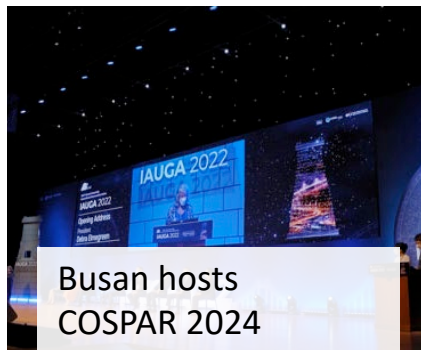


## A fanfare welcome for Norwegian Prima



## Singapore's food festival is back



## Busan hosts COSPAR 2024



## Sarawak showcases holiday offers

• ALL-NEW •

# NORWEGIAN V!VA

SAILING SUMMER 2023

[LEARN MORE](#)



## Laguna Phuket expands wellness role

Laguna Phuket and Bangkok Dusit Medical Services (BDMS) signed a memorandum of understanding last week to create a medical and wellness centre in the Laguna Phuket resort complex.

Scheduled to open early next year, Laguna Wellness by BDMS Phuket will join a collection of hotels, resorts, residences...

## Tourism Malaysia leads India sales mission

Tourism Malaysia and the Malaysia Association of Tour and Travel Agents (MATTA) lead the second roadshow to India to four cities from 17 to 24 August.

The roadshow kicked off Wednesday in the city of Visakhapatnam and continues with events in Kolkata, Kochi and Tiruchirappalli....

## Centara Korat launches House of Kin Restaurant

Centara Korat Hotel, an all-in-one leisure and lifestyle destination in the Northeast of Thailand, is preparing to launch a new foodie destination in Korat with the 'House of Kin' restaurant.

Central Pattana, a global sustainable real estate company, develops shopping centres, residential projects, office buildings and hotels across Thailand managed by Centara Hotels & Resorts...

## AirAsia Thailand flies to Fukuoka

AirAsia Thailand (FD) will launch direct flights to Japan for the first time on 12 October, introducing direct flights from Bangkok (Don Mueang) to Fukuoka, the largest city on the Japanese island of Kyushu....

## World Tourism Day calls for a rethink

'Rethinking Tourism' is the theme for this year's World Tourism Day 2022, celebrated on 27 September with UNWTO designating Indonesia as the host country for the official celebrations.

UNWTO member states, non-members and stakeholders from the private sector are invited to host their celebrations and promote the day by focusing...

## DOT Philippines and Thailand extend ties

Philippines Department of Tourism (DOT) Secretary Christina Garcia Frasco met with her counterpart Thailand Ministry of Tourism and Sports (MOTS) Minister Phiphat Ratchakitprakarn, last week to renew a tourism bilateral agreement.

They met on the sidelines of the 11th Asia-Pacific Economic Cooperation (APEC) Tourism...

Follow us on:



TTR Weekly is a reliable source of news for Asia's travel planners. Established in 1978, TTR Weekly is the property of Ross Publishing Co Ltd registered in Bangkok, Thailand. TTRW is an abbreviation of the original name Travel Trade Report.

Managing editor: Don Ross: donr@ttrweekly.com

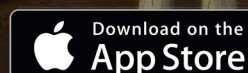
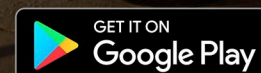
EDITORIAL: news@rossttr.com  
Editor: Don Ross

MARKETING: sales@ttrweekly.com  
Content editor: Danai Stephen Ross  
Publishing director: Lars Magnusson

PRODUCTION:  
Creative director: Danai Stephen Ross  
Graphics: Kamolapat Srivirawan



## Know more about the Philippines



Download the Travel Philippines App



# Singapore's food festival is back

The annual Singapore Food Festival (SFF) returns for its 29th edition from 24 August to 11 September 2022.

For the first time since the pandemic, SFF 2022 offers a sumptuous spread of 70 gastronomic experiences, including a Festival Village with

## SFF Highlights

This year's line-up, with the theme 'Real Foodies Only', comprises several components: the Festival Village, limited-time menus at partner restaurants, tours and workshops, virtual offerings, and overseas activations.

