

SARAWAK TOURISM BOARD'S MARKETING INITIATIVES LINE-UP FOR 2019

MARKETS	PROJECT BRIEFS		MAX NO OF PARTNERS	JUSTIFICATION
	CONSUMER AND TRADE FAIRS			
	CONSUMER DIRECTED	TRADE DIRECTED		
	<p>Our participation in travel fairs providing a platform for local partners to sell their packages comprising of Sarawak's' product experiences directly to consumers.</p>	<p>Aimed to enhance our partnership through business engagements and prospecting and to conduct familiarization trip to enable our partners to see and experiences for themselves our product experiences allowing them to do packaging for direct sales to their clients</p>		
DOMESTIC	<p>MATTA I PWTC, KL March 15-17</p>		16	<p>The MATTA Fair is the largest travel consumer fair in Malaysia and is participated by both Malaysian and international travel industries. The fair is organised by MATTA - Malaysian Association of Travel & Trade. Their objective is to promote the interests of the travel and tour industry in Malaysia. The show is organised twice yearly which is in March and September. These fairs have received overwhelming response and over 100,000 visitors attended at the PWTC, Kuala Lumpur. STB will partner with MATTA Sarawak.</p>
	<p>MATTA II PWTC KL Sept</p>			
		<p>W Malaysia Business Networking Session - June</p>	12	<p>The Sarawak Business Networking Session is a trade directed initiative to update partners in West Malaysia on the latest tourism product offerings of Sarawak. This is also the best platform for Sarawak industry partners to engage with the new potential partners focusing on Domestic market. This session is to be organised in four to five cities namely Johor Bahru, Selangor, Kuala Lumpur and Penang. STB will partner with MATTA Sarawak.</p>
SINGAPORE		<p>Singapore Business Networking Session – April & October 15</p>	12	<p>The Sarawak Business Session is a trade directed initiative to update partners in Singapore on the latest tourism product offerings of Sarawak. This is also the best platform for Sarawak industry partners to engage with the new potential partners in focus on Singapore market. One of the sessions is to be done a day prior to ITB Asia while most of Sarawak partners are already in Singapore. STB will partner with Air Asia on this initiative.</p>

		ITB Asia Marina Bay Sands - October 16-18	14	ITB Asia is annually held three day B2B trade show and convention for the travel industry; it is designed to become the primary event for the Asia Pacific travel industry, much like its parent event – ITB Berlin. ITB Asia is held at Marina Bay Sands. It is organised by Messe Berlin (Singapore) Pte Ltd and supported by the Singapore Exhibition & Convention Bureau. ITB Asia is the premier meeting place for the travel trade industry and a forum for establishing high-quality customer contacts and conducting businesses. This is where international exhibitors of all sectors within the travel-value chain commerce, and Asia Pacific’s leading travel companies and emerging small and medium-sized enterprises meet with top international buyers from the MICE, Leisure and Corporate Travel markets.
INDONESIA	Sarawak Expo – November (TBC) Venue (TBC)		14	The Expo is organised to provide platform for Sarawak’s partners to promote their products, to attract potential clients and tourists specifically from West Kalimantan including Singkawang and the nearby provinces. The two days consumer fair are to be participated by medical institutions, education institutions, hotels and travel agents from Sarawak. Sarawak Expo is to be held at one of the malls in Pontianak. Over 50,000 visitors targeted for the 2-days Expo.
		West Kalimantan Business Networking Session – November (TBC)	14	The Sarawak Business Networking Session is a trade directed initiative to update partners in West Kalimantan on the latest tourism product offerings, medical and education offerings in Sarawak. This is also the best platform for Sarawak industry partners to engage with the new potential partners focusing on Indonesia market. This session is targeting 30 potential buyers from Pontianak and Singkawang.
BRUNEI	Sabre Brunei Travel Fair – October		5	Sabre Brunei Travel Fair, formerly known as Abacus Holiday Travel Fair, is an annual travel fair organised by Sabre Travel Network (Brunei) Sdn Bhd since its establishment in 2004. Travel and leisure industry players such as airlines, travel agents, national tourist offices and other travel related suppliers are given the opportunity to promote and showcase their travel related products and services to the consumers. STB will partner MAH for this initiative.
		Brunei Darussalam Business Networking Session – April		The Sarawak Business Networking Session is a trade directed initiative to update partners in Brunei Darussalam on the latest tourism product offerings. This is also the best platform for Sarawak industry partners to engage with the new potential partners focusing on Indonesia market. This session is targeting 20 -30 potential buyers. In partnership with TM Brunei.

AUSTRALIA		Sarawak Tourism Roadshow Melbourne, Sydney, Brisbane and Perth May (TBA)	6	This is business session (B2B) with Australian agents with a Sarawak product update seminar for local agents for their Australian counterpart. Partnering with Malaysia Airlines, TM Sydney and Royal Brunei.
		Travel Industry Exhibition in Sydney August (TBA)	4	The Travel Industry Exhibition is a trade-only event that connects buyers and suppliers of travel services and products and provides a key forum. The goal is to provide our Sarawak Tourism industry partners a continuity in meeting with new partners in Australia.
	Flight Centre Travel Expo Sydney, Melbourne and Perth February – Feb 2-3/9-10		-NA-	Flight Centre Australia organises their consumer travel Expo in several cities of Australia annually. STB will only participate in Sydney and Melbourne consumer shows with its own booth.
CHINA		Sarawak Tourism Seminar (B2B) in Collaboration with AirAsia in South China:- Session 1 in March Session 2 in October	8	This is in support of Air Asia direct flight to Kuching with sessions to be conducted by Air Asia Consortium agents, Tourism Malaysia and our local Sarawak operator.
		Tourism Malaysia Road Show in Xiamen and Fuzhou	-NA-	This initiative is organise by Tourism Malaysia Guangzhou and our participation will help to complement our efforts in our promotion of the destination in the southern cities in China to complement our existing promotion with Air Asia to ensure sustainability of the flight and filling in seats. To partner with TM Guangzhou.
		China (Guangdong) International Tourism, Industry Expo (CITIE) in Guangzhou	5	The CITIE is the largest tourism exhibition with the larger number of exhibitors and professional buyer in Southern China, a platform for Malaysia and China tour operator to develop more attractive and qualities holiday package to Sarawak. The Board will participate with Tourism Malaysia to complement its promotional effort in the region.

EUROPE		ITB Berlin, Germany March 6-10	4	The World's Largest trade-cum-consumer show. The Board will participate under the Malaysian Pavilion. To sustain our long-standing destination presence in support of our many Malaysian DMCs selling Sarawak. It has extensive PR opportunities especially if we were to launch our new brand. It is proposed by TM Frankfurt that we could have a cultural troupe performing at the Malaysian pavilion and value add to the prominence of Sarawak. Our Minister can then be present in support of TM as ITB Country Partner
		WTM London, UK November 4-6	4	The World Travel Mart is an annual trade fair participated by Sarawak Tourism Board under the auspices of Tourism Malaysia. It will be held at ExCel London over a period of three days for the first time but with extended operating hours. In partnership with TM.
		MAKTA Finland. Jan 16-20	2	MAKTA is the biggest travel industry event in Northern Europe and Baltic region. It attracts both Finnish and international travel trade professionals like travel agents and tour operators as well as the general public interested in travelling. The Post MATKA Seminar in Copenhagen and Stockholm is organised by TM The Hague and it includes a 20 minute presentation for Sarawak. About 30 to 40 agents will be invited to attend this Product Update Seminar.