



# SARAWAK

## *Destination Brief*

**Sarawak**  
More to Discover

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# Sarawak Facts

## Malaysia's Largest State

- 124,450km<sup>2</sup>

## Population

- 2,636,000

## Capital

- Kuching City

## Population of Kuching

- 681,901

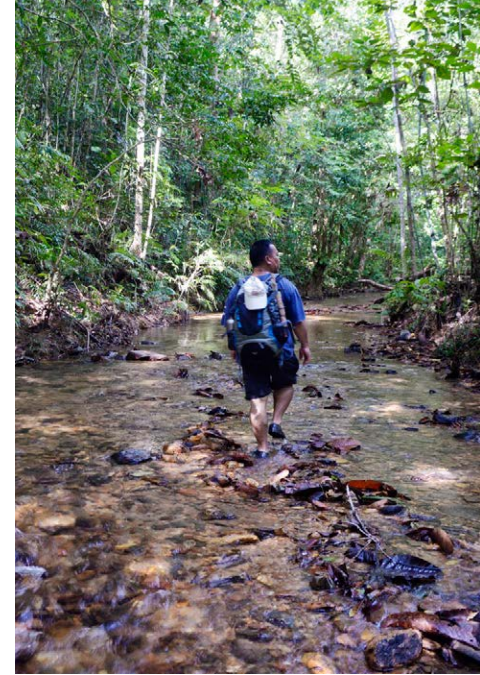
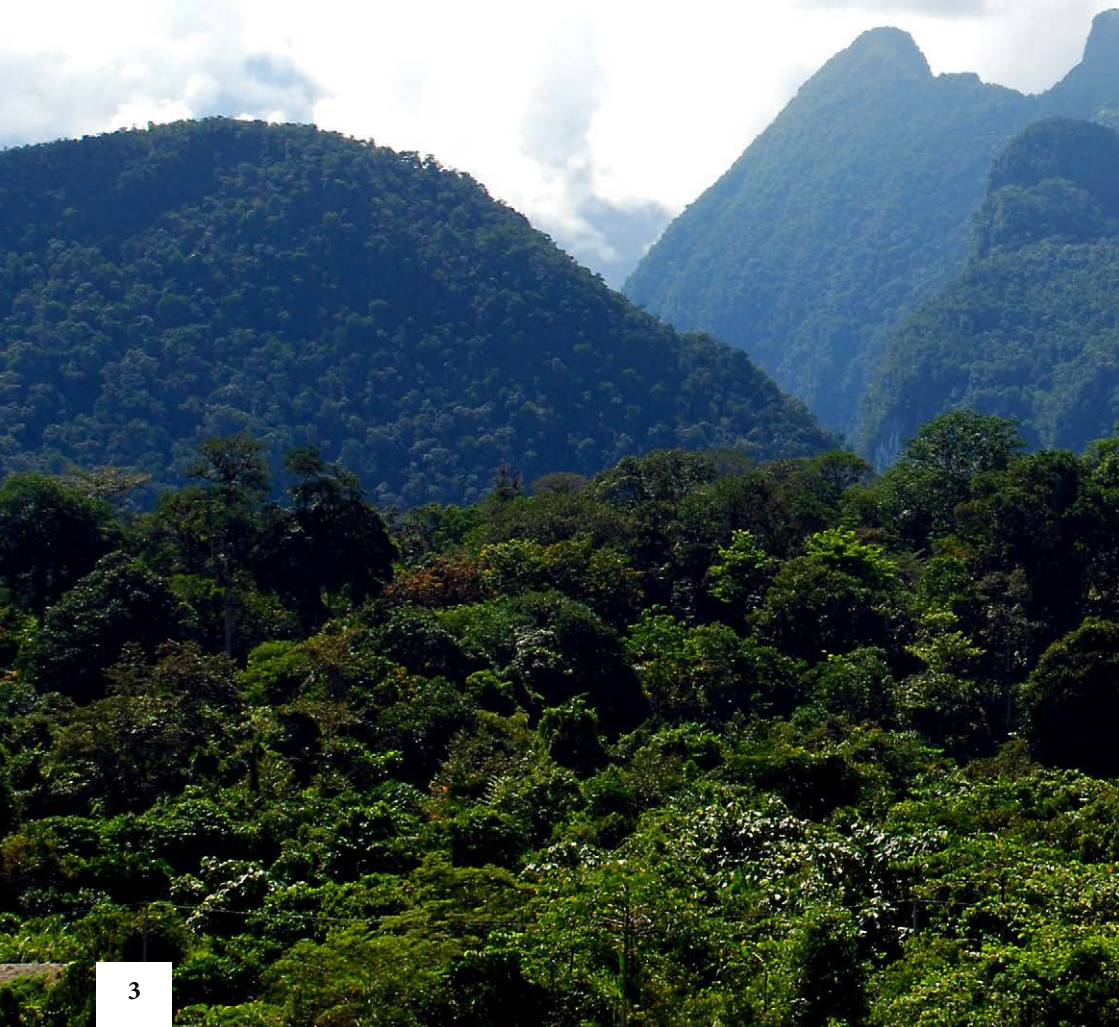
## Location

