

# 8<sup>th</sup> UCLG ASPAC Congress



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Chief Executive Officer  
Sabah Tourism Board

# SABAH, Malaysian Borneo

Good afternoon and Kopivosian!

Situated on the beautiful island of Borneo, Sabah is one of the thirteen states which Malaysia is made of. Sabah is the second largest state in Malaysia and shares the island of Borneo with Sarawak, Brunei, and Indonesian Kalimantan.

Sabah is richly blessed with nature diversity, unique cultures, fun adventure, Idyllic islands and beautiful beaches as well as unbeatable fresh seafood . We are known for our eco treasures from mountain high to ocean deep, one of the highest mountains is South East Asia - Mount Kinabalu, to one of the world's top dive sites - Sipadan Island.

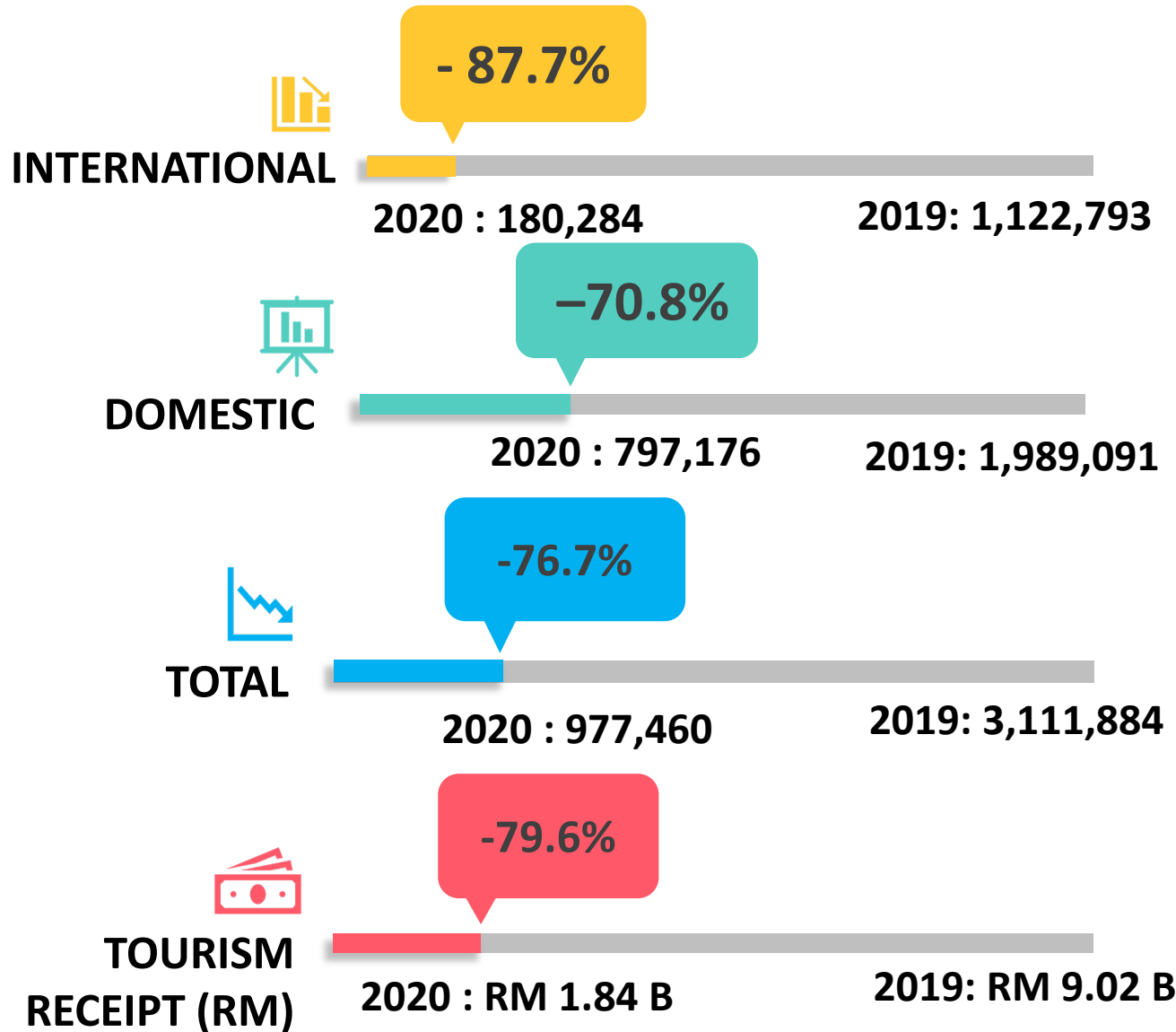
Not only will you be amazed by the places to see and things to do here, you will also be treated with unique Sabahan hospitality. Explore the unique culture and tradition of Sabah and be enchanted by the memorable experience that last a lifetime!