The Festival Village will bring together over 25 culinary and beverage brands at

shrimps, mussels and clams (above), alongside a ngoh hiang (five-spiced meat rolls) platter. The Chef Arena situated within the grounds of the Festival Village will present a special nine-course dinner created by top culinary masters featured in SFF 2022's virtual masterclasses, complete with a Martell Noblige cocktail created by Juan Yi Jun, the head bartender of No Sleep Club.



the Bayfront Event Space from 31 August to 11 September 2022.

Over 25 food establishments will serve familiar

over 25 food establishments and a special nine-course dinner, as well as an array of workshops, tours, and exclusive menus at partner restaurants.

Singapore Tourism Board director, retail & dining, Teyi Guo said: "As international travel resumes, we are excited to bring SFF back to its usual format, with engaging in-person programming so visitors can fully experience the international palate of our city."

favourites with an innovative twist, such as Jebeu Dry Laksa's signature dish topped with Boston lobster and tiger prawns.

Singapore's hottest food truck The Goodburger is set to sizzle with Blue Lotus Eating House on an SFF-exclusive plant-based Golden Chilli Crab Burger, while the newly-minted Michelin Bib Gourmand stall One Prawn & Co will collaborate with heritage brand Hock Lian Huat to present a thick, silky prawn bisque with

Complementing the food offerings is a curated line-up of workshops for those who prefer to get hands-on. Foodies can learn the art of mixing spices from 3rd generation owner Jeya Seelan from traditional spice stall Jeya Spices; as well as gather Thermomix tips to whip up delicious meals with cookbook author Annie Xavier and passionate home bakers. There will also be a Marketplace featuring a curated selection of merchandise and an Entertainment stage presented by Tiger Beer.

Festival-goers can check out [www.singaporefoodfestival.sg](http://www.singaporefoodfestival.sg) for the full list of experiences and ticketing information.

# BE THE FIRST TO LIVE IT UP

NORWEGIAN  
**PRIMA**  
AUGUST 2022

NORWEGIAN  
**VIVA**  
JUNE 2023



Meet our newest dream team at sea, Norwegian Prima and Norwegian Viva – the first two ships in a brand-new class designed to elevate every expectation. Stay connected to the ocean with experiences that bring you closer to the horizon. Stretch out, way out, in our most spacious accommodation to date. And look forward to first-rate service so you can enjoy every second. Discover an all-new experience at sea in Northern Europe and the Mediterranean on board NCL's newest ships.

**NCL NORWEGIAN** *Feel Free*  
CRUISE LINE

THE HAVEN SUNDECK



INDULGE OUTDOOR LOUNGE



UNPARALLELED ACCOMMODATION



BOOK ONLINE AT **NCL.COM**

CALL INDIA +91 22 7127 9333 | SINGAPORE +65 31 651 680

**MALAYSIA** +60 3 3099 2294 | **PHILIPPINES** +63 28 6263 209 | **MAINLAND CHINA** 400 842 8361  
**HONG KONG AND REST OF ASIA** 800 901951 | OR CONTACT YOUR TRAVEL PROFESSIONAL

FLEXIBLE CANCELLATION POLICY | ENHANCED HEALTH & SAFETY PROTOCOLS





*“ We have been eagerly anticipating and preparing for this special event for several years, so we are delighted to embark on NCL’s next chapter with Norwegian Prima. It’s been a joy to see our vision come to life with this landmark christening ceremony, which sets the tone for the unparalleled holidays guests will enjoy for years to come. We are so thankful to our team members and partners worldwide who have made Norwegian Prima a stunning reality. ”*

Harry Sommer, President and Chief Executive Officer, Norwegian Cruise Line

# A fanfare welcome for Norwegian Prima

Norwegian Cruise Line (NCL), the innovator in global cruise travel, christened its newest ship, Norwegian Prima, which

made history as the first major cruise ship christened in Reykjavik, Iceland.