110° to 115° Longitude East, 1° to 5° Longitude North (GMT +8)



# Introduction To Sarawak, “Where Adventure Lives”

Located on the north-western shore of the Island of Borneo is Sarawak, the largest state of Malaysia. A beautiful land coloured in peace and tradition, Sarawak is a prime destination for travel nomads seeking untouched culture, exhilarating adventure and breath-taking nature.



Whether it is sharing in the lifestyle of one of the many indigenous communities' longhouses, exploring gigantic caves in the heart of the Bornean rainforest, or shooting the rapids on a swollen river, visitors will leave Sarawak having enjoyed a host of memorable experiences.

As a part of Malaysia, Sarawak is a peaceful and stable place for travel, suited for large groups or single travellers alike.

With thick jungles a few steps from luxurious resorts and modern amenities, it is the perfect location for a wide range of experiences. As these two worlds collide, the people of Sarawak meet in the middle, with a mixture of modern savvy and proudly-kept traditions, wild nature lining organised infrastructure and old-fashioned hospitality mixed with connectivity.

Revealing a side of Asia unlike anywhere else, Sarawak offers an alternative for those seeking humble authenticity far from the tourist-trap clichés, whether their visit to Sarawak is a complement to a trip to Peninsular Malaysia and neighbouring countries, or a journey of discovery all on its own.



# Selling Sarawak To The World

## Culture

- 27 ethnic groups
- Longhouse Experience
- World Class Museums
- Easy Communication
- Genuine Hospitality
- Diverse Religious and Cultural Traditions

## Adventure

- Jungle Trekking
- Adventure Caving
- River Activities
- Mountain Biking
- Diving
- Jungle Expeditions
- Mountain Climbing
- Watersports
- Rock Climbing

## Nature

- 56 Totally Protected Areas
- 37 National Parks
- 14 Nature Reserves
- 5 Wildlife Sanctuaries
- Exotic Flora and Fauna
- Giants Caves
- Tranquil Beaches

## Pleasant and Easy

- Efficient Infrastructure of Road, River and Air Transportation Networks
- Modern Telecommunications
- English Widely Spoken
- Modern, Prosperous and Hygienic
- Visitors Feel Safe and Welcome

## Safety

- No Natural Disasters
- No Extreme Weather Conditions
- Efficient Health Services
- Politically Stable
- No Internal Strife



# Historical Overview of Sarawak



## Ancient History

The history of man in Sarawak begins 40,000 years ago. Unearthed in Niah Caves, evidence of human presence was discovered in the form of Palaeolithic and Neolithic burial sites and iron-age cave paintings, making this one of the oldest areas settled by man in Southeast Asia.

From 6000 BC to 1500 AD, migratory waves of Malayo-Polynesians travelled to Borneo, making up the tribal communities found in Sarawak today.

Trade and archaeological relics such as antique Chinese and Indian artefacts, indicate that Borneo was once part of the ancient Asian trade routes.

