

Brunei to Promote Tourism on Global Scale



Brunei has recently launched a global tourism campaign in a run up to the 'visit Brunei' year in 2008. The campaign involves promoting eco-tourism, as the Sultanate has many rain forests and some cities built on water. Indeed, some parts contain houses on stilts above water reminding visitors of Venice. The campaign aims at attracting visitors from abroad as well as at increasing domestic tourism.

An article entitled 'Knocking on Brunei's Door' was published recently in the United Arab Emirates' biggest newspaper Gulf News. The article described possibilities of familiarization trips for TV companies, travel agencies and travel writers. This initiative will help promote the Sultanate using the market knowledge and experience of these bodies. As a result, 40 trips per year have been planned for visitors mainly from Australia, China, Korea, UK and Germany. Outside of Brunei, 26 annual trade shows have been earmarked at various destinations. Brunei is already quite a popular place to visit for Australians looking for a quick break in the Middle East on their way to or from London.

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