

STB
SARAWAK TOURISM BOARD
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SARAWAK TOURISM BOARD

2018

ANNUAL REPORT

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INTRODUCTION



SARAWAK TOURISM BOARD

Sarawak Tourism Board was incorporated under the Sarawak Tourism Board (Incorporation) Ordinance, dated 12 November 1994.

OBJECTIVES OF THE BOARD



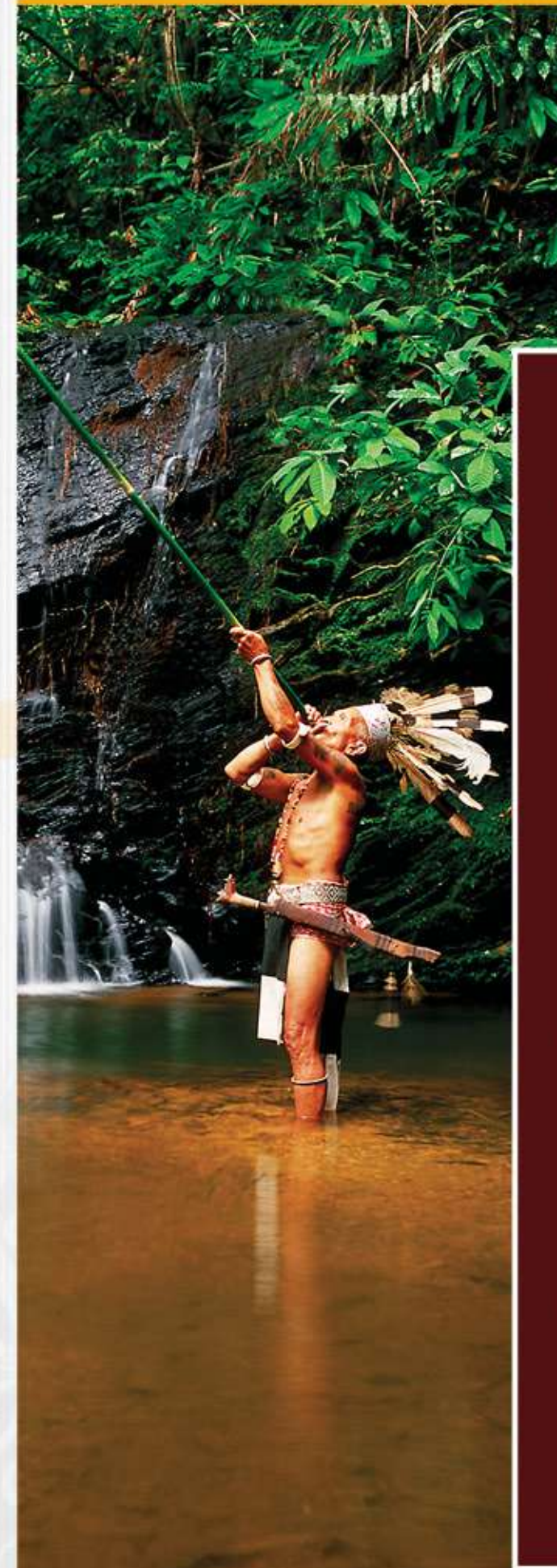
STB VISION & MISSION

“
Making Sarawak the naturally preferred tourism destination.
 ”

The STB Mission Statement is as follows:-

- Positioning and promoting Sarawak as a safe and friendly eco-tourism destination
- Be the catalyst for tourism growth
- Providing networking and synergy among the official agencies and tourism partners
- Increasing awareness among Sarawakians on the benefits and importance of the tourism industry
- Enhancing performance through motivation and teamwork

FUNCTIONS OF THE BOARD



- ▶ To stimulate and promote tourism to and within Sarawak;
- ▶ To stimulate, promote and market Sarawak as a tourist destination;
- ▶ To organise, secure and enhance publicity in Malaysia and overseas on tourist attractions in Sarawak;
- ▶ To engage or assist in the development of tourism in the State and to carry out such activities in association with the Government, any public or local authority, any corporation, any company, any body or any person or as managing agents or otherwise on this behalf, or enter into any arrangement with such bodies or persons for sharing profits, union of interests, co-operation, joint venture or reciprocal concession;
- ▶ To make recommendations to the Minister on the measures and programmes to be adopted to facilitate and stimulate the development and promotion of the tourism industry in Sarawak and, where approved by the Minister, to implement or assist in the implementation of such measures and programmes; and
- ▶ To liaise and co-ordinate with and make representation to the Malaysian Tourism Promotion Board or the Federal Ministry of Culture, Arts and Tourism on all matters relating to the enhancement of tourism and the development of the tourism industry in Sarawak.

BOARD OF DIRECTORS



SEATED FROM LEFT TO RIGHT

YBhg Datu Laura Lee Ngien Hion, Y.B. Datuk Haji Abdul Wahab Bin Aziz (Chairman), Puan Dayang Azizah Bt Abang Zaidan, YB Datuk Haji Abdul Karim Rahman Hamzah (Minister for Tourism, Art, Culture, Youth and Sports), YBhg Datuk Jason Tai Hee, Encik Hii Chang Kee, Tuan Haji Mohamad Ibrahim Nordin

STANDING FROM LEFT TO RIGHT

Mdm Ngui Ing Ing, Mr. Thomas Law (Alternate Director to Mr. Oswald Braken Tisen - General Manager, SFC), Encik Badruddin Sulaiman (Representative for Datuk Mirza - Tourism Malaysia), Mr. Phillip Yong, Mdm Mary Wan Mering

MEMBERS OF STB BOARD OF DIRECTORS



Y.B. Datuk Haji Abdul Wahab Bin Aziz
Chairman



Puan Dayang Azizah Bt Abang Zaidan
Chairman, Malaysian Association of Travel & Tour Agents, Sarawak Chapter (MATTA)



YBhg Datu Ik Pahon Joyik
*Deputy Chairman
Permanent Secretary, Ministry of Tourism, Arts, Culture, Youth and Sports*



Tuan Haji Mohamad Ibrahim Nordin
Chairman, Malaysian Association of Hotels, Sarawak Chapter (MAH)



YBhg Datu Laura Lee Ngien Hion
*Deputy State Financial Secretary
State Financial Secretary's Office*



Mr. Albert Sim Yam Leong
*Public Relation Officer
Miri Chinese Chamber of Commerce and Industry*



YBhg Datuk Seri Mirza Mohammad Taiyab
Director-General, Tourism Malaysia



YBhg Datuk Jason Tai Hee
*Managing Director
Pansar Company Sdn Bhd*



Mr. Oswald Braken Tisen
*Deputy General Manager
Sarawak Forestry Corporation Sdn Bhd*



Mdm Ngui Ing Ing
*President
Hotel Lance Court and Hospitality*



Mr. Phillip Yong
*President
Sarawak Tourism Federation (STF)*

CHAIRMAN'S REVIEW



DATUK HAJI ABDUL WAHAB BIN AZIZ

Introduction

The Board performed well in 2018, supported by the State Government and our stakeholders, particularly our travel and industry partners. While still carving out a fair share of the leisure tourism market, the Board embarked into its new focus markets of Scandinavia and the southern provinces of China, yielding positive results. In 2018, we rolled out our digital marketing initiatives and will continue to intensify our efforts in this area.

Overall, it was a good but challenging year and we now have a stable foundation that the new Visit Sarawak Campaign we can leverage on to revitalise tourism in Sarawak.



The United Nations World Tourism Organisation (UNWTO), in its World Tourism Trends and Outlook reported 1,326 million international tourist arrivals world-wide in 2018, growing by 7% compared to 2017. The growth rate was above the forecasted 4-5% and generated total international tourism receipts of USD1,340 billion.

The UNWTO cited a continuation of the strong results of 2017 with growth led by Asia and the Pacific as well as Europe. The growth was largely driven by the rise of the middle class, travel being made more convenient across the board (travel facilitation), increased air connectivity and dynamic inter-regional demands in Asia and the Pacific. UNWTO reported that other factors included the rapid growth of emerging outbound markets led by China, higher confidence derived from global economic upswings, online travel agencies, digitalisation and the rise of new tourism service platforms on the back of the rise of the "sharing economy".

World Scenario

Malaysian Scenario

Tourism Malaysia indicated that Malaysia received 0.4% fewer arrivals with 25.8 million tourist arrivals compared to 25.9 million in 2017. Significant decline in tourist arrivals from neighbouring countries, Singapore and Brunei, affected this total. China and Indonesia remain among the main contributors to our tourist arrivals while visitors from Thailand, India and South Korea also showed steady year-on-year growth.

In terms of tourists spending, the report indicated positive growth of 2.4% at RM84.13 billion as compared to RM82.17 billion in 2017 with shopping coming in as the highest tourist expenditure component at RM28.10 billion or 33.4% of the total visitor expenditure in Malaysia.

Sarawak At a Glance

Visitor Arrivals

For 2018, Sarawak welcomed 4,430,921 visitors to its shores bringing with them RM7.95 billion in terms of tourism receipts generated towards the State's Gross Domestic Product. The average length of stay for our visitors stood at 5.1 days and tourists generally went shopping, sightseeing in the city, visited national parks, island/beaches, went hiking/trekking or visited longhouses and historical sites.

The top five tourist arrival countries in 2018 included 1,327,561 arrivals from Brunei, 417,774 arrivals from Indonesia, 57,931 arrivals from the Philippines, 44,025 arrivals from China and 43,734 arrivals from Singapore.