In the second millennium of the Christian era, Indian, Malay and Arab traders

introduced Islam to coastal areas of Borneo. While parts of Central Borneo still practice their traditional animistic beliefs, the majority of present day Sarawakians practice either Islam or Christianity.

By 1500 AD, Brunei was a powerful Muslim Sultanate which included most of Borneo, however Brunei's power was soon challenge by other Sultanates of Borneo, as well as by the expanding Dutch, Spanish and English Empires.

(\*Niah National Park is located in the northern central region of Sarawak and is accessible from Miri )



## 1800-1945

In 1839, James Brooke arrived in Sarawak with the intention of trading. Instead, the British adventurer found himself caught in the middle of a dispute between the Sultan of Brunei and the local chieftains under his reign, a dispute that Brooke helped solve in the Sultan's favour. This led to his Brooke becoming the Rajah of Sarawak in 1841, as a reward from the Sultan.

The Brooke family ruled for three generations as the 'White Rajahs of Sarawak' until after the Second World War, when Sarawak ceded to the British Crown.



## 1963 to Modern Day

Sarawak gained independence in 1963 and formed Malaysia together with North Borneo (Sabah), Singapore and Malaya. Since then Sarawak has progressed at a fast pace, and is in the process of transforming its economy from a commodity-based to an industry-based one.

Sarawak is a State proud of its rich and colourful past, looking forward to an equally exciting future.

# Sarawak's Attractions

## Trademark Events

Rainforest World Music Festival at the Sarawak Cultural Village  
Borneo Jazz in Miri  
Sarawak Regatta & International Dragon Boat Regatta in Kuching  
Pesta Benak in Sri Aman  
Nukenen Food Festival in Bario  
Pesta Kaul in Mukah  
Borneo Cultural Festival in Sibiu



## Damai/Santubong Area

Sarawak Cultural Village  
National Parks  
Golf course  
Beaches & watersports  
Adventure activities  
Seafood restaurants  
Fishing villages  
River cruises  
Dolphin watching



## Kuching Region

The Sarawak Museum  
The Cat Museum  
Fort Margherita (Brooke Gallery)  
Sarawak Islamic Museum  
The Chinese Museum  
The Astana  
Historical colonial monuments  
Botanical gardens  
Kuching Waterfront  
Traditional markets, foodstalls and international restaurants  
Access to National parks and Wildlife Sanctuaries  
Orang Utan Rehabilitation Centre  
River cruises  
Golf courses  
Temples and mosques  
Shopping  
Night life  
Access to the Bidayuh and Iban Communities  
Access to various tours and journeys throughout Sarawak  
Birding



## Sibu Region

Markets  
Seven-storey Pagoda  
Rejang Esplanade  
Jubilee Park  
Forestry Recreative Park  
Pepper Marketing Board  
Sago processing  
Access to Kapit, Mukah and Belaga  
Access to the Orang Ulu (Upriver people), Melanau & Iban Communities  
National Parks  
Night life  
Traditional and international restaurants  
Native handicraft and pottery shopping



## Bintulu Region

Fishing  
Traditional markets  
Mosques and temples  
Beaches  
Golf courses  
Zoological & Botanical Park  
National Parks  
Night life  
Shopping



## Miri Region

Shopping  
Miri Waterfront and Marina  
Oil History  
Access to National Parks  
Longhouse culture  
Beaches  
Diving  
Adventure activities  
Giant Caves of Mulu and Niah National Parks  
Head Hunters Trail (Trekking)  
Bario & Bakelalan Highlands  
Birding



# National Parks and Wildlife Sanctuaries

Sarawak has 37 National Parks, 14 Nature Reserves and 5 Wildlife Sanctuaries, totaling at 56 Totally Protected Areas (TPAs). 15 of these TPAs are open to the public.

## Accessible from Kuching:

### Kuching Wetland National Park:

Located 15km from Kuching city and roughly 5km from Damai Beach, this national park spans 6,610 hectares on the estuarine reaches of the Sibu Laut and Salak River. This park comprises of a saline mangrove system at the meeting point of two of Sarawak's major rivers and the ocean, where marine and mangrove wildlife can be seen.