The global pandemic has severely affected the tourism industry as well as the economics of the country. Our lifestyle has totally changed and we are trying to adapt to the new norms of living.

We have been fighting with this virus for almost 2 years and we are still struggling to live with it. Despite the challenging situation, Sabah Tourism Board has continuously carried out the promotion of our tourism gems to everyone. Sabah is known for its unique cultural diversity, history, and heritage.

Sabah Tourism aims to re-emphasize tourism in the rural areas especially in the East Coast of Sabah. Most of the attractions there are unique to the rural areas and not found in the urban city. It is also our aim that the community there are prepared to embrace tourism especially now in the digital era.

# TOURISM PERFORMANCE OVERVIEW, 2020 VS 2019



#1	South Korea	48,269	-87.8%
#2	China	46,129	-92.3%
#3	Taiwan	6,985	-84.7%
#4	UK & Ireland	6,737	-77.1%
#5	Brunei	5,494	-93.0%
#6	Australia	5,020	-74.1%
#7	Philippines (By Air)	4,530	-79.7%
#8	Singapore	4,357	-87.3%
#9	USA	4,270	-73.8%
#10	Japan	4,095	-83.2%

# Pre - Covid 19 Scenario for China Market:

## China Tourist Arrival (No 1 Top international arrival for Sabah)

Year	No. of Arrival	Growth (%)
2018	593,623	+37.7
2019	589,566	+0.8%
2020 (Jan – Nov)	46,089	-91.8%

## Direct Air Accessibility

No.	From	Airlines	Flight (Weekly)
1	Hong Kong	Air Asia	7
2	Shenzhen	Air Asia	14
3	Shanghai	Malaysia Airlines / Spring Airlines / Shanghai Airlines	2 / 7 / 4
4	Guangzhou	Air Asia / China Southern Airlines	7 / 14
5	Hangzhou	Air Asia	7
6	Wuhan	Air Asia / Malindo Air	7 / 3
7	Fuzhou	Xiamen Air	4
8	Kunming	Air Asia	4
9	Macau	Air Asia	4
10	Tianjin	Malindo Air	3
11	Xiamen	Xiamen Air	3

**Total No of Weekly Direct Schedule Flights into Sabah**

**90**

# WHERE ARE WE GOING?

**Rebuilding tourism is a priority, but the sector must become more sustainable and resilient in the future**

**Key policy priorities include:**

- Restoring travellers' confidence
- Supporting tourism business to adapt and survive
- Promoting domestic tourism and supporting safe return of international tourism
- Providing clear information to travellers and businesses, and limiting uncertainty (to the extent possible)
- Evolving response measures to maintain capacity in the sector and address gaps in supports
- Strengthening co-operation within and between countries
- Building more resilient, sustainable tourism


**“48% of global consumers choose sustainable travel features versus 52% mass market options in 2021.”**

- Euromonitor Voice of the Consumer : Travel, fielded in January 2021



# STRATEGIES

## REBUILDING CONSUMERS' CONFIDENCE

- 
- Utilize social media as a tool to publicize positive news
  - Revive FAM Trip for KOLs/Media/Influencers
  - Collaboration with well-established brands
  - Asean Community based Tourism Compliance for Rural Tourism Products
  - Herd Immunity and Safe & Clean Accreditation


## ENHANCING POTENTIAL SEGMENTS

- 
- **Business Event** development (MICE)
  - Identifying more **high yield** tourism products and packages
  - Build up **Medical Tourism** potentials, in cooperation with Malaysia Healthcare Travel Council