Medical Tourism remained one of Sarawak's main reasons for tourist arrivals aside from leisure and business events with 48,900 visitors seeking medical treatment in the State. The average length of stay was 3.8 days generating RM67.10 million in revenue thus yielding an average spend of RM6,632.62 per patient.





Collaboration with our Partners

Over the past few years, our efforts to nurture partnership programmes has borne good results. Notably, the Sarawak Tourism Federation formed a China Consortium which helped with our marketing campaign in China while the Malaysian Association of Travel and Tour Agents (MATTA) has been our close regular partner in our Singapore and domestic road shows.

Our airlines partnership with AirAsia has brought us to greater heights in our South China markets while Malaysia Airlines has been our partner in the long-haul market. Not forgetting Tourism Malaysia, who are essentially our "eyes and ears" with their offices all over the world, and being a strong partner in our focus markets by collaborating with the Board to organise familiarisation trips for trade partners and the media. Without our partners, we could not have succeeded in growing the State's tourism industry. We will continue with our partnership programmes and it will be one of our strategic pillars for years.

Air Accessibility

We have been constantly and consistently working to improve air accessibility as that is a key factor to improve tourist arrival numbers to Sarawak. We are proud to say that through careful nurturing, we were able to welcome Royal Brunei Airlines (RBA) back to our skies on December 28, 2018 after a seven-year hiatus. RBA began flying direct from Bandar Seri Begawan to Kuching on its A320neo aircraft twice a week and will increase this to four flights a week from February 3, 2019.

There was also a withdrawal of our long-time partner Express Air from the Pontianak-Kuching route in February 2018, but this has been mitigated with Wings Air launching its daily flight servicing the route from January 24, 2018 using its ATR72 aircraft.



Looking Forward

Based on current trends and economic prospects, UNWTO has forecasted international arrivals to grow 3% to 4% in 2019, more in line with historic growth trends.

The Pacific Asia Travel Association (PATA) has also indicated that Asia would continue its strong growth momentum with an expected annual average growth rate of 6.2% for foreign visitor arrivals between 2018 and 2023. The Pacific and the Americas follow with average growth rates of 4.4% and 3.1% per year respectively, over the same period.



REPORT BY MARKETING DIVISION 2018

Introduction

OUR marketing plan continues to place greater emphasis on market driven strategies directed towards trade partners and reaching out to consumers. By segmenting markets to fit the range of experiences that our products deliver, our approach became far more focused and targeted.

One of the segments we continue to address is the accessibility challenge faced by customers in China as we want to pursue a strategic direction in charters and direct flights from potential cities in China. Our strategic focus was on our collaboration with AirAsia, tapping into their current network and the proposed new direct flights connecting Kuching to secondary cities in South China.

The Marketing Division was also kept busy preparing for the Visit Sarawak Campaign which was launched at the end of 2018. Through meticulous planning and engagement with our partners that was conducted ahead of time, we managed to see through various prelaunch campaigns in Kuala Lumpur and Singapore in September, London in November and Shenzhen in December.

Our Strategic Direction

The Marketing Division focused on our two-pronged strategic direction which covers the entire value chain for trade and consumer segments while ensuring that we collaborate strongly with our strategic partners such as airlines and tourism bodies.

1. Our trade directed strategy covered:
 - Syndication and engagement with our trade partners to facilitate opportunities for growing their business therefore ensuring we meet our target arrivals set for the year.
 - Emphasising marketing support initiatives to incentivise and maximise our reach in the marketplace.
2. Collaborative marketing strategy:
 - Working closely with our strategic partners including airlines, Tourism Malaysia, our local partners namely the Sarawak Tourism Federation and its umbrella bodies including the Malaysian Associations of Travel Agents, Malaysian Association of Hotels and the Sarawak Association of Tourism Attractions.



In delivering our services to customers, our strategy was focused on:

- Participation in major domestic and international consumer fairs to facilitate and provide a platform for our partners to sell Sarawak product experiences and packages directly to consumers.
- Expanding the marketing communication reach leveraging on traditional media channels in creating, building and maintaining the destination's brand and image.
- Optimising digital technology and capitalising on integrated business information systems, social media platforms and travel related mobile applications to reach out to global business opportunities and target market segments 24/7.

KEY BUSINESS AREAS

In ensuring a strategic and integrated approach in marketing the exciting destination of Sarawak, the market focus was categorised into the following key business areas:

Domestic markets of West Malaysia and Sabah

Our marketing focus in the domestic market of West Malaysia and Sabah performed well where emphasis was placed on marketing collaboration with our trade partners, especially the Sarawak Tourism Federation and MATTA Chapters throughout Malaysia. We created greater synergies with partners, airlines and hotels, whom fulfil the final portion of the value chain through our marketing support programme, offering a platform for partners to push their Sarawak product experience packages directly to consumers through tourism fairs.

The Board's main initiative however was a series of business to business sessions with our West Malaysia partners, engaging them on destination and product updates and providing familiarisation trips for partner agents. We also pushed for more media promotion with editorial coverage of our destinations through our visiting media programme and advertising in support of our consumer fairs and festivals.

Indonesia (Pontianak) and Brunei

These cross-border markets continue to be our "fixed deposit" for foreign arrivals. While we categorise these markets as matured markets, our strategic direction focused directly on the impulsive nature of these consumers and as such our promotions focused on attractions that had more immediacy such as local events and entertainment in support of shopping and medical tourism. Our marketing approach was complemented by a tactical advertising mix of above, below and through the line.



Singapore

Singapore continued to be one of our main markets, despite arrivals dipping in 2015 and 2016. The Board's emphasis for 2018 was on collaborative efforts with Tourism Malaysia and partnering with MATTA Sarawak as well as AirAsia and Silk Air in delivering visitor arrivals. The focus was on specific segments to include the expat, professionals, managers, executives and businessmen (PMEB) segments, students/youths, focus group travel, religious tourism and special interests.

The use of advertising mixed above, through and below the line, while maximising digital and information technology platforms to "push" destination awareness and available packages.



Traditional maintenance markets of Europe (United Kingdom, Germany and Benelux)

The strategic approach in our traditional maintenance market of Europe was to sustain our presence through integrated marketing communication initiatives consisting of advertising, media familiarisation trips and digital marketing using digital platforms.

The Board has indirect marketing presence through our partnership with Tourism Malaysia offices in London, Frankfurt and the Hague in Holland. We have leveraged on Tourism Malaysia's established presence in the market place which has helped us in maintaining our destination presence, aside from continuous engagement with our partners through trade fairs and support of active foreign operators.

Australia

Marketing Sarawak and Sabah as a dual destination was a logical approach in our marketing strategy for Australia, and hence the Board supported this by establishing a marketing partnership with our Australian agents to feature Sarawak product experiences alongside Sabah. The focus for Sabah would be its iconic 3S + 1 (sun, sand and sea and Mountain) products as the primary attractions, while the Mulu National Park and Kuching in Sarawak were being bundled as extension destinations for Australian customers.

The partnership also included the joint advertising campaign aimed at consumers with further media support. In bringing the destination closer to the Australian consumer, we participated in consumer fairs in the major cities of Melbourne, Sydney and Perth. Partnerships with airlines including Malaysia Airlines, Royal Brunei, Scoot and AirAsia will continue to be exploited via familiarisation trips for agents and the media.

New market of Scandinavia

The Board identified this market in 2017, noting that arrivals were growing steadily over the year and that these visitors yielded a longer average length of stay. Our market entry strategy emphasised on working closely with the Tourism Malaysia office in The Hague as well as media promotion to create favourable destination awareness. Tourism Malaysia is our main point of reference for our new trade partners in the market place whom we service through participation in trade and consumer events, marketing support, product and destination introductory sessions and familiarisation trips.



Deliverables for 2018

Consumer and Tourism Fairs

For 2018, the Board participated in the March MATTA fair in Kuala Lumpur through our Sarawak Pavilion providing a platform for 13 of our Sarawak partners to conduct their business and generated approximately RM500,000 worth of sales during the three-day period. Our digital promotion recorded a reach of 78,924 reach across four of our social media platforms. For the September MATTA fair, 12 of our local partners took part to sell directly to consumers with sales of RM300,000 reported for the weekend.

The Board also participated in the 2018ASTINDO fair in Jakarta serving our two prominent partners, Habibie Tours and Peak Adventure to reach out to the Indonesian consumers for their travel to Sarawak.

In Brunei, the marketing team collaborated with Miri Malaysia Hotel Association in providing a platform for five of its members to conduct business directly with consumers in Bandar Seri Begawan.

Trade Fairs

Our Europe marketing team participated in the International Tourism Bourse (ITB) Berlin in March 2018 under the auspices of Tourism Malaysia, Frankfurt. We marked our presence with a session for the German media, attended by 25 members of the media including writers, journalists and digital content creators. Two interviews were given by the Chairman while a Board Member was interviewed on TV. A joint collaboration agreement was signed at the event to signify the start of a partnership programme with Tischler Reisen, one of German's top operators.

The Europe marketing team also participated in the World Travel Market (WTM) in November 2018 also under the Tourism Malaysia pavilion together with four of our local Sarawak partners. The trade event saw the signing of a joint marketing agreement with Malaysia

Airlines to promote Sarawak packages in the United Kingdom for 2019.

For the ASEAN market, we participated in the three-day PATA Tavel Mart which was held in Langkawi in September 2018 with six of our partners sharing our pavilion to conduct their business with 32 international PATA members and trade members.

The Board's participation at the region's biggest trade gathering, the ITB Singapore in October 2018 saw seven of our Sarawak partners leveraging on our initiatives to conduct business with their international counterparts over the three-day duration.