**Bako National Park:** One hour drive from Kuching, followed by a 20 minute boat ride from Kampung Bako. 2,728 hectares of stunning coastal scenery, a great diversity of plant and wild life including Proboscis Monkeys and Bearded Pigs. It has overnight lodges, hostels and a canteen.

### Gunung Gading National Park:

Two hours from Kuching with 4,106 hectares of rugged mountains, a series of waterfalls and numerous wild plants including the spectacular rafflesia tuanmudae flower. A guide is mandatory. Limited park accommodations exists, hotel available in nearby Lundu. Close to scenic beaches.

**Talang Satang National Park:** A 30 minute boat ride from Damai Beach, this national park is 19,414 hectares of mainly water, with four islands within.

It has the largest nesting green and hawksbill turtles sites in Sarawak, and the surrounding waters are breeding, nursery and feeding grounds for thousands of other marine species. Talang-Talang Kecil and Talang-Talang Besar islands both have specialised Turtle Volunteer Programmes.

**Matang Wildlife Centre:** 35 minute drive from Kuching. A rehabilitation centre for endangered species, rescued from captivity, particularly Orang Utans with the aim of eventually releasing them into the wild. The Centre is next to Kubah National Park. Interpretation, viewing of feeding times and chalet accommodation available.

**Tanjung Datu National Park:** The smallest national park, Tanjung Datu's mountains closely fringe the shore, cut by a series of crystal-clear rivers. It has Sarawak's most beautiful beaches with turquoise waters and white sand. To reach there, one must drive 2.5 hours from Kuching to Sematan, take a boat to Telok Melano and another boat onwards to the national park.

## Accessible From Bintulu:

**Similajau National Park:** Emerald water, tropical rainforest and long, golden beaches. 24 species of mammals, the saltwater crocodile and

185 species of birds. Chalets, hostels and a canteen.

## Accessible From Miri:

**Niah National Park:** Two hours from Bintulu, two hours from Miri. Niah's Great Cave has the oldest Homo Sapiens remains known in Southeast Asia from 40,000 years ago, with cave paintings and many other prehistoric relics. Home to millions of swiftlets and bats, vibrant birds and butterflies. Good chalets, hostels and a canteen.

**Lambir Hills National Park:** 30 minutes from Miri. Steep limestone ridges provide homes to some of the richest plant and tree species found in the world. Lodges and a canteen.

**Loagan Bunut National Park:** One hour 50 minutes by car from Miri. The 10,736 hectare park contains Sarawak's largest natural lake, whose water level fluctuates so that from February to June, visitors are able to walk on the dry mud. Vibrant and scenic. A major attractions is the unique traditional method of fishing used by Berawan fishermen, and the rich bird life.

**Gunung Mulu National Park:** 30 minutes by plane from Miri. Sarawak's biggest park at 52,866 hectares, dominated by the spectacular peak of Gunung Mulu, lower slopes covered in dense tropical rainforest. There are the famous Mulu caves, with one of the world's largest and most impressive caves system, treks, limestone pinnacles and a rich cultural environment. Good chalets, hostels a canteen and a five-star hotel.

**Pulong Tau National Park:** Located in the Kelabit highlands, you must first travel to Ba' kelalan or Bario and trek onwards to the Pulong Tau. Home to the legendary sacred Batu Lawi, a hallowed natural stone formation with mystical and religious significance to the Orang Ulu of that region.

## Accessible From Batang Ai:

**Batang Ai National Park:** 250 kilometres by road from Kuching is the huge, manmade Batang Ai Lake. A good setting off point for visits to Iban longhouses and further up the fast flowing rivers, to the National Park itself, home to the Orang Utan, one of the world's most endangered species. A longhouse styled Aiman Batang Ai Resort & Retreat as well as more basic longhouse lodges provide accommodation.





# Major Festivals and Events in Sarawak

With some 27 ethnic groups representing several cultural religious traditions, Sarawak is richly endowed with a yearlong succession of festivals and celebrations, as well as several sporting and cultural events.

