

FREQUENTLY ASKED QUESTIONS (FAQ)

1. What is Sarawak Tourism Online Ecosystem Fund and how does it work?

Sarawak Tourism Online Ecosystem Fund is a fund allocated by Sarawak Tourism Board. This is a collaboration with the industry partners. It is a catalytic programme to expand Sarawak Tourism's Digital footprint.

2. In which target market can I apply for this Sarawak Tourism Online Ecosystem Fund?

You can apply for this Sarawak Tourism Online Ecosystem Fund as long as you market and promote Sarawak domestically and internationally on digital platform.

3. Who can apply for the Sarawak Tourism Online Ecosystem Fund and who are not eligible for the fund?

- Applicant must be a registered trade company and licensed by Ministry of Tourism, Arts and Culture Malaysia.
- Inbound tour operators

4. What are the tourism related projects I can apply under this Sarawak Tourism Online Ecosystem Fund and the eligibility?

No.	Category	Requirement
1	Website Development Maximum RM5,000.00 for website development, design and maintenance costs. To include a new website; re-design / update of an existing website; web hosting costs; SEO (Search Engine Optimization); maintenance costs, etc.	<ul style="list-style-type: none"> • To outsource the service if there is no internal technical staff. • Preferably local designers/developers
2	Booking Engine Maximum RM5,000.00 support for booking engine costs. To incorporate a booking engine into an existing website; and / or monthly subscription fees for operators that has already use booking engines.	<ul style="list-style-type: none"> • Must have an existing company website • Preferably local designers/developers
3	Online Advertising Maximum RM5,000.00 for Digital Advertising. To include social media boosting / search engine marketing / pay per click, etc. Includes Facebook, Instagram, Google Ads, YouTube, etc.	<ul style="list-style-type: none"> • Must have an existing Social Media platform with minimum no. of followers/ of no. of posts • Ads buy by owner or through outsource
4	Content Production Maximum RM5,000.00 for content production. To include video production costs, blog articles, photography costs for photo banks or use on websites or social media, etc.	<ul style="list-style-type: none"> • Justification of where to publish / upload the content. • Credit to Sarawak Tourism Board.

5. What are the expenses that I am not eligible under this Sarawak Tourism Online Ecosystem Fund?

Personal accommodation, meal, transportation by air or land and travelling expenses are not applicable under the Sarawak Tourism Online Ecosystem Fund.

6. Who determines the final funding under this Sarawak Tourism Online Ecosystem Fund?

A committee headed by Sarawak Tourism Board reserves the right on decision of the final funding upon which, a service order will be issued.

7. How will the payment be made for this Sarawak Tourism Online Ecosystem Fund and can I transfer the fund on my current project to another project if the project is cancelled?

Approved funding will be made payable directly to the related service provider/supplier/vendor. The fund is non-transferrable to other services in the case that the service is cancel.

8. What is the expected outcome of the Sarawak Tourism Online Ecosystem Fund?

Applicant must provide an outcome arising from the Sarawak Tourism Online Ecosystem Fund in a report format within one (1) month prior to the disbursement of the fund. The Sarawak Tourism Online Ecosystem Fund will only be disbursed upon receiving full report and invoice(s) from applicant/service provider/supplier/vendor. Full report should include related photographs. Payment will be made within 14 working days upon receipt of the invoice(s).