For the Australian market, our participation at the Trade and Industry (TIE) Exhibition in Sydney in August 2018 provided a platform for our three travel partners to conduct their business with Australian agents.

Trade engagements - Business sessions

The ASEAN marketing team participated in the TTC Travel Mart in Jakarta and Surabaya in March 2018 with the hope to meet up with our existing Indonesian partner agents and five new agents. This was especially important given the introduction of our dual UNESCO World Heritage site packages (Mulu and Borobudur) with the collaboration of Express Air. Another trade engagement was organised by our ASEAN desk in collaboration with our ASITA KALBAR partners bringing in 13 Pontianak based agents who conducted their business with 14 travel agents and hoteliers in Miri in April 2018.

The Singapore Business session conducted in April 2018 in collaboration with AirAsia saw the participation of seven Sarawak agents conducting business with 28 Singapore agents under our B2B platform initiative.

China

For the China market, we concentrated in Southern China particularly in the city of Shenzhen which AirAsia flies direct flight to Kuching. While we continue to focus on creating greater awareness of the destination, we deployed a new digital platform in the form of our Mandarin website to attract more visitors. Our next step will be to use WeChat to meet the needs of the highly digital nature of travel promotions and sales in China. We also carry out an incentive programme for China agents and their local partners which includes marketing support. Concurrently, our nurturing programme for local Sarawak partners conducted by experts in the China market provides expertise, professional advice and counselling, targeted marketing, product enhancement and positioning through courses, seminars, and workshops.

For our domestic market, a business session was organised in Kuching in October 2018 for 16 Johor tour agents to trade with 12 of our local Kuching based partners.

The Board's trade engagement in Shenzhen was held in December 2018 as part of our annual plan to engage with our Shenzhen trade partners to update them on the business opportunities and tourism products in Sarawak. More than 70 agents based throughout Southern China attended the session conducted with the support of the Sarawak Tourism Federation.



Road shows

Our Australian road show covering the cities of Sydney, Melbourne and Perth was held in May 2018 in collaboration with Malaysia Airlines (Sydney and Perth) and Royal Brunei Airlines (Melbourne). The Sydney session was attended by 100 Sydney based agents, 150 in Melbourne and another 50 in Perth. The session was conducted to brief the Australian agents on new product and destination updates.

The West Malaysia week long road show was held in July 2018 covering the cities of Johor Baru, Kuala Lumpur, Shah Alam, Ipoh and Penang. It provided the opportunity for 16 of our trade partners to meet up and conduct business with 32 of their counterparts from Johor, 50 in Kuala Lumpur, 34 in Shah Alam, 38 in Ipoh and 29 in Penang.

Agent Familiarisation trips

A series of familiarisation trips was organised to enable our foreign trade partners to see and experience the available destinations while at the same time, encouraging them

to engage their local partners to package products suitable for their client's needs. The familiarisation trips are usually organised after engagements with our foreign partners at trade fairs and road shows or through requests from various Tourism Malaysia overseas office.

In 2018, we received eight agents from China for a trip in January and in April, we received two groups from the United Kingdom consisting of 17 agents coordinated by Malaysia Airlines and another two agents specialised in cycling tours.

For the domestic market, we welcomed two series of familiarisation trips from our Sabah travel agents in July, while in August, 14 Johor MATTA members and agents visited Kuching and Sibu familiarise and update themselves with our new product offers.

Our Indonesian market saw 14 agents from Pontianak join our familiarisation trip to Miri in April. The Brunei market saw five agents coming to Mulu and Miri in August to update themselves on our products.

Marketing Supports

This initiative is highly focused on providing support to tourism business partners for the purpose of destination marketing. The majority of the marketing supports are provided to the partners on the demand side of the value chain, which are generally airlines and agent partners, with minimal support given to those from the supply side of the value chain.

The beneficiaries include our significant partners AirAsia, Malaysia Airlines and Tourism Malaysia. For our local partners, beneficiaries include Diethelm Travel, Paradesa Borneo, Eco Green Travel, Minta Travel, Amogha Travel, Tropical Holidays, Brighton Travel and UCSI University. For the domestic markets, beneficiaries include Asia Experience, SM Yachting and from Indonesia, Habbibi Tours in Jakarta. For the long haul markets, support was given to My Holidays Australia, Exotic Tours Italy, Active Travel UK and Tischler Reisen in Germany.



For media familiarisation trips, we receive travel writers, journalists, media influencers and key opinion leaders highlighting the destination on their print, broadcast and social media platforms.

Our biggest visiting media programme was for the Rainforest World Music Festival in July 2018 where we hosted 228 media personnel consisting of 68 from outside Malaysia, 15 from West Malaysia and 145 local Sarawak media personnel. For the Borneo Jazz Festival which was held in Miri in May, we hosted 16 foreign media, 10 from West Malaysia and 52 from local publication houses, social media hosts and newspapers.

In April 2018 alone, we extended separate media familiarisation trips for 10 media personnel from Indonesia visiting Miri, six from New Zealand jointly hosted by Tourism Malaysia Auckland office and two from Shanghai, China. We also had a specialised media familiarisation trip arranged for the Pesta Kaul festival in Mukah in April where two travel writers covered the event.

Air Connectivity

With AirAsia's Kuching- Shenzhen-Kuching route still holding, our effort to boost connectivity was given a boost with Royal Brunei re-launching its direct Bandar Seri Begawan-Kuching three times weekly flight in December using its A320 aircraft.

It is a big relief as Brunei is now another regional hub for Sarawak connecting travellers from our focus markets of Melbourne, Australia, London United Kingdom and Shanghai in China.



Filming support

The Board has also supported both local and international production houses to facilitate their documentary filming of the destination and giving them support to enable them to bring Sarawak to the eyes of global audience. Some of these beneficiaries include Howkan Entertainment, Taiwan for their filming of Mr. Player in February, Silverback Films from the United Kingdom shooting for their documentary entitled "Our Planet" in March and Nafalia Corporation's Pekin Express Series 11, Borneo to be screened in Belgium.

The filming of popular international documentaries in Sarawak has received wide viewership by international audiences, thereby increasing our outreach efforts. This includes the "Japanese Living In Sarawak" show produced by Tokyo-based production house Our Planet Guild Incorporated, with an audience of over two million in Japan and Ride Inc. documentary "Chikyuu Meshi" in Miri and Niah National Park which will also be screened in Japan.

Other productions created in Sarawak with large numbers of viewers are:

- ParkClover Sky Sdn Bhd with its "Salam Ramadan" with 5 million viewers in Singapore, 500,000 in Indonesia and 260,000 in Malaysia
- Mulu Infinity's "Magnificent Sarawak" with 6 million viewers in China
- TVN Poland "Women at the end of the Road" with 1.2 million viewers
- Pack Food Sdn Bhd with the "Road to Nationhood. History of Sarawak" was shown on ASTRO channel with 3 million viewers.

Research Unit

The setting up of the marketing research desk has ensured the Board's systematic business and marketing approach to data, information and knowledge management. This facilitates the strategic understanding and usage of data to deliver services that reflect the professionalism and competitiveness of the Board in all its undertakings. This in turn will be able to generate accurate scenario building, forecasting, appreciation and understanding of the markets we operate in.

The Board's research unit has developed appropriate marketing research and data mining instruments for the collection, analysis, interpretation of data and translates the findings into information for the use of strategic knowledge generation used in the Board's evaluation of strategic intent and direction which will be shared and used by partners and tourism stakeholders.

Among the research topics undertaken for 2018:

Digital Marketing:

Sarawak tourism marketing and future growth in the age of digitalisation - An investigation about the perspectives of industry players.

- Domestic
- Sarawak domestic tourism market - Analysis of STB-MATTA industry stakeholders' perspectives.
- Domestic tourists demand and satisfaction towards Sarawak tourism products - A study of domestic tourists' market in Malaysia

Indonesian Market

- An Analysis of the Indonesian Market

Rainforest World Music Festival 2018

- An Investigation of visitor experience and satisfaction towards RWMF2018.
- RWMF impact towards the local communities in Sarawak.

Borneo Jazz Festival 2018

- BJJ - Local community Impact
- Media Perception on BJJ 2018
- Visitor experience satisfaction

Singapore Market

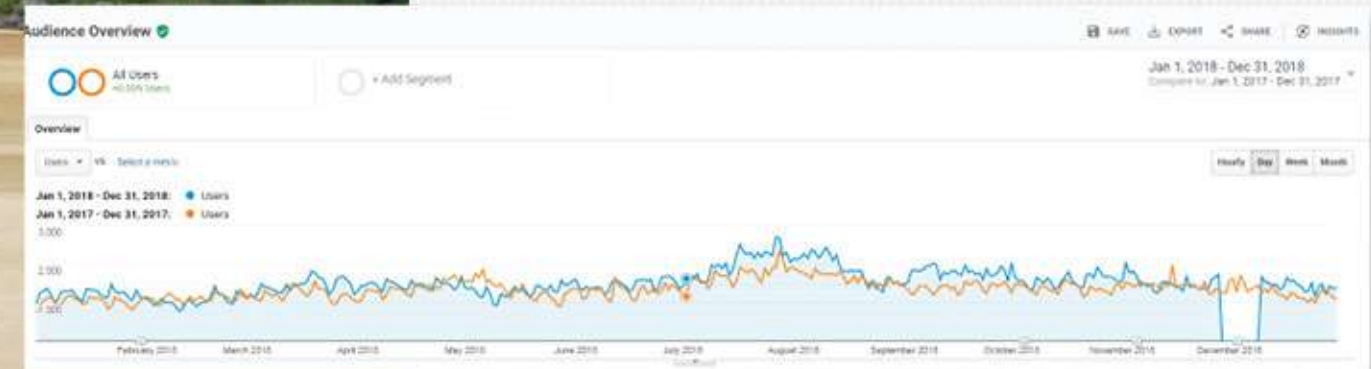
- Market research on Singapore outbound tourists' perceptions and demand about Sarawak.