Following are some of the major festive occasions and events held annually in Sarawak. The Ministry of Tourism, Arts, Culture, Youth and Sports also publishes a detailed Calendar of Organised Events for the year.

## Chinese New Year

*(In January or February, depending on the year. Throughout Sarawak)*

The most significant festive occasion among the Chinese community celebrating the Lunar New Year is a grand celebration in most Chinese families. On New Year Eve, family members happily gather for a traditional dinner and renewal of filial ties, boisterously welcoming the New Year with wishes of good luck, long life and prosperity. On New Year Day, friends and relatives exchange visits, and traditionally children receive “ang pau”, red envelopes stuffed with “lucky” money.

## Hari Raya Aidilfitri

*(Date is variable, as it follows the shorter lunar based Muslim calendar. Throughout Sarawak)*

Known internationally as Eid Mubarak, Hari Raya Aidilfitri is held at the end of the Muslim holy fasting month of Ramadhan. It is a festival of merriment, renewal of family ties and forgiveness, where the communities exchange visits in a most Malaysian way. During Hari Raya, Muslim families hold “open

house” where friends and colleagues from other faiths and communities can also share in the festive mood, usually wearing their best and most colourful clothes, to share in comradery, food and joy.

## Pesta Kaul

*(April. Mukah)*

Pesta Kaul is the traditional celebration of the Melanau, a coastal people from the central and northern regions of Sarawak. Although the rituals associated with the celebration are still carried out, Pesta Kaul is nowadays considered mostly as a socio-cultural gathering and an expression of Melanau identity, where the crowds enjoy themselves in a “beach carnival” atmosphere, complete with traditional dances, games and martial arts, a flotilla of gaily decorated fishing boats and a demonstration of skills at the ‘Tibau’, a giant swing unique to the Melanau.

## Borneo Jazz Festival

*(May. Miri)*

Borneo Jazz is one of the longest running Jazz festivals in the region.

Performances from both regional and international recognised jazz musicians take place on the Miri stage, preluded by local school brass bands. The festival includes night performances with sitting and dancing areas, and crafts and food stalls. Apart from that, the Festival has music outreach programme, where aspiring musicians can learn the basics of Jazz musical instruments from the performers.

## Gawai Dayak

*(June 1 to 15. Throughout Sarawak)*

Gawai Dayak is a local rice harvest festival held by the Dayak people of Sarawak, particularly the Iban communities, to celebrate a bountiful harvest. It is an occasion marked by feasting, drinking and reuniting with family, friends and other communities in the state.

## Pesta Babulang

*(Early June. Lawas)*

Pesta Babulang is a festival celebrated by the Bisaya people. Once a festival filled with many rituals and ceremonies, the Pesta Babulang revolves around the Water Buffalo. The main attraction is the Buffalo races, accompanied by other activities such as boat races, beauty competitions and of course many games and feasting.

## Borneo Cultural Festival Sibul

*(July. Sibul)*

Taking place in the Sibul Town Square, the Borneo Cultural Festival (BCF) is an annual week-long event with cultural food, music and dances, celebrating

Sibu's diverse community of Dayak, Melayu and Chinese. The aim of the event is to promote “beauty in ethnic diversity” within Sarawak, and all of Borneo.

## Pesta Nukenen

*(Late July. Bario)*

Pesta Nukenen is a three-day food festival held in the Bario Highlands, 3,200 ft above sea level. Featuring traditionally farmed and gathered organic food from the different longhouse communities of the Kelabit Highlands, the festival is a time for traditional games, dancing, music and merry making.

## Rainforest World Music Festival

*(July. Sarawak Cultural Village, near Kuching)*

Sarawak's premier cultural event, this musical celebration allows Sarawak musicians and their rainforest inspired sounds to share the stage with internationally acclaimed “world” musicians. Whether from Africa, Latin America, Europe, Asia or Sarawak's own rainforests, these performers have been thrilling local and foreign audiences yearly since 1998 at the jungle surrounded premises of the Sarawak Cultural Village, Malaysia's first “living museum”.