The first of six ships in the groundbreaking Prima Class, Norwegian Prima, debuted to more than 2,500 guests who enjoyed an immersive experience in the beautiful Icelandic capital and a christening

celebration like no other.

“With her stunning design and unique offerings, Norwegian Prima is in a league of her own,” said

Norwegian Cruise Line Holdings Ltd president and CEO Frank Del Rio. “As the industry’s most spacious new cruise ship featuring ‘only-

available-on-Prima-experiences,’ she is continuing NCL’s legacy of industry firsts. We wanted to launch Norwegian Prima in a location just as special and unique as she is, and Reykjavik’s striking landscape is the perfect setting for such a milestone occasion. We thank the Reykjavik community for welcoming us with open arms.”

At 965 feet (294 metres long) and more than 142,500 tons with a capacity for 3,100 guests at double occupancy, Norwegian Prima offers the highest staffing levels and space ratio of any contemporary or premium cruise ship. She also boasts the largest variety of suite categories available at sea as well as a redefined The Haven by Norwegian, NCL’s ultra-premium keycard-only access ship-within-a-ship concept. Her recreational activities, including the fastest slides at sea – The Rush and The Drop – and the Prima Speedway, the first three-level racetrack at sea, provide guests with adrenaline-pumping moments.



“Eurovision Song Contest” fan favourites, Daði og Gagnamagnið (pronounced “Dah-theh Oh Gack-no-Mak-ne”), before Norwegian Prima’s very own godmother, Katy Perry took to the main stage to officially name and christened the vessel with the ceremonial champagne bottle break across the ship’s hull. The three-level Prima Theater & Club stage was then transformed into a whimsical backdrop where guests enjoyed a powerhouse performance of some of Perry’s chart-topping hits, including “California Gurls,” “Teenage Dream,” “Roar,” and “Firework.”

“It was so much fun to sprinkle some fairy godmother dust on Norwegian Prima and send her on her way to sail the high seas,” said Katy Perry.

[Full story.](#)

Spaces like Ocean Boulevard, the 44,000 square foot outdoor walkway which wraps around the entire ship; The Concourse, which boasts a multi-million dollar outdoor sculpture garden; and expansive pool decks and infinity-style pools at Infinity Beach offer guests a chance to slow down and relax. To learn more about all Norwegian Prima offers, please click here.

“We have been eagerly anticipating and preparing for this special event for several years, so we are delighted to embark on NCL’s next chapter with Norwegian Prima,” said Harry Sommer, president and chief executive officer of Norwegian Cruise Line. “It’s been a joy to see our vision come to life with this landmark christening ceremony, which sets the tone for the unparalleled

holidays, guests will enjoy for years to come. We are so thankful to our team members and partners worldwide who have made Norwegian Prima a stunning reality.”

Guests at the christening ceremony were treated to a show-stopping performance by a popular Icelandic group and 2021





# Busan hosts COSPAR 2024



Korea has recently successfully propelled the satellite launch rocket Nuri and the lunar probe Danuri in succession. Based on these achievements, the country is securing a stronger global standing academically and technologically in terms of space science.

Korea is also being recognised for its ability to attract relevant MICE events. In particular, Busan was the venue for not only the 2022 International Astronomical Union (IAU) General Assembly but was also selected as the host city for the 2024 Committee on Space Research (COSPAR). With the world's largest space science academic events taking place in Busan, it has become possible to not only revitalize its MICE and tourism-related industries but also showcase Busan's potential as a science and technology hub and MICE city.

In 2015, Korea won the honor of hosting the 31<sup>st</sup> International Astronomical Union (IAU) General Assembly over the candidates of South Africa,

Chile, and Canada. After a series of unfortunate delays due to COVID-19, this major scientific event finally took place in Busan.