China Market

- Sarawak tourism industry players' social media platform in business: an empirical study of China social media insights.
- Analysis of Industry Players' Opinion about Sarawak Tourism Industry's Penetration in to China Outbound Tourism Market.

Europe

- Research on Europe outbound tourism market trends & pattern



source: Google Analytics

Australia

- Australasian Bird Fair and Wildlife Expo 2017 - An investigation of consumer perception/expectation towards bird watching and wildlife tours in Sarawak.
- Analysis of Australian outbound tourists awareness and perception towards Sarawak and its tourism products
- Travel trends and behaviour of New Zealand outbound tourists to Malaysia - an analysis

Digital Marketing

The Board's digital marketing incorporates our current digital assets consisting of our online social media platform, travel and corporate websites which were used to reinforce our marketing reach. The Board invested in travel platforms such as Trip Advisor and Soujern as platforms to enable us to reach out to a broader market and audience.

Taking the cue from our initial steps in digital marketing last year, our pioneering initiatives will continue to be concentrated in the long haul markets of Europe, optimising the existing festival websites, social media platforms and visual channels including YouTube and Instagram. We continued to explore into the China market incorporating our pioneer initiatives on Wechat, China's main mobile and e-commerce platform. The digital marketing initiatives includes our continuous migration into mobile friendly platforms for our festivals.

Apart from this, the unit has been tasked to maintain and upgrade our corporate website, www.stb.sarawak.gov.my, www.sarawaktourism.com and festival websites, www.rwmf.net and www.jazzborneo.com. The unit will also spearhead the upgrading of hardware and software support systems.

In terms of website visitor traffic, Sarawaktourism.com registered a 7.27% increase in unique user traffic as of 31st December 2018 (415,758 vs 387,587). There was a total of 901,655 (844,379) unique pageviews resulting in a 6.78% year-on-year increase. Geographically, the top countries navigating to the website were; Malaysia, Singapore, United States, United Kingdom, Australia, Brunei, Indonesia, India, Germany and Taiwan.

The Board's total social media marketing reach stood at 189,909. The social media mix consists of Facebook, Twitter, Instagram and YouTube. Included in this count is our newsletter subscriber base.

The unit also plays a supporting role in promotional initiatives such as the Visit Sarawak Campaign (VSC), MATTA Travel Fair and the Rainforest World Music Festival (RWMF) ticket sales. Relevant content was created and boosted with display advertising, sponsored posts and social media ads resulting in a total of 3,478,712 impressions.

REPORT BY EVENTS & CORPORATE RELATIONS DIVISION

2018 ACTIVITIES AND ACHIEVEMENTS



BORNEO JAZZ

THE 13th edition of the Borneo Jazz was held at Coca Cabana, Miri, Sarawak from 11 to 13 May 2018.

For the first time this year, we outsourced the organisation of the event to "No Black Tie Presents Sdn Bhd" Kuala Lumpur, however the ownership of the event still remains with the Sarawak Tourism Board.

The concept this year was slightly different. It was held indoors with a more intimate ambience. There were 25 bands from 16 countries performing. Among the highlights were Dato' Zainal Abidin from Malaysia and he was a crowd puller performing to a full house. Sarawak's very own Pete Kallang also shared the stage at this year's edition of the Borneo Jazz.

For the first time, a Talent Search was also carried out to attract talents from Sabah, Sarawak and Brunei. A total of 5 bands were shortlisted to perform on the 3rd day of the festival. The top 3 winners were given cash prizes.

The festival attracted an audience estimated at 3,400 with a ratio of 65:25 Malaysians to non-Malaysians and an estimated economic spin off worth RM6 million and media mileage valued at RM10 million.



Rainforest World Music Festival

RAINFOREST WORLD MUSIC FESTIVAL (RWMF)

The 21st edition of the Rainforest World Music Festival, was held at the Sarawak Cultural Village, Santubong from 13 to 15 July 2018.

Apart from the usual stage performances and workshops the Board carried forward successful wellness programs at last year's 20th Anniversary celebration into this year's festival.

The morning activities included Yoga, Taiichi, Zumba as well as talks on health and wellness. There were also self-defense demonstrations in the arts of Silat and Capoeira, and this added to the vibrant events throughout the day at this year's event.

The festival has a record of environment awareness as evidenced by its attention to recycling, waste management and the use of shuttle buses to reduce carbon emissions. The Board also collaborated with Sarawak Biodiversity Centre to showcase products from the rainforest.



The Board also continued our collaboration with other organisations such as Friends of Sarawak Museum at the Sarawak Cultural Village for more workshops on culture and music to create more activities around the village as well as with Sarawak Energy Bhd.

“The RWMF is known to have a family friendly atmosphere with a special family package for entry into the festival and special workshops for children.”

”

The Board have also showcased food from the region (EATOF) as well as local delicacies in collaboration with the organisers of Asia Food Kitchen and Canard Media Sdn Bhd Kuching for more variety.

The Board worked with AirAsia as our flight and marketing partner as well as support from Grab for ground transportation and continued to receive support from many corporate bodies.

Publicity this year was enhanced by promotional billboards and structures and mobile advertisements as well as going on roadshows in the country. An estimated 300 media from around the world covered the event and comprised bloggers, as well as the print and electronic media. There was an estimated 21,668 attendees compared to 19,382 last year and 60% were Malaysians and the rest non-Malaysians



VISIT SARAWAK CAMPAIGN



The soft launch of the Visit Sarawak Campaign logo to the industry was held in Kuala Lumpur at JW Marriott hotel on 16 October 2018, on 18 October 2018 in Singapore and in London, United Kingdom on 6 November. The launch in Shenzhen, China was held on 19 December 2018. A total of 200 attendees were briefed on the Visit Sarawak Campaign at these trade launches.

These trade launches were publicised across print, radio, TV & digital media resulting in an estimated Public Relations Value of RM 7.3 million.

The official launch of the Visit Sarawak Campaign was held in Kuching on 31st December 2018 at the Kuching Waterfront. The Board was given a slot before the countdown to announce the new logo and present the "Sarawak More to Discover" campaign videos.



PRODUCT MANAGEMENT - SPE

Sarawak Tourism Board will continue to expose new and potential tourism products through its Sarawak Product Experience initiatives organised by our Visitor Information Centres in Kuching, Sibul and Miri.



For 2018, there were a total of Six Sarawak Product Experiences initiatives carried out, namely;

- Mulu Discovery
- Baleh Kapit Raft Safari
- Pesta Tagang
- Rentap Heritage Trails - Bukit Sadok to Bukit Sibau
- Limbang - Lawas & Meritam Pasir Lumpur Bebuak
- Serian Tourism Product Discovery

Through these initiatives, the Board are able to experience firsthand the various tourism products which are available, to enable us to highlight to our visitors when they are here to seek information.



CORPORATE RELATIONS

Sarawak Tourism Board continues to support local event organisers in their pre-publicity initiatives either through our social media network or with editorial support in a local lifestyle magazine, Borneo Talk. We also support other aspects such as hosting welcome receptions, providing pre/post tours, as well as providing some souvenirs.

Borneo Talk Magazine is a free quarterly lifestyle publication printed in 25,000 copies per issue and distributed widely in Sarawak, Brunei and Sabah.

We have supported a total of 21 events with editorials in 2018: Miri Afrolatin, Borneo Jazz, Rainforest World Music Festival, Baleh Kapit Raft Safari, Pesta Kaul Mukah, Sarawak Harvest & Folklore Festival, International Bornean Frog Race, Sibu Street Art, Irua Aco Lun Bawang Festival, Pesta Babulang, Semadang River Tagang Festival, Borneo Cultural Festival, Pesta Nukenen Bario, Sibu International Dance Festival, Padawan Raft Safari, Kuching Waterfront Jazz Festival, Pesta Benak Sri Aman, What About Kuching, Sarawak Regatta, Sarawak International Dragon Boat Regatta and Pesta Siniawan.

The Board have also set up tourism information booths in support of the following events: Sejiwa Senada (Miri, Lubok Antu, Kuching, Meradong & Sibuti), NBOS Fiesta Sarikei, Sarawak International Tenpin Bowling Championship, 8th Alliance for Healthy Cities, Bowling Asian Intercity, Agro Fest 2018 and QS Subject Focus Summit On Hospitality & Tourism. Here the Board provide tourist information services to event participants in support of our partners.



In order to encourage local talent especially among the youth, the Board have supported the Sibu Heritage Centre busking event. It is held every first and third Saturday of the month and response has been encouraging with slots for the whole year all taken up. The Board hope this initiative will support our local youth development programme and the event will be an avenue for their activities during the weekend.

The Board also provided support in terms of our traditional welcoming for inaugural flights including Wings Air Inaugural Flight (PNK - KCH & PNK - MYY) and Royal Brunei Airlines (BWN-KCH).

As organisers of Borneo Jazz and Rainforest World Music Festival, the Board also collaborated with other festivals on cross promotional initiatives and the Board have done these with Taiwan Music Festivals, Seoul Music City Connection and World Music Expo 2018.