## Kuching Festival

*(August. Kuching)*

Kuching Festival is an annual event organised by Kuching South City Council to commemorate Kuching being elevated to City status on 1st



August 1988 and held to boost local tourism and food industry. During this month long festival, a host of activities and happenings are planned for the enjoyment of both foreigners and local residents.

### **Sarawak Regatta**

*(Late August, early September.  
Kuching)*

An exciting water-sports event with its roots in the past, this popular event sees all manners of watercraft, some unique to Sarawak, compete against each other in different categories, including one for tourists.

### **Borneo International Kite Festival**

*(Late September, early October.  
Bintulu)*

The Borneo International Kite Festival takes place during the windiest season of seaside town, Bintulu, on an old air strip facing the South China Sea. This event has set records for most number of kites flown at once and the longest arch kite tunnel. Participated by 400 kites from 25 countries, the event includes kite flying competitions, flying and crafting workshops, nightly performances and a bazaar of local food and crafts.



## **Hoteliers And Tour Operators**

### **Hotel Accommodations**

- Accommodation in Sarawak ranges from basic lodges to luxurious international class hotels and resorts, available in the towns, beaches and deep in the rainforest.
- In addition there are a number of medium and budget category hotels, lodging houses, hostels, bed & breakfasts, national park chalets and home stays.

### **Tour Operators**

- All listed tour operators are licensed by the Ministry of Tourism & Culture Malaysia.
- Several tour operators operate independent fleets of coaches, vans and limousines.
- Longhouse operations are controlled by respective longhouse residents, and tour operators buy the services from the longhouse tourism committees.



# Transportation Infrastructure

## Linking the Towns

Sarawak has a fast expanding network of over 30,000km of tarred and gravel road, the main link being the Pan Borneo highway linking all major towns along Sarawak's shores connecting Sabah and Brunei.

## Road Transport

Public express buses, public and private taxis as well as hire cars are available throughout the state.

## The Rivers

Rivers play a major transportation role in Sarawak and link the coastal areas with the interiors. Public river transportation to the major areas is plentiful but sometimes expensive for remote outposts. There are a total of 55 navigable rivers, with a combined length of 3,300km.

## Air Links

Kuching International Airport is Sarawak's only international airport, with six regional airports and smaller airfields throughout the cities, towns and the rural interior. Chartered helicopters and planes are available. Regional and international airline networks link Sarawak with neighbouring countries such as Indonesia & Singapore.



# Sarawak Tourism Board

## Introduction

The Sarawak Tourism Board, established in 1995, manages the promotion and marketing of Sarawak on behalf of Sarawak's Ministry of Tourism, Arts, Culture, Youth & Sports. The Sarawak Tourism Board works alongside Tourism Malaysia to promote this important Malaysian destination.



## Objectives

- To achieve its objectives of increasing tourist arrivals into the state.
- To create awareness among the trade, media and public on the diversity of Sarawak in terms of tourism products, both regional and international.
- To position Sarawak as a prime destination for culture, nature and adventure tourism.



## History

In its short history, the Sarawak Tourism Board has achieved recognition among industry, players and has reaped numerous awards recognising Sarawak's tourism management policies, as well as acknowledging the uniqueness of its mobile pavilion at trade shows (Sarawak's 'trademark' at trade events)

## Communications Programme

Sarawak Tourism Board offers a number of promotional materials such as brochures, videos, posters and leaflets. Sarawak was also one of the first destinations in the region to launch an Internet home page on the World Wide Web. Established since 1995, the site has some 100 pages of text, graphics, images and facts covering the range of attractions in Sarawak. The Sarawak Tourism Board also maintains Visitor Information Centres (in Kuching, Miri, Sibul) for the public's convenience.

