	<u>4,469,457</u>

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SARAWAK TOURISM BOARD**(Incorporated under the Sarawak Tourism Board (Incorporation) Ordinance, 1994)****NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED
31 DECEMBER 2022****7. PROPERTY, PLANT AND EQUIPMENT (Continued)**

	As at 1.1.2021 RM	Adjustment/ Additions RM	Board Adjustment/ Disposals RM	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>

	Board 2022 RM	2021 RM
Net carrying amount		
Office Equipment	215,355	164,033
Furniture, Fixtures and Fittings	98,741	115,787
Computers	233,210	218,917
Cameras	6,401	10,570
Office Renovation	1,700,426	1,599,057
Motor Vehicles	3	3
	<u>2,254,136</u>	<u>2,108,367</u>

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SARAWAK TOURISM BOARD**(Incorporated under the Sarawak Tourism Board (Incorporation) Ordinance, 1994)****NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED
31 DECEMBER 2022****8. INVESTMENT IN A SUBSIDIARY COMPANY**

	Board	
	2022	2021
	RM	RM
Unquoted share at cost	<u>200,000</u>	<u>200,000</u>

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

	Board	
	% of equity held	
	2022	2021
	RM	RM
STB Leisure & Properties Sdn. Bhd.	<u>100</u>	<u>100</u>

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**(Incorporated under the Sarawak Tourism Board (Incorporation) Ordinance, 1994)****NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED
31 DECEMBER 2022****10. TRADE AND OTHER RECEIVABLES**

	Group		Board	
	2022	2021	2022	2021
	RM	RM	RM	RM
Deposits	273,536	170,809	272,736	170,009
Trade Receivables	40,831	17,123	40,831	17,123
Other Receivables	6,489	-	6,489	-
Accrued Interest	3,286	219,779	3,286	219,779
	<u>324,142</u>	<u>407,711</u>	<u>323,342</u>	<u>406,911</u>
Add:				
Goods and Service Tax	-	1,122,591	-	1,122,591
	<u>324,142</u>	<u>1,530,302</u>	<u>323,342</u>	<u>1,529,502</u>

11. FIXED DEPOSIT WITH LICENSED BANK

The fixed deposit with licensed bank of the Board for the financial year ended 31 December 2022 bore effective interest rate at 1.85% per annum. The fixed deposit had maturity period of twelve months.

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	
	2022	2021	2022	2021
	RM	RM	RM	RM
As at 1 January 2022	95,756	43,932	95,756	43,932
Recognised during the year	71,462	51,824	71,462	51,824
Under provision in prior years	26,628	-	26,628	-
As at 31 December 2022	<u>193,846</u>	<u>95,756</u>	<u>193,846</u>	<u>95,756</u>

SARAWAK TOURISM BOARD**(Incorporated under the Sarawak Tourism Board (Incorporation) Ordinance, 1994)****NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED
31 DECEMBER 2022****13. TRADE AND OTHER PAYABLES**

	Group		Board	
	2022	2021	2022	2021
	RM	RM	RM	RM
		Restated		Restated
Trade Payables	5,865,730	4,394,247	5,865,730	4,394,247
Other Payables	1,091,775	1,091,775	1,091,775	1,091,775
	<u>6,957,505</u>	<u>5,486,022</u>	<u>6,957,505</u>	<u>5,486,022</u>
Add:				
Accruals	131,626	42,645	130,218	41,236
	<u>7,089,131</u>	<u>5,528,667</u>	<u>7,087,723</u>	<u>5,527,258</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.

14. INCOME

	Group		Board	
	2022	2021	2022	2021
	RM	RM	RM	RM
		Restated		Restated
Government Grant	30,000,000	28,000,000	30,000,000	28,000,000
Events Income				
- Rainforest World Music Festival	1,405,328	210,963	1,405,328	210,963
- Borneo Jazz	134,995	204	134,995	204
	<u>31,540,323</u>	<u>28,211,167</u>	<u>31,540,323</u>	<u>28,211,167</u>

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SARAWAK TOURISM BOARD**(Incorporated under the Sarawak Tourism Board (Incorporation) Ordinance, 1994)****NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED
31 DECEMBER 2022****15. OPERATING EXPENSES**

	Group		Board	
	2022	2021	2022	2021
	RM	RM	RM	RM
Cost of Event	950,440	1,005,977	950,440	1,005,977
Administrative Expenses	9,567,451	7,028,095	9,567,451	7,021,271
Other Operating Expenses	21,504,682	9,797,548	21,493,100	9,797,548
	<u>32,022,573</u>	<u>17,831,620</u>	<u>32,010,991</u>	<u>17,824,796</u>