CRUISE TOURISM

Cruise Tourism has been identified under the National Key Economic Area - Developing Cruise Tourism.

It aims to capitalise on Malaysia's strategic location to improve its competitiveness as a cruise destination, taking advantage of the 14% average annual growth in the Asian and international cruise passenger market. This will be achieved through the development of a Straits Riviera comprising Penang, Port Klang, Kota Kinabalu, Langkawi, Malacca, Kuching and other secondary ports.

Sarawak has been receiving a steady growth of cruise ship arrivals since 2007. For 2018, through the ports of Kuching and Bintulu, we have received a total of 10 cruise ship arrivals by Wind Star Cruises, Silver Sea Cruises, Region Seven Seas Cruises, Royal Caribbean Lines, and Oceania Cruises.

However, there are issues Sarawak needs to consider overcoming should it aspire to be a successful cruise tourism destination, namely upgrading cruise passenger facilities in Kuching and Bintulu Ports, upgrading tourism products in Bintulu and future development of a deep sea port in Kuching.



REPORT BY CORPORATE SERVICE DIVISION

Board of Directors Visit to Mulu National Park (11th - 12th May, 2018)



An educational trip was organised for the Board of Directors to Mulu National Park on a 2 day 1 night trip that covered all the four show caves and the canopy walk. It was an eye-opener for the Board members as some members have yet to visit the park.

STB's new office



After being the anchor tenant at the iconic historical Yayasan Sarawak Building for more than a decade, Sarawak Tourism Board has found a new home at the Plaza Aurora which is an equally historical building. Plaza Aurora was one of the first 'shopping malls' opened in Kuching in the early 1970s and was built side by side with the famed Aurora Hotel which was also the first 3-star hotel in Kuching.

The STB's new office is a modern office concept with open space work stations to allow free movement of staff, encouraging better communication and teamwork. It was proudly opened by the Minister of Tourism, Arts, Culture, Youth and Sports YB Datuk Haji Abdul Karim Rahman Hamzah on 28th August 2018.



STB
SARAWAK TOURISM BOARD



STB Balanced ScoreCard (21 - 23 Nov 2018)

The Management and staff of Sarawak Tourism Board conducted the Balanced ScoreCard retreat to set the direction for the Board in the coming 3 years and to increase the vitality of the tourism industry in Sarawak.



STB Strategy Going Forward

As a result of the retreat, STB has now set a clear path to reach its goals as well as the strategic direction required to support these ambitions. We first identified the challenges facing the state's tourism landscape that has seen an inconsistent trend in tourist arrivals over the past 5 years with 2018 marking the lowest number of arrivals in that period.

Sarawak is now the 7th most visited state in Malaysia behind Kedah and Sabah, and some of the challenges we faced include connectivity issues, a lack of new tourism products and limited facilities, and tough competition against other destinations like Sabah and Bali.

To overcome this, we will focus on four strategies:

- Driving Demand - to increase the desirability of Sarawak as a travel destination

- Telling a great Sarawak story - sharing the Sarawak story to shape a distinct image
- Working collaboratively together - effective stakeholder and industry collaboration to grow Sarawak tourism
- Using events to drive visitation - positioning Sarawak as a year-round travel proposition for leisure travellers

One of the key results the Board plan to see is higher tourist arrivals with our targets set at 5 million in 2019 and increasing to 5.5 million in 2021, in line with the 5-6% annual growth forecast for Asia-Pacific tourist arrivals by the United Nations World Tourism Organization. Other outcomes include higher brand visibility and a strong portfolio of diversified tourism products.





Report from Human Resource Unit

1 Staff Training & Development

This report gives an overview of the Board's Training and Development activities and achievements in 2018.

Staff training and development is part of the Organisational Capacity in the Board's Balanced Scorecard where it continues to be an area of strength for the Board. In line with the State's new policy on training hours, the new training hours are categorised based on the staff grade as below:

No.	Category (Grade)	No. of Training Hours per year
1.	Professional & Managerial Group (Grade 41 & above)	42 hours
2.	Supporting Group (Grade 27 - 40)	36 hours
3.	Supporting Group (Grade 1 - 26)	24 hours

One of the Board's strategies is to enhance and improve staff skills, abilities, and competencies which will lead to better job performance and career advancement. Training programmes carried out include competency-based training, job-skilled enhancement and other talks/workshops to increase knowledge. Some of the training/workshops/seminars/conferences attended by staff are as below:

- Balanced Scorecard
- The Next Generation in Digital Marketing
- 2018 Public Sector Financial Reporting
- China Digital Marketing Workshop
- Impact of GST Changes 6% to 0% and Latest Development Seminar 2.0 2018
- Data-Driven Organization Awareness Program
- Development of Appraisal and Rewards for Business Excellence
- Simposium Pengurusan Rekod dan Arkib Bagi Agensi Kerajaan Negeri Sarawak & Bengkel Pengkelasan Rekod Jabatan
- Interpersonal Communication & Logical Thinking Strategies
- Kursus Pengurusan Perkhidmatan Kaunter
- Kurus Motivasi Pembina Sikap Positif dan Personaliti Pekerja Cemerlang
- Kursus Pengurusan Minit

2 New Staffs

No.	Name	Reporting date	Designation
1	Norziati Solhi	14 May 2018	Human Resource Officer
2	Sharzede Datu Hj. Salleh Askor	3 September 2018	Chief Executive Officer
3	Prisca Wong Ren Ai	1 November 2018	Tourist Coordinator

3 Internship Program at Sarawak Tourism Board.

The objective of the Sarawak Tourism Board (STB) Internship Programme is to provide students with practical work experience and expose them to the various disciplines from management controls, operations and execution of the various projects undertaken by STB.

The STB Internship Programme integrates the student's academic study with work experience in the various areas of the Board namely, Marketing, Communications and Events organised by the Board. The intent of the programme is to provide a unique learning experience for international interns while at the same time exposing them to product experiences of Sarawak's culture, nature and adventures.





SARAWAK TOURISM BOARD (LEMBAGA PELANCONGAN SARAWAK)

PENYATA KEWANGAN BAGI TAHUN BERAKHIR 31 DISEMBER 2018

SARAWAK TOURISM BOARD
(Incorporated under the Sarawak Tourism Board (Incorporation) Ordinance 1994)

DIRECTORS' REPORT & AUDITED FINANCIAL STATEMENTS
31 DECEMBER 2018

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SARAWAK TOURISM BOARD
(Incorporated under the Sarawak Tourism Board (Incorporation) Ordinance 1994)

CORPORATE INFORMATION

BOARD MEMBERS AND KEY OFFICERS

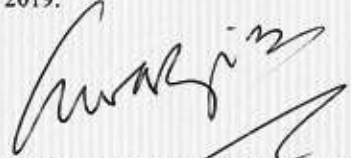
CHAIRMAN	: YB Datuk Haji Abdul Wahab Bin Aziz
BOARD MEMBERS	: Encik Hii Chang Kee Permanent Secretary, Ministry of Tourism, Arts, Culture, Youth and Sports, Sarawak
	: YBhg Datu Sri Ahmad Tarmizi Bin Haji Sulaiman State Financial Secretary
	: YBhg Datuk Musa Bin Yusof Director-General, Malaysia Tourism Promotion Board
	: Tuan Haji Zolkipli Bin Mohammad Aton Chief Executive Officer, Sarawak Forestry Corporation Sdn Bhd
	: Puan Audry Wan Ullok President, Sarawak Tourism Federation
	: Puan Dayang Azizah Bt Abang Zaidan Chairman, Malaysian Association of Tour and Travel Agents
	: Tuan Haji Mohamad Ibrahim Nordin Chairman, Malaysia Association of Hotels (Sarawak Chapter)
	: Encik Albert Sim Yam Leong Public Relation Officer, Miri Chinese Chamber of Commerce and Industry
	: YBhg Datuk Jason Tai Hee Managing Director, Pansar Sdn Bhd
	: Mdm Ngui Ing Ing President, Hotel Lance Court and Hospitality
CHIEF EXECUTIVE OFFICER	: Sharzede Datu Haji Salleh Askor
REGISTERED OFFICE	: Level 4, Plaza Aurora, Jalan McDougall, 93000 Kuching, Sarawak, Malaysia
PRINCIPAL PLACE OF BUSINESS	: Level 4, Plaza Aurora, Jalan McDougall, 93000 Kuching, Sarawak, Malaysia
AUDITORS	: Auditor General of Malaysia

SARAWAK TOURISM BOARD
(Incorporated under the Sarawak Tourism Board (Incorporation) Ordinance 1994)

STATEMENT BY CHAIRMAN AND A BOARD MEMBER

We, **DATUK HAJI ABDUL WAHAB BIN AZIZ** and **ENCIK HII CHANG KEE**, being the CHAIRMAN AND A BOARD MEMBER respectively of **SARAWAK TOURISM BOARD**, do hereby state that, in the opinion of the Board Members, the accompanying financial statements are drawn up in accordance with Malaysian Private Entities Reporting Standard so as to give a true and fair view of the financial position of the Board as at 31 December 2018 and of their financial performance and cash flows for the financial year then ended.

Signed on behalf of the Board Members in accordance with a resolution of the board dated 26th April 2019.


DATUK HAJI ABDUL WAHAB BIN AZIZ
Chairman
Sarawak, Malaysia


ENCIK HII CHANG KEE
Member

STATUTORY DECLARATION

I, **SHARZEDE DATU HAJI SALLEH ASKOR**, being the officer primarily responsible for the financial management of **SARAWAK TOURISM BOARD**, do solemnly and sincerely declare that the accompanying financial statements are in my opinion, correct and I make this solemn declaration conscientiously believing the same to be true and by virtue of the provisions of the Statutory Declarations Act, 1960.