## The Future

The Sarawak Tourism Board's goal is to continue raising awareness of the destination, with the objective of increasing arrivals to the state at a rate of 5% to 15% annually. The Sarawak Tourism Board will target primarily the domestic Malaysian market and the regional markets of Singapore and Greater China. In Europe, Sarawak Tourism Board to maintain strong presence in Germany, Netherlands and the United Kingdom, while in Australia to continue in enhancing collaboration with tourism partners in the marketplace. Sarawak Tourism Board to emphasise on creating interest through media promotion for cross border markets of Brunei and Indonesia (West Kalimantan).



## Our Commitment

The Sarawak Tourism Board is committed to work in close collaboration with members of the industry and the media, with the aim of bringing Sarawak to the world and the world to Sarawak.

# Awards Received By The Sarawak Tourism Board

DATE	AWARD	RECIPIENT	EVENTS
Nov 1995	GLOBAL AWARD	Sarawak Tourism Policies	World Travel Market London – UK
May 1996	BEST NATIONAL BOARD BOOTH	Sarawak Pavilion	Asia Travel Mart Singapore
June 1996	BEST BOOTH PRESENTATION	Sarawak Pavilion	International Travel Exhibition Hong Kong
Feb 1997	MOST CREATIVE EXHIBITION	Sarawak Pavilion	Matta International Travel Fair Kuala Lumpur – Malaysia
June 1997	BEST INTERNATIONAL EXHIBIT AWARD	Sarawak Pavilion	Northern Territory Exhibition Darwin – Australia
Nov 1997	BEST DESTINATION VIDEO	5 Star Adventure Promotional Video	Tourism Malaysia Annual Tourism And Travel Awards Kuala Lumpur – Malaysia
Nov 1997	BEST ILLUSTRATION FOR POSTERS	“Hidden Paradise Of Borneo” Campaign Posters	Singapore Creative Circle Awards Singapore
Nov 1997	BRONZE AWARD FOR ILLUSTRATION/ TYPOGRAPHY	“Golden Days In Sarawak” Promotion Brochure	Australian Writers And Arts Directors Awards Australia
Nov 1997	STATUE AWARDS – BEST ILLUSTRATION CATEGORY	“Hidden Paradise Of Borneo” Advertising Visuals	London International Advertising Awards London - Uk
Nov 1997	BEST ILLUSTRATION AWARD	“Hidden Paradise Of Borneo” Advertising Visuals	Taiwan Times Asia – Pacific Advertising Awards Taipei – Taiwan

DATE	AWARD	RECIPIENT	EVENTS
Mar 1998	PATA GOLDEN AWARDS FOR	<ul style="list-style-type: none"> <li>International Marketing Programme</li> <li>Public Relations</li> <li>Travel Advertisement (Print Media)</li> <li>Consumer Travel Brochures</li> <li>Travel Posters</li> </ul>	Pacific Asia Travel Association (Pata) Conference Manila – Philippines
Apr 1998	<ul style="list-style-type: none"> <li>BEST DESTINATION MARKETING AWARD</li> <li>NEW DESTINATION MARKETER OF THE YEAR</li> </ul>	Sarawak Tourism Board	Travel Asia Breakthrough Award Singapore
Apr 1998	BEST NTO STAND	Sarawak Pavilion	PATA Travel Mart Singapore
Oct 1998	BEST COUNTRY PAVILION	Sarawak Pavilion	IT&CMA Kuala Lumpur – Malaysia
Apr 1999	THE BOOTH YOU DID NOT WANT TO LEAVE	Sarawak Pavilion	Simply The Best Awards - PATA Travel Mart Singapore
Oct 1999	INTERNATIONAL GOLD STAR AWARD FOR QUALITY	Sarawak Tourism Board	XXIV International Awards Convention Geneva – Switzerland
Sept 2000	TRAVEL ASIA BREAKTHROUGH AWARD 2000	Sarawak Tourism Board	Travel Asia Breakthrough 2000 Presentation Singapore
May 2000	MS ISO:9002 (1994) DEVELOPMENT & PROMOTION OF TOURISM INDUSTRY ON SARAWAK	Sarawak Tourism Board	Moody International Certification