16. OTHER INCOME

	Group		Board	
	2022	2021	2022	2021
	RM	RM	RM	RM
Interest Income	586,926	542,682	586,926	542,682
Miscellaneous	3,428	70,406	3,428	70,406
Merchandise	176	-	-	-
Concession	-	105,600	-	-
	<u>590,530</u>	<u>718,688</u>	<u>590,354</u>	<u>613,088</u>

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SARAWAK TOURISM BOARD**(Incorporated under the Sarawak Tourism Board (Incorporation) Ordinance, 1994)****NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED
31 DECEMBER 2022****17. PROFIT BEFORE TAXATION**

The following items have been charged to arrive at the profit before taxation:

	Group		Board	
	2022	2021	2022	2021
	RM	RM	RM	RM
Auditor's Remuneration:				
- Statutory Audit	5,296	5,218	3,896	3,818
Depreciation of Property, Plant and Equipment	329,218	276,431	329,218	276,431
Rental Expense	727,185	595,708	727,185	595,708
Staff Cost:				
- Salary, Allowance, Overtime and Bonus	4,415,047	3,926,992	4,413,847	3,925,792
- EPF	470,157	414,832	470,157	414,832
- SOCSO	11,777	7,302	11,777	7,302
- Subsidy	63,255	56,305	63,255	56,305
Employee Benefit	98,090	51,824	98,090	51,824
Assets Written Off	4	-	-	-

18. TAX INCOME OR EXPENSES

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.

	Group		Board	
	2022	2021	2022	2021
	RM	RM	RM	RM
Current year tax expense				
- Malaysia	-	142,707	-	147,858
(Over) / Under provision in years	(547,358)	353,644	(547,356)	336,030
Total tax (income) / expenses	(547,358)	496,351	(547,356)	483,888

SARAWAK TOURISM BOARD**(Incorporated under the Sarawak Tourism Board (Incorporation) Ordinance, 1994)****NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED
31 DECEMBER 2022****19. FINANCIAL INSTRUMENTS**

	Group		Board	
	2022	2021	2022	2021
	RM	RM	RM	RM
		Restated		Restated
Financial Assets				
<u>Amortised Cost</u>				
Trade and other receivables	50,606	236,902	50,606	236,902
Fixed deposits with licensed bank	100,000	30,600,000	100,000	30,600,000
Cash and cash equivalents	<u>51,875,731</u>	<u>18,647,081</u>	<u>51,690,615</u>	<u>18,441,621</u>
	<u>52,026,337</u>	<u>49,483,983</u>	<u>51,841,221</u>	<u>49,278,523</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>
Financial Liabilities				
<u>Amortised Cost</u>				
Trade and other payables	<u>7,089,131</u>	<u>5,528,667</u>	<u>7,087,723</u>	<u>5,527,258</u>
	<u>7,089,131</u>	<u>5,528,667</u>	<u>7,087,723</u>	<u>5,527,258</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	
	2022	2021
	RM	RM
Contracted and provided for	6,370,306	1,182,912
Contracted but not provided for	1,509,692	-
Authorized but provided for	-	2,963,362
	<u>7,879,998</u>	<u>4,146,274</u>

SARAWAK TOURISM BOARD

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

NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2022

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.

22. PRIOR YEAR ADJUSTMENTS

During the financial year, the Board restated comparatives to reflect the operating grant received in year 2021 that had been recognised as deferred income. The Board has reassessed the impact and the corresponding adjustment resulted in a decrease in liabilities and an increase in general reserve.

The summarised financial impacts arising from the above prior year adjustment is disclosed as follows to conform with the presentation of the current financial year:-

	As Previously Reported RM	Adjustment RM	As Restated RM
The Group			
Statement of Financial Position (Extract):-			
Trade and Other Payables	(11,060,841)	5,532,174	(5,528,667)
General Reserve	<u>(54,128,412)</u>	<u>(5,532,174)</u>	<u>(59,660,586)</u>
Statement of Comprehensive Income and General Reserve (Extract):-			
Income	<u>22,678,993</u>	<u>5,532,174</u>	<u>28,211,167</u>

SARAWAK TOURISM BOARD**(Incorporated under the Sarawak Tourism Board (Incorporation) Ordinance, 1994)****NOTES TO THE FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED
31 DECEMBER 2022****22. PRIOR YEAR ADJUSTMENTS (Continued)**

	As Previously Reported RM	Adjustment RM	As Restated RM
The Board			
Statement of Financial Position (Extract):-			
Trade and Other Payables	(11,059,432)	5,532,174	(5,527,258)
General Reserve	<u>(54,131,401)</u>	<u>(5,532,174)</u>	<u>(59,663,575)</u>
Statement of Comprehensive Income and General Reserve (Extract):-			
Income	<u>22,678,993</u>	<u>5,532,174</u>	<u>28,211,167</u>

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RANCHAN RECREATIONAL PARK

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