Subscribed and solemnly declared by)
the abovenamed at *Kuching*)
in the state of *Sarawak*)
on *26 APR 2019*.....)


SHARZEDE DATU HAJI SALLEH ASKOR

Before me,

COMMISSIONER FOR OATHS

PHANG DAH NAN
Commissioner For Oaths
No. 55, 1st Floor,
Jalan Chan Bee Kiew
Off Jalan Padungan,
93100 Kuching, Sarawak.



LAPORAN KETUA AUDIT NEGARA
MENGENAI PENYATA KEWANGAN
LEMBAGA PELANCONGAN SARAWAK
BAGI TAHUN BERAKHIR 31 DISEMBER 2018

Laporan Mengenai Penyata Kewangan

Pendapat

Penyata Kewangan Lembaga Pelancongan Sarawak telah diaudit oleh wakil saya yang merangkumi Penyata Kedudukan Kewangan Pada 31 Disember 2018 dan Penyata Pendapatan Dan Perolehan Tertahan serta Penyata Aliran Tunai bagi tahun berakhir pada tarikh tersebut, ringkasan polisi perakaunan yang signifikan dan nota kepada penyata kewangan seperti dinyatakan pada muka surat 7 hingga 32.

Pada pendapat saya, penyata kewangan ini memberikan gambaran yang benar dan saksama mengenai kedudukan kewangan Lembaga Pelancongan Sarawak dan Kumpulan pada 31 Disember 2018 dan prestasi kewangan serta aliran tunai bagi tahun berakhir pada tarikh tersebut selaras dengan piawaian pelaporan kewangan yang diluluskan di Malaysia dan *The Statutory Bodies (Financial and Accounting Procedure) Ordinance, 1995* serta *The Sarawak Tourism Board (Incorporation) Ordinance, 1994*.

Asas Kepada Pendapat

Saya telah melaksanakan pengauditan berdasarkan Akta Audit 1957 dan *The International Standards of Supreme Audit Institutions*. Tanggungjawab saya dihuraikan selanjutnya di perenggan Tanggungjawab Juruaudit Terhadap Pengauditan Penyata Kewangan dalam laporan ini. Saya percaya bahawa bukti audit yang diperolehi adalah mencukupi dan bersesuaian untuk dijadikan asas kepada pendapat saya.

Kebebasan dan Tanggungjawab Etika Lain

Saya adalah bebas daripada Lembaga Pelancongan Sarawak dan Kumpulan serta telah memenuhi tanggungjawab etika lain berdasarkan *The International Standards of Supreme Audit Institutions*.



Maklumat Lain Selain Daripada Penyata Kewangan dan Laporan Juruaudit Mengenainya

Lembaga Pengarah Lembaga Pelancongan Sarawak bertanggungjawab terhadap maklumat lain dalam Laporan Tahunan. Pendapat saya terhadap penyata kewangan Lembaga Pelancongan Sarawak dan Kumpulan tidak meliputi maklumat lain selain daripada Penyata Kewangan dan Laporan Juruaudit mengenainya dan saya tidak menyatakan sebarang bentuk kesimpulan jaminan mengenainya.

Tanggungjawab Lembaga Pengarah Terhadap Penyata Kewangan

Lembaga Pengarah bertanggungjawab terhadap penyediaan penyata kewangan Lembaga Pelancongan Sarawak dan Kumpulan yang memberi gambaran benar dan saksama selaras dengan piawaian pelaporan kewangan yang diluluskan di Malaysia dan *The Statutory Bodies (Financial and Accounting Procedure) Ordinance, 1995* serta *The Sarawak Tourism Board (Incorporation) Ordinance, 1994*. Lembaga Pengarah juga bertanggungjawab terhadap penetapan kawalan dalaman yang perlu bagi membolehkan penyediaan penyata kewangan Lembaga Pelancongan Sarawak dan Kumpulan yang bebas daripada salah nyata yang ketara, sama ada disebabkan fraud atau kesilapan.

Semasa penyediaan penyata kewangan Lembaga Pelancongan Sarawak dan Kumpulan, Lembaga Pengarah bertanggungjawab untuk menilai keupayaan Lembaga Pelancongan Sarawak dan Kumpulan untuk beroperasi sebagai satu usaha berterusan, mendedahkannya jika berkaitan serta menggunakannya sebagai asas perakaunan.

Tanggungjawab Juruaudit Terhadap Pengauditan Penyata Kewangan

Objektif saya adalah untuk memperoleh keyakinan yang munasabah sama ada penyata kewangan Lembaga Pelancongan Sarawak dan Kumpulan secara keseluruhannya adalah bebas daripada salah nyata yang ketara, sama ada disebabkan fraud atau kesilapan, dan mengeluarkan Laporan Juruaudit yang merangkumi pendapat saya. Jaminan yang munasabah adalah satu tahap jaminan yang tinggi, tetapi bukan satu jaminan bahawa audit yang dijalankan mengikut *The International Standards of Supreme Audit Institutions* akan sentiasa mengesan salah nyata yang ketara apabila ia wujud. Salah nyata boleh wujud daripada fraud atau kesilapan dan dianggap ketara sama ada secara individu atau agregat sekiranya boleh dijangkakan dengan munasabah untuk mempengaruhi keputusan ekonomi yang dibuat oleh pengguna berdasarkan penyata kewangan ini.

Sebagai sebahagian daripada pengauditan mengikut *The International Standards of Supreme Audit Institutions*, saya menggunakan pertimbangan profesional dan mengekalkan keraguan profesional sepanjang pengauditan. Saya juga:

- a. Mengenal pasti dan menilai risiko salah nyata ketara dalam penyata kewangan Lembaga Pelancongan Sarawak dan Kumpulan, sama ada disebabkan fraud atau kesilapan, merangka dan melaksanakan prosedur audit terhadap risiko berkenaan serta mendapatkan bukti audit yang mencukupi dan bersesuaian untuk memberikan asas kepada pendapat saya. Risiko untuk tidak mengesan salah nyata ketara akibat daripada fraud adalah lebih tinggi daripada kesilapan kerana fraud mungkin melibatkan pakatan, pemalsuan, ketinggalan yang disengajakan, gambaran yang salah, atau mengatasi kawalan dalaman.
- b. Memahami kawalan dalaman yang relevan untuk merangka prosedur audit yang bersesuaian tetapi bukan untuk menyatakan pendapat mengenai keberkesanan kawalan dalaman Lembaga Pelancongan Sarawak dan Kumpulan.
- c. Menilai kesesuaian dasar perakaunan yang diguna pakai dan kemunasabahan anggaran perakaunan dan pendedahan yang berkaitan oleh Lembaga Pengarah.
- d. Membuat kesimpulan terhadap kesesuaian penggunaan asas perakaunan untuk usaha berterusan oleh Lembaga Pengarah dan berdasarkan bukti audit yang diperoleh, sama ada wujudnya ketidakpastian ketara yang berkaitan dengan peristiwa atau keadaan yang mungkin menimbulkan keraguan yang signifikan terhadap keupayaan Lembaga Pelancongan Sarawak atau Kumpulan sebagai satu usaha berterusan. Jika saya membuat kesimpulan bahawa ketidakpastian ketara wujud, saya perlu melaporkan dalam Laporan Juruaudit terhadap pendedahan yang berkaitan dalam penyata kewangan Lembaga Pelancongan Sarawak dan Kumpulan atau, jika pendedahan tersebut tidak mencukupi, pendapat saya akan diubah. Kesimpulan saya dibuat berdasarkan bukti audit yang diperoleh sehingga tarikh Laporan Juruaudit.
- e. Menilai sama ada keseluruhan persembahan termasuk pendedahan penyata kewangan Lembaga Pelancongan Sarawak dan Kumpulan memberi gambaran yang saksama.
- f. Mendapatkan bukti audit yang mencukupi dan bersesuaian berkaitan maklumat kewangan entiti dan aktiviti perniagaan dalam Kumpulan untuk memberikan pendapat terhadap Penyata Kewangan Kumpulan. Saya bertanggungjawab untuk hala tuju, pengawasan dan pelaksanaan pengauditan kumpulan. Saya hanya bertanggungjawab terhadap pendapat saya.

Saya telah berkomunikasi dengan Lembaga Pengarah, antaranya mengenai skop dan tempoh pengauditan yang dirancang serta penemuan audit yang signifikan termasuk kelemahan kawalan dalaman yang dikenal pasti semasa pengauditan.



**Laporan Mengenai Keperluan Perundangan dan Peraturan Lain**

Berdasarkan keperluan *The Statutory Bodies (Financial and Accounting Procedure) Ordinance, 1995* serta *The Sarawak Tourism Board (Incorporation) Ordinance, 1994*, saya juga melaporkan perkara berikut:

- Pada pendapat saya, rekod perakaunan dan rekod lain yang dikehendaki Ordinan untuk disimpan oleh Lembaga Pelancongan Sarawak dan subsidiarinya yang mana kami telah bertindak sebagai juruaudit telah disimpan dengan sempurna menurut peruntukan Ordinan.
- Saya telah mempertimbangkan akaun dan Laporan Juruaudit bagi semua subsidiari yang tidak diaudit oleh saya seperti yang dinyatakan dalam Nota 8 kepada penyata kewangan yang telah dimasukkan dalam akaun disatukan.
- Saya berpuas hati bahawa akaun subsidiari yang disatukan dengan Penyata Kewangan Lembaga Pelancongan Sarawak dalam bentuk dan kandungan yang sesuai dan teratur bagi tujuan penyediaan penyata kewangan Kumpulan dan saya juga telah menerima maklumat dan penjelasan yang memuaskan sebagaimana yang dikehendaki bagi tujuan tersebut.
- Laporan Juruaudit ke atas akaun subsidiari tidak mengandungi sebarang teguran atau pemerhatian yang boleh menjejaskan penyata kewangan.