DATE	AWARD	RECIPIENT	EVENTS
July 2000	MALAYSIA TOURISM AWARDS (MTA) 2000	Sarawak Tourism Board	
July 2001	TRAVEL WEEKLY EAST INNOVATORS AWARD 2001	Sarawak Tourism Board	Singapore
22 Dec 2003	BEST SARAWAK PUBLIC SERVICE WEBSITE AWARD 2003	Sarawak Tourism Board	Sarawak State Public Service Website Award 2003
11 Oct 2004	MALAYSIAN BOOK OF RECORDS	Integrated Management System (IMS)	
23-27 Apr 2006	PATA GOLD AWARDS 2006	Rainforest World Music Festival In The Heritage And Culture Category Best Travel Poster	PATA Annual Conference Pattaya – Thailand
20 Jan 2007	HORNBILL TOURISM AWARDS	Outstanding Contributions To Tourism	Hornbill Tourism Appreciations Awards Kuching
22 Nov 2008	ANAK SARAWAK APPRECIATION AWARD	Rainforest World Music Festival	Appreciation Dinner Organised By Sarawak Convention Bureau
9 Jan 2009	ASEANTA AWARDS FOR EXCELLENCE 2009	But ASEAN Marketing And Promotional Campaign (RWMF)	ASEAN Tourism Forum, Hanoi – Vietnam
Jan 2010	TOP 25 BEST INTERNATIONAL FESTIVALS (Recognition by Songlines, renowned World Music Magazine In United Kingdom) – 1ST TIME	Rainforest World Music Festival	

DATE	AWARD	RECIPIENT	EVENTS
Jan 2011	TOP 25 BEST INTERNATIONAL FESTIVALS (Recognition by Songlines, renowned World Music Magazine In United Kingdom) – 2ND TIME	Rainforest World Music Festival	
Mar 2012	DAS GOLDENE STADTTOR 1ST PRIZE	Sarawak: Where Adventure Lives – 1st Prize Print Category	ITB Berlin 2012
Jan 2012	TOP 25 BEST INTERNATIONAL FESTIVALS (Recognition by Songlines, renowned World Music Magazine In United Kingdom) – 3RD TIME	Rainforest World Music Festival	
May 2012	HSMIAI ADIRAN AWARDS – SILVER AWARD	Sarawak: Where Adventure Lives – Silver Award In Re-Imaging Campaign	January 28, 2013 at the Adrian Awards Dinner Reception & Gala – NY

DATE	AWARD	RECIPIENT	EVENTS
Mar 2013	TOP 25 BEST INTERNATIONAL FESTIVALS (Recognition by Songlines, renowned World Music Magazine In United Kingdom) - 4TH TIME	Rainforest World Music Festival	
28 May 2013	BRANDLAUREATE 2012 – 2013 COUNTRY BRANDING AWARD	Rainforest World Music Festival	28th May 2013 at the Majestic Hotel Kuala Lumpur, Malaysia
15 Sept 2013	PATA GOLD AWARD 2013 – PRINT ADVERTISEMENT SARAWAK TOURISM RE-IMAGING CAMPAIGN	Sarawak: Where Adventure Lives	15th September Jinjiang Hotel Louvre Garden – China
Nov 2013	BEST FOR RESPONSIBLE WILDLIFE EXPERIENCE AT WORLD RESPONSIBLE TOURISM AWARDS 2013 (Recognition by the prominent mainstream media partners such as Metro, and Industry Broadcaster such as TTG, Green Hotelier and Selling Long Haul)	The Great Orang Utan in Matang Wildlife Centre	World Travel Mart (WTM) London

DATE	AWARD	RECIPIENT	EVENTS
Mar 2014	TOP 25 BEST INTERNATIONAL FESTIVALS (Recognition by Songlines, renowned World Music Magazine In United Kingdom) - 5TH TIME	Rainforest World Music Festival	
Mar 2014	DAS GOLDENE STADTTOR 3RD PRIZE	Borneo Jazz Promo Video At The 13th International Tourism Film And Multimedia Category	ITB Berlin 2014



# Media And Trade Inquiries

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## Visitor Information Centre Miri

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**SARAWAK TOURISM BOARD**