The theme of this year's General Assembly, which took place for 10 days and opened on August 2 at BEXCO in Busan, was "Astronomy for All". It was structured not just as an academic meeting of specialists, but also as a science culture event for the general public. On August 6 and 7, public lectures on "next-generation astronomy" were held at the Busan National Science Museum. On August 9, various experiential activities were held at the BEXCO outdoor plaza, such as the Star Party where participants observed the sun during the day and the stars at night.

By hosting the 31<sup>st</sup> IAU General Assembly, which became a valuable forum for mutual exchange in the field of astronomy, Busan has clearly engraved itself in the hearts of visitors as a seaside MICE city where bright city life and nature coexist.

Meanwhile, the 45<sup>th</sup> COSPAR Scientific Assembly, the world's largest symposium on space science, is set to take place in Busan in 2024. This assembly will be held at BEXCO from July 13 to 21, 2024, under the theme of "Team Spirit in Space Research". In addition to diverse invitational lectures and academic presentations, assorted public events such as the "Space Film Festival" and "Meetings with Space Scientists" are being planned as well. As a part of the preparations to hold this assembly successfully, a team from the Busan Tourism Organization attended the 44<sup>th</sup> Assembly held in Athens, Greece, last July and networked with key specialists and officials. Hosting COSPAR 2024 will be an excellent opportunity to showcase Busan as a city of science and technology to space researchers and officials around the world, including NASA.

By being selected to host such large-scale space science events, Busan is being acknowledged as a MICE city that possesses the infrastructure and resources to successfully conduct wide-ranging academic exchanges.

For more information, visit <https://bto.or.kr/cvbeng/Main.do>



## SCAN TO SUBSCRIBE AND ENJOY EXTRA 5% OFF!

Subscribe today to receive additional 5% discounts and extra perks at Hard Rock Hotel Bali when you book your next stay on our hotel website directly.

Set in the heart of Kuta's entertainment and shopping district, the iconic Hard Rock Hotel Bali is the first Hard Rock hotel in Asia, offering ultimate experience with extensive family-friendly facilities and a plethora of activities.

Be our ROCKSTAR when staying in one of the renovated rooms, enjoy all the perks, including Sound of Your Stay, our signature music amenity program, Rock OM and many more!





# Princess EZair goes live in Southeast Asia

Princess Cruises has added its EZair flight booking programme for guests from Southeast Asia, mainly Singapore, Malaysia, Indonesia, Vietnam, and Brunei.



This easy-to-use tool provides customised suggestions based on when and where passengers are sailing, low prices with flexible airfares, and the reassurance that they will reach their ship quickly and conveniently.

This service is particularly beneficial for guests who must travel to faraway destinations to board their cruise and relieves the hassle of visiting different websites to check flight details. This programme has long been enjoyed by guests in North America and Europe and is now available in Southeast Asia.

“Princess Cruises’ EZAIR elevates the pre-cruising experience by making it easy and convenient to book the flight component for guests in Southeast Asia who will be travelling overseas to cruise. The Princess website will serve as a one-stop all vacation planner, making it stress-free and convenient in booking flights with their cruises,” said Princess Cruises director Southeast Asia Farriek Tawfik.

“The EZair programme will better serve guests in this region with access to competitive airfares compatible with their

cruise,” he added. Available flights can be reviewed in real-time, and the desired air schedule and carrier can be chosen at the time of booking.



The cruise must be reserved and deposited before flights can be booked. However, flights can be searched when checking cruise availability.

Flights are available to book from four days before the cruise to 300 days before the end of the vacation. Princess EZair allows guests to customise their flights – choosing the desired time, carrier, number of stops, class of service, etc. – at the time of booking without paying any additional customisation fee. This makes it easy to find flights that fit the requirements of the cruise and at competitive fares.

Princess EZair also provides the flexibility of booking flights – whether directly on princess.com or with travel advisors. Princess EZair is connected to Princess’ booking system so that all flight guidelines and voyage

information is automatically applied to the search. Travel advisors can also access the EZair programme to check flights for guests, thereby saving time.

## **Princess EZair provides Late Arrival Protection**

Guests who book air travel through Princess Cruises will be automatically enrolled in the Princess Late Arrival Protection program.