Hal-hal Lain

Laporan ini dibuat untuk Lembaga Pengarah dan bukan untuk tujuan lain. Saya tidak bertanggungjawab terhadap pihak lain bagi kandungan laporan ini.



(TOIEYAH BINTI HAJI TIOH)
b.p. KETUA AUDIT NEGARA
MALAYSIA

KUCHING
TARIKH: 16 AUG 2019



SARAWAK TOURISM BOARD
(Incorporated under the Sarawak Tourism Board (Incorporation) Ordinance 1994)

STATEMENT OF FINANCIAL POSITION AS AT 31 DECEMBER 2018

		Group		Board	
	Note	2018 RM	2017 RM	2018 RM	2017 RM
Non-current Assets					
Property and Equipment	7	1,585,283	456,950	1,585,274	456,942
Investment in Subsidiary Company	8	-	-	200,000	200,000
Other Investment	9	12,397,500	12,600,000	12,397,500	12,600,000
		<u>13,982,783</u>	<u>13,056,950</u>	<u>14,182,774</u>	<u>13,256,942</u>
Current Assets					
Inventories		22,720	-	-	-
Receivables and Prepayment	10	1,065,026	631,368	1,064,226	630,568
Cash and Cash Equivalents	11	19,213,385	17,471,736	19,190,626	17,451,453
		<u>20,301,131</u>	<u>18,103,104</u>	<u>20,254,852</u>	<u>18,082,021</u>
Total Assets		<u><u>34,283,914</u></u>	<u><u>31,160,054</u></u>	<u><u>34,437,626</u></u>	<u><u>31,338,963</u></u>
Equity					
General Reserve	15	<u>30,540,887</u>	<u>27,648,522</u>	<u>30,622,813</u>	<u>27,729,086</u>
Current Liabilities					
Payables	12	2,051,106	1,814,019	2,033,397	1,796,010
Other Payables	13	1,689,327	1,690,630	1,689,327	1,690,630
Provision for Taxation		2,594	6,883	2,594	6,883
Amount Due to Subsidiary	14	-	-	89,495	116,354
		<u>3,743,027</u>	<u>3,511,532</u>	<u>3,814,813</u>	<u>3,609,877</u>
Total Equity and Liabilities		<u><u>34,283,914</u></u>	<u><u>31,160,054</u></u>	<u><u>34,437,626</u></u>	<u><u>31,338,963</u></u>



SARAWAK TOURISM BOARD
(Incorporated under the Sarawak Tourism Board (Incorporation) Ordinance 1994)

STATEMENT OF INCOME AND RETAINED PROFITS
FOR THE YEAR ENDED 31 DECEMBER 2018

	Note	Group		Board	
		2018 RM	2017 RM	2018 RM	2017 RM
Income	16	22,426,210	19,822,336	22,426,210	19,822,336
Operating expenses	17	(19,749,547)	(13,059,744)	(19,736,041)	(13,052,179)
Operating profit		2,676,663	6,762,592	2,690,169	6,770,157
Other income	18	541,542	354,696	529,398	330,841
Foreign exchange loss		(202,500)	-	(202,500)	-
Profit before tax	19	3,015,705	7,117,288	3,017,067	7,100,998
Taxation	20	(123,340)	(79,402)	(123,340)	(79,402)
Profit after taxation		2,892,365	7,037,886	2,893,727	7,021,596
Retained profits brought forward		27,648,522	20,610,636	27,729,086	20,707,490
Available for distribution		30,540,887	27,648,522	30,622,813	27,729,086
Retained profits carried forward		30,540,887	27,648,522	30,622,813	27,729,086

SARAWAK TOURISM BOARD
(Incorporated under the Sarawak Tourism Board (Incorporation) Ordinance 1994)

STATEMENT OF CASH FLOWS
FOR THE FINANCIAL YEAR END 31 DECEMBER 2018

	Note	Group		Board	
		2018 RM	2017 RM	2018 RM	2017 RM
Cash Flows from Operating Activities					
Profit before taxation		3,015,705	7,117,288	3,017,067	7,100,998
Adjustments for:					
Depreciation of property and equipment		149,734	134,755	149,734	133,128
Gain on disposal of motor vehicle		(15,399)	-	(15,399)	-
Interest received		(514,320)	(330,841)	(514,321)	(330,841)
Unrealised foreign exchange loss		202,500	-	202,500	-
Operating profit before working capital changes		2,838,220	6,921,202	2,839,581	6,903,285
(Increase) in inventories		(22,720)	-	-	-
Decrease/(Increase) in account receivables and prepayments		(433,658)	927,247	(433,655)	927,246
Increase in account payables		235,784	866,322	209,225	866,322
Cash generated from operation		2,617,626	8,714,771	2,615,151	8,696,853
Taxes paid		(127,629)	(99,996)	(127,629)	(99,996)
Net cash inflows from operating activities		2,489,997	8,614,775	2,487,522	8,596,857
Cash Flows from Investing Activities					
Purchase of property and equipment		(1,278,067)	(164,384)	(1,278,068)	(164,384)
Interest received		514,320	330,841	514,320	330,841
Proceed from disposal of motor vehicle		15,399	-	15,399	-
Net cash inflows/(outflows) from investing activities		(748,348)	166,457	(748,349)	166,457
Net increase in cash and cash equivalents		1,741,649	8,781,232	1,739,173	8,763,314
Cash and cash equivalents at beginning of year		17,471,736	8,690,504	17,451,453	8,688,139
Cash and cash equivalents at end of year		19,213,385	17,471,736	19,190,626	17,451,453
Cash and cash equivalents at end of year comprised of:					
Cash and bank balances	11	19,213,385	17,471,736	19,190,626	17,451,453

**SARAWAK TOURISM BOARD****(Incorporated under the Sarawak Tourism Board (Incorporation) Ordinance 1994)****NOTE TO THE FINANCIAL STATEMENTS – AS AT 31 DECEMBER 2018****1. CORPORATE INFORMATION**

The Board, Sarawak Tourism Board, was established in 1994, is incorporated under the Sarawak Tourism Board (Incorporation) Ordinance, 1994 and domiciled in Malaysia. The principal activities of the Board are to stimulate, promote and market Sarawak as a tourist destination. There have been no significant changes to the principal activities of the Board during the financial year under review.

The Board's registered office and principal place of business is located at Level 4, Plaza Aurora, Jalan McDougall, 93000 Kuching, Sarawak.

The financial statements of the Board are presented in Ringgit Malaysia (RM).

The financial statements were authorised for issue by the Board of Directors on 26th April 2019.

2. PRINCIPAL ACTIVITIES

The functions of the Board are as follows: -

- a) to stimulate and promote tourism to and within Sarawak;
- b) to stimulate, promote and market Sarawak as a tourist destination;
- c) to organise, secure and enhance publicity in Malaysia and overseas for tourist attractions in Sarawak;
- d) to engage or assist in the development of tourism in the State and to carry on such activities in association with the Government, any public or local authority, any corporation, any company, anybody or any person or as managing agents or otherwise on this behalf, or enter into any arrangement with such bodies or persons for sharing profits, union of interests;
- e) to make recommendations to the Minister of the measures and programmes to be adopted to facilitate and stimulate the development and promotion of the industry in Sarawak and where approved by the Minister, to implement or assist in the implementation of such measures and programmes; and
- f) to liaise and co-ordinate with and make representation to the Malaysian Tourism Promotion Board or the Federal Ministry of Culture, Arts and Tourism on all matters relating to the enhancement of tourism and the development of the tourism industry in Sarawak.

**SARAWAK TOURISM BOARD****(Incorporated under the Sarawak Tourism Board (Incorporation) Ordinance 1994)****NOTE TO THE FINANCIAL STATEMENTS – AS AT 31 DECEMBER 2018****3. COMPLIANCE WITH FINANCIAL REPORTING STANDARDS**

The financial statements have been prepared in compliance with the Malaysian Private Entities Reporting Standard (MPERS) issued by the Malaysian Accounting Standards Board (MASB).

4. BASIS OF PREPARATION

The financial statements of the Board have been prepared using cost and fair value bases.

Management has used estimates and assumptions in measuring the reported amounts of assets and liabilities at the end of the reporting period and the reported amounts of revenues and expenses during the reporting period. Judgments and assumptions are applied in the measurement, and hence, the actual results may not coincide with the reported amounts. The areas involving significant judgments and estimation uncertainties are disclosed in Note 6.

5. SIGNIFICANT ACCOUNTING POLICIES**5.1 Business Combinations and Consolidation**

The Group applies the acquisition method to account for all business combinations. If the acquisition of an asset or a group of assets does not constitute a business, it is accounted for as an asset acquisition.

The Group identifies the acquisition date of a business combination as the date on which the Group obtains control of an acquiree. Control is obtained when the Group commences to have the power to direct financial and operating policy decisions of the investee so as to obtain benefits from its activities. This may require fulfilment of precedent conditions, such as completion of due diligence audit, and shareholders' approvals if they are specified in a sale and purchase agreement.