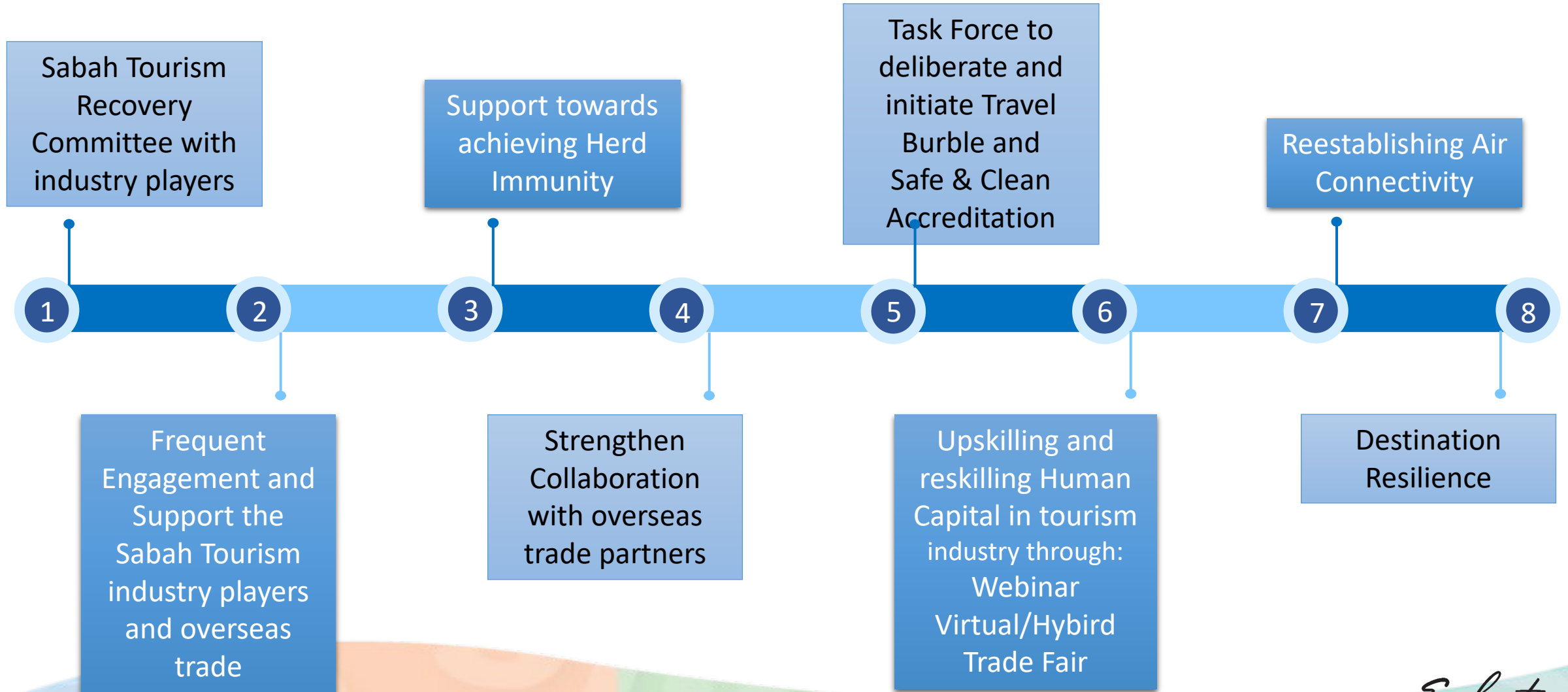
## SUPPORTING THE INDUSTRY

- 
- Upskilling for Tourism Industry Players
  - Destination Online Training for overseas trade
  - Participation in Virtual/Physical Fairs/Roadshows
  - Rural tourism support to enhance guests' experience
  - Supporting the Development of Tourism Satellite Account

## REESTABLISHING CONNECTIVITY

- 
- Engagement with Airlines
  - Special Airlines Incentives
  - Strategic Collaboration with Trade partners

# SABAH 8 MEASURES TO SUPPORT THE RECOVERY





# All Marketing Activities are in-line with '*ENCHANTING SABAH*' Brand:



Sabah, Malaysian Borneo



@sabahtourism



@sabahtourism



Sabah Tourism

WeChat

沙巴旅游局  
sabahtourism



Sina Weibo

@美丽沙巴



Based on recent survey conducted by our Research team on the rural tourism stakeholder's vaccination rate, almost 62% of the respondent have been fully vaccinated. The vaccination program is fast moving and we hope by year end, we are able to achieve 80% immunity in Sabah, to progressively re-open for tourism business.

**We cannot wait to welcome you again to Sabah and we hope the international borders will reopen soon!**

***Till we meet again!***

# THANK YOU