If guests miss or will miss their original port of embarkation due to airline delay or an airline service disruption, such as flight cancellation or flight re-routes and weather-related issues, Princess will work with the airlines to find a reasonable alternative to provide flights to the next appropriate port at no additional air cost to the guest.

Additional information about Princess Cruises is available through a professional travel advisor, by calling +65 6922 6788 (Singapore), Toll Free: Malaysia 1800-806-656 or Indonesia 007-803-651-0004.



Here, you can bask in the warmth of tropical weather and friendly smiles.

Find your home by the sea at Casa del Mar. The sand in your toes and the salt in your hair aren't only things that will put a twinkle in your eyes. There's also the thoughtful service to make you feel at ease. Small and intimate, our beachfront boutique resort has all the right touches to help you unwind, right down to the informal dress code. With your need well looked after, all you have to do is kick back and relax.

ENJOY A TRULY SPECIAL CASTAWAY PICNIC ON AN UNINHABITED ISLAND

**Casa del Mar**  
L A N G K A W I

Jalan Pantai Cenang, Mukim Kedawang, 07000 Langkawi, Kedah, Malaysia. Tel +604 955 2388 Fax +604 955 2388

[casadelmar-langkawi.com](http://casadelmar-langkawi.com)

Managed by HPL Hotels & Resorts

THE LAKEHOUSE Cameron Highlands, Malaysia **CASA DEL MAR** Langkawi, Malaysia

**CASA DEL RIO** Melaka, Malaysia **THE BOATHOUSE** Phuket, Thailand





# Centara packages private villa stays

Centara Hotels & Resorts, Thailand's leading hotel operator with hotels across Asia and the Middle East, is making it easier for families to book a luxurious last-minute summer holiday or autumn vacation this year with the launch of a new package which is perfect for parents who want to unwind in plenty of personal space and create lifelong memories with their kids.

"The Place to Call Your Own" package lets guests discover a heavenly home-away-from-home in paradise, with a choice of spacious and stylish villas in many dream destinations across Southeast Asia and the Middle East. To make every vacation completely stress-free, travellers are offered complimentary daily breakfast and dinner throughout their stay, and up to two children

can stay free of charge.

With seamless indoor and outdoor living areas, modern amenities, views of lush tropical gardens or sparkling seas, and even private swimming pools in many properties, families can chill out together and revel in the joy of freedom and seclusion.

The Deluxe Private Pool Villa at Centara Villas Phuket provides plenty of outdoor space for guests to unwind.

This enticing offer is available at participating hotels and resorts in many highly desirable locations across Thailand, including Hua Hin, Pattaya, Phuket, Krabi, Udon Thani and Chiang Mai in Thailand, plus Mui Ne in Vietnam and Muscat in Oman. So, whether families are longing for a blissful beachfront vacation or an enchanting

upcountry escape, everyone can find a "Place to Call Your Own" with Centara this summer.

This attractive package is valid until 31 December 2022, and rates start from just THB 3,315++ per night! At properties where villas are not available, the promotion applies to suites. For more information and to book, please visit [www.centarahotelsresorts.com/centara-place-to-call-your-own](http://www.centarahotelsresorts.com/centara-place-to-call-your-own).

Every guest will enjoy complete peace of mind when staying with Centara Hotels & Resorts. Under the Centara Complete Care programme, the company adheres to the strictest health and hygiene protocols to keep every family safe and secure.

To learn more about Centara Hotels & Resorts, visit [www.centarahotelsresorts.com](http://www.centarahotelsresorts.com).



## THE PLACE TO BE

With the easing of restrictions around the world, the window to travel safely is open once again.

Across Thailand, in the Maldives, Vietnam, Sri Lanka or the Middle East, something magical happens when you find the place you truly belong, a place you want to be. This is the essence of Centara Hotels & Resorts. Whether your clients are planning a family beach holiday, an immersive cultural experience or an exciting urban getaway, you can rest assured that they will be well taken care of.

From arrival to check-out, stay with confidence with Centara Complete Care, our cleanliness and wellbeing programme dedicated to your clients' health and happiness.



CENTARA RESERVE

CENTARA GRAND

CENTARA

Centara

centra

COSI

CENTARA  
HOTELS & RESORTS

Visit our dedicated trade website [centarahotelsresorts.com/b2b](http://centarahotelsresorts.com/b2b)



# Sarawak showcases holiday offers

Sarawak Tourism Board (STB) announced the return of its homegrown brand, Sia Sitok Sarawak, on Monday, themed “Discover Sarawak Gems” exclusively for Sarawakians and non-Sarawakian residents.

Back by popular demand, Sarawakians looking to discover the undiscovered Sarawak for their year-end holidays can

*Homestay.*

- *Bird-watching in Ba Kelalan to get the chance to spot the Dulit Frogmouth bird, which is endemic to the mountains of northern Borneo.*
- *An unforgettable Belaga expedition with a visit to Uma Belor, potentially the longest interrupted longhouse structure in Sarawak.*

Sarawak, which translates to ‘Ke Sana Ke Sini’ Sarawak, as a measure to boost the local tourism industry during the pandemic, revive the state economy and keep traveller confidence high.

“I am happy to see the success of our homegrown brand “Sia Sitok Sarawak” for the past two years and “Sia Sitok Accommodation” in 2021 with sales generated over MYR10.5 million. The Sia Sitok Sarawak campaign will be a great initiative to cultivate local interest and appreciation of Sarawak’s greatest offering. Over the long-term, Sarawakians can become tourism ambassadors for travellers worldwide.”

Sarawak Tourism Board Chief Executive Officer Puan Sharzede Datu Haji Salleh Askor said: “With the return of Sia Sitok Sarawak, there is no better way to travel throughout Sarawak than with friends and family this year-end as we go beyond the pandemic with its exclusive offerings and deals. Do not miss the opportunity to try the eight new packages in SSS4.0 for an unforgettable lifetime experience and take the opportunity of the good deals at participating hotels while on vacation.”

SSS4.0 and SSSA 3.0 is available for bookings from 1 September 2022 to 31 October 2022, with the travelling or staying period from 1 September 2022 to 15 December 2022.

For more information on Sia Sitok Sarawak and its packages, visit the official website at [www.siasitok.sarawaktourism.com](http://www.siasitok.sarawaktourism.com).



choose from 62 tour packages. SSS offers discounts ranging from 35 to 50% on single-day to multi-day trips. Seven new tour packages have also been included, emphasising community-based and responsible tourism products aligned with the post-Covid-19 Development Strategy 2030 (PCDS).

## New tour packages

- *Kedaya Telang Usan to chase waterfalls and experience the local culture.*
- *A more in-depth Bidayuh village experience at Saloma*

- *Follow Rajah Brooke’s trail and visit Rentap’s Fort at Bukit Sadok.*
- *Enjoy a water rapids experience with the Julau and Upriver Expedition.*
- *Discover Murum and visit Limbang–Lawas Meritam Pasir Lumpur to pamper yourself with a natural mudbath.*

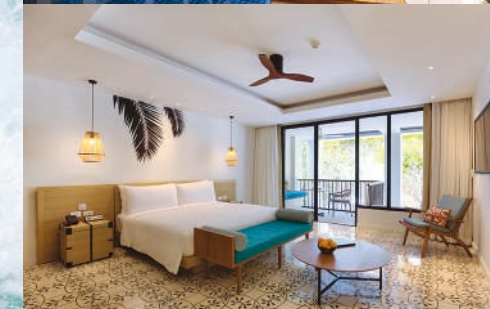
SSSA 3.0 will provide the best bargains with discounts up to 35% off for staycation packages from over 40 participating hotels.

Minister of Tourism, Creative Industry and Performing Arts Sarawak (MTCP) YB Dato Sri Haji Abdul Karim Rahman Hamzah said: “We started Sia Sitok

## SURFING HOLIDAYS IN PHUKET

# Outrigger Surin Beach Resort

Where you enjoy beach life and fun surf



Learn to surf. Get wet. Ride the waves. Chill out in your comfortable and spacious room before hitting the Nalu Bar and Grill to enjoy delectable dining at the end of the day. Outrigger Surin Beach Resort is conveniently located just a 5 minute walk to Surin beach, one of the most popular beach breaks in Phuket. Beginner or experienced surfers grab your surfboard and enjoy!

## OUTRIGGER SURFING HOLIDAY PACKAGE Starting from THB 4,999 net per room for 2 persons

- 2 nights accommodation
- Daily breakfast at Nalu Bar and Grill
- A round trip transfer from the resort to the surf school
- An hour surfing lesson with professionals
- Certificate of participation and photos of surfing
- Travel until 31 October 2022

Private surf lessons and room upgrades are also available, please call our reservation team at +66 (0)76 324 590, email [reservations.surin@outrigger.com](mailto:reservations.surin@outrigger.com)

Rate is for 2 nights accommodations for 2 adults per room and inclusive of service charge and government taxes. Rate includes an hour of surfing tuition as well as the use of surfboard for the duration of surfing lesson. Terms and conditions apply.





# Sabah and Penang cross-promote destinations

Sabah and Penang are embarking on a cross-promotion of their tourism attractions through a Memorandum of Collaboration (MoC) signed last Saturday.

Sabah Tourism Board (STB) chief executive officer Noredah Othman and Penang Global Tourism (PGT) CEO Ooi Chok Yan led the signing ceremony.

(From R-L) Datuk Joniston Bangkuai, Noredah Othman, Yeoh Soon Hin, and Ooi Chok Yan exchanging ideas after the signing of Memorandum of Collaboration between Sabah Tourism Board and Penang Global Tourism.

STB chairman Datuk Joniston Bangkuai, and his PGT counterpart Yeoh Soon Hin, witnessed the signing ceremony, which came after the two chairmen discussed cooperation during a meeting held in December last year.

Both Joniston and Yeoh described the MoC as momentous, noting that the two states share a similar commitment to the positive impact that tourism might have on the people and the economies of their respective states and the nation.

The goals of the MoC between Sabah and Penang include, among other things, improving flight connectivity between the two states and facilitating the engagement of key parties concerning the development of products and tourism.

"I had the pleasure of meeting Yeoh in Penang last year, and we explored the possibility of



establishing a Friendship city relationship between our two cities. We met again in Sabah and discussed how important it was to collaborate.

"I do think that this MoC is the first step to help us realise our friendship initiatives through tourism, and hopefully, it will lead to a similar collaboration with other states," said Joniston, who is also Sabah's Assistant Minister of Tourism, Culture, and Environment.

He also suggested that the Sabah Tourism Board and Penang Tourism Global establish a key performance indicator to assess the efficacy of their partnership and make adjustments as needed to realise their goals.

Yeoh, who is also Penang State Exco for Tourism and Creative

Economy (Petace), expressed optimism that the partnership with the Sabah Tourism Board would help to boost the economies of both states and make them more resilient in the face of future challenges.

"We anticipate increasing the number of visitors to Malaysia by sharing tourism ideas and creating dual destination packages for domestic and international markets.

"The key to tourism success is breaking down siloed approaches. To succeed, we must work together, and this important partnership is a step to achieve our common goals," Yeoh explained.

For more information on Sabah visit [www.sabahtourism.com](http://www.sabahtourism.com)

## Your Sabah Bucket List

[www.sabahtourism.com](http://www.sabahtourism.com)



Enchanting  
**SABAH**  
Malaysian Borneo





## **YOU HAVEN'T SEEN IT ALL UNTIL YOU SEE SARAWAK**

A UNESCO World Heritage Site. A World  
Craft City. PATA Gold awarded Sarawak  
Cultural Village. And so much more  
to see, to taste, to experience, to captivate.  
Discover the many ways you can do more in  
Sarawak, Borneo.

**Sarawak**  
*More to Discover*