As of the acquisition date, the Group recognises, separately from goodwill, the identifiable assets acquired (including identifiable intangible assets), the liabilities assumed (including contingent liabilities) and any non-controlling interest in the acquiree. The identifiable assets acquired and liabilities assumed are measured at their acquisition-date fair values, except for those permitted or required to be measured on other bases by MPERS. Non-controlling interest at the acquisition date is measured at its acquisition date share of net assets, excluding goodwill.

The cost of a business combination is measured at fair value, calculated as the sum of the acquisition-date fair value of assets transferred (including contingent consideration), the liabilities incurred to former owners of the acquiree and the equity instruments issued by the Group. Expenses incurred are in connection with a business combination are capitalised in the cost of business combination.



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(Incorporated under the Sarawak Tourism Board (Incorporation) Ordinance 1994)

NOTE TO THE FINANCIAL STATEMENTS – AS AT 31 DECEMBER 2018

5. SIGNIFICANT ACCOUNTING POLICIES (Continued)

5.1 Business Combinations and Consolidation (Continued)

The cost of a business combination is allocated to the share of net assets acquired to determine the initial amount of goodwill on combination. In a business combination achieved in stages (including acquisition of a former associate or a former joint venture), the cost of each exchange transaction is compared with the share of net assets to determine the goodwill of each exchange transaction on a step-by-step basis. Any increase in equity interest in an investee after the acquisition date is accounted as an equity transaction between the parent and the non-controlling interests and the effect is adjusted directly in equity.

If the initial accounting for a business combination is not complete by the end of reporting period in which the combination occurs, the Group uses provisional fair value amounts for the items for which the accounting is incomplete. The provisional amounts are adjusted to reflect new information obtained about facts and circumstances that existed as of the acquisition date, including additional assets or liabilities identified in the measurement period. The measurement period for completion of the initial accounting ends after one year from acquisition date.

a) Subsidiaries and Basis of Consolidation

The Group recognises a subsidiary based on the criterion of control. A subsidiary is an entity (including special purpose entities) over which the Group has the power to govern the financial and operating policy decisions of the investee so as to obtain benefits from its activities. In circumstances when the voting rights are not more than half or when the voting rights are not dominant determinant of control, the Group uses judgements to assess whether it has de facto control, control by other arrangements (including control of special purpose entities), or by holding substantive potential voting rights.

The financial statements of the parent and its subsidiary used in the preparation of the consolidated financial statements are prepared as of the same reporting date of 31 December 2018. The consolidated financial statements are prepared using uniform accounting policies for like transactions, other events and conditions in similar circumstances.

The carrying amount of investment in the subsidiary of the parent in the Group is eliminated against the parent's portion of equity in the subsidiary. The consolidated financial statements combine like items of assets, liabilities, equity, income, expenses and cash flows of the Board and its subsidiary. The results of subsidiaries acquired or disposed of during the year are included in the consolidated statement of comprehensive income from the effective date of acquisition (which is the date the Group assumes control of an investee) or up to effective date of disposal (which is the date the Group ceases to have control of an investee).



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NOTE TO THE FINANCIAL STATEMENTS – AS AT 31 DECEMBER 2018

5. SIGNIFICANT ACCOUNTING POLICIES (Continued)

a) Subsidiaries and Basis of Consolidation (Continued)

All intra-group balances and transactions are eliminated in full on consolidation. Unrealised profits or losses arising from intra-group transactions are also eliminated in full on consolidation, except when an unrealised loss is an impairment loss.

When the Group ceases to control a subsidiary, the difference between the proceeds from the disposal of the subsidiary and its carrying amount at the date that control is lost is recognised in profit or loss in the statement of comprehensive income as a gain or loss on disposal of the subsidiary. The cumulative amount of any exchange differences that relate to a foreign subsidiary recognised in other comprehensive income is not reclassified to profit or loss on disposal of the subsidiary.

If the Group retains an equity interest in the former subsidiary, it is accounted for as a financial asset (provided it does not become an associate or a joint venture). The carrying amount of the investment retained at the date that the entity ceases to be a subsidiary is regarded as the cost on initial measurement of the financial asset.

Any decrease in equity stake in a subsidiary that does not result in a loss of control is accounted for as an equity transaction and the financial effect is adjusted directly in the consolidated statement of changes in equity.

5.2 Property and Equipment

Operating tangible assets that are used for more than one accounting period in the production and supply of goods and services, for administrative purposes or for rental to others are recognised as property and equipment when the Board obtains control of the assets. The assets, including major spares, servicing equipment and stand-by equipment, are classified into appropriate classes based on their nature. Any subsequent replacement of a significant component in an existing asset is capitalised as a new component in the asset and the old component is derecognised.

All property and equipment are initially measured at cost. For a purchased asset, cost comprises purchase price plus all directly attributable costs incurred in bringing the asset to its present location and condition for management's intended use. For a self-constructed asset, cost comprises all direct and indirect costs of construction (including provision for restoration and cost of major inspection) but excludes internal profits.

Property and equipment are subsequently measured at cost less accumulated depreciation and accumulated impairment losses.



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NOTE TO THE FINANCIAL STATEMENTS – AS AT 31 DECEMBER 2018

5. SIGNIFICANT ACCOUNTING POLICIES (Continued)

5.2 Property and Equipment (Continued)

Property and equipment are written down to recoverable amount if the recoverable amount is less than their carrying value. Recoverable amount is higher of an asset's net selling price and its value in use.

Fully depreciated fixed assets are retained in the financial statements until they are no longer in use. Upon the disposal of an item of property and equipment, the difference between the net disposal proceeds and the carrying amount is charged or credited to the profit or loss.

All other property and equipment are depreciated by allocating the depreciable amount of a significant component or of an item over the remaining useful life. The depreciation methods used and the useful lives of the respective classes of property and equipment are as follows:

Items	Method	Useful life (%)
Office equipments	Straight-line	15
Furniture, fixtures & fittings	Straight-line	10
Computers	Straight-line	20
Cameras	Straight-line	20
Office renovation	Straight-line	10
Motor vehicle	Straight-line	20

At the end of each reporting period, the residual values, useful lives and depreciation methods for the property and equipment are reviewed for reasonableness. Any change in estimate of an item is adjusted prospectively over its remaining useful life, commencing in the current period.

5.3 Impairment of Non-Financial Assets

An impairment loss arises when the carrying amount of the Group and Board assets exceeds its recoverable amount.

At the end of each reporting date, the Group and Board assesses whether there is any indication that a stand-alone asset or a cash-generating unit may be impaired by using external and internal sources of information. If any such indication exists, the Group and Board estimates the recoverable amount of the asset or cash-generating unit.



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NOTE TO THE FINANCIAL STATEMENTS – AS AT 31 DECEMBER 2018

5. SIGNIFICANT ACCOUNTING POLICIES (Continued)

5.3 Impairment of Non-Financial Assets (Continued)

If an individual asset generates independent cash inflows, it is tested for impairment as a stand-alone asset. If an asset does not generate independent cash inflows, it is tested for impairment together with other assets in a cash-generating unit, at the lowest level in which independent cash inflows are generated and monitored for internal management purposes.

The recoverable amount of an asset or a cash-generating unit is the higher of its fair value less costs to sell and the value in use. The Group and Board determines the fair value less costs to sell of an asset or a cash-generating unit in a hierarchy based on: (i) price in a binding sale agreement; (ii) market price traded in an active market; and (iii) estimate of market price using the best available information. The value in use is estimated by discounting the net cash inflows (by an appropriate discount rate) of the asset or unit, using reasonable and supportable management's budgets and forecasts of five (5) years and extrapolation of cash inflows for periods beyond the five-year forecast or budget.

For an asset measured on a cost-based model, any impairment loss is recognised in profit or loss.

For a cash-generating unit, any impairment loss is allocated to the assets of the unit pro rata based on the relative carrying amounts of the assets.

The Group and Board reassesses the recoverable amount of an impaired asset or a cash-generating unit if there is any indication that an impairment loss recognised previously may have reversed. Any reversal of impairment loss for an asset carried at a cost-based model is recognised in profit or loss, subject to the limit that the revised carrying amount does not exceed the amount that would have been determined had no impairment loss been recognised previously.

5.4 Financial Instruments

(a) Initial Recognition and Measurement

The Group and Board recognises a financial asset or a financial liability (including derivative instruments) in the statement of financial position when, and only when, it becomes a party to the contractual provisions of the instrument.

On initial recognition, all financial assets and financial liabilities are measured at fair value, which is generally the transaction price, plus transaction costs if the financial asset or financial liability is not measured at fair value through profit or loss. For instruments measured at fair value through profit or loss, transaction costs are expensed to profit or loss when incurred.



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NOTE TO THE FINANCIAL STATEMENTS – AS AT 31 DECEMBER 2018

5. SIGNIFICANT ACCOUNTING POLICIES (Continued)

5.4 Financial Instruments (Continued)

(b) Derecognition of Financial Instruments

A financial asset is derecognised when, and only when, the contractual rights to receive the cash flows from the financial asset expire, or when the Group and Board transfers the contractual rights to receive cash flows of the financial asset, including circumstances when the Group and Board acts only as a collection agent of the transferee, and retains no significant risks and rewards of ownership of the financial asset or no continuing involvement in the control of the financial asset transferred.

A financial liability is derecognised when, and only when, it is legally extinguished, which is either when the obligation specified in the contract is discharged or cancelled or expires. A substantial modification of the terms of an existing financial liability is accounted for an extinguishment of the original financial liability and the recognition of a new financial liability. For this purpose, the Group and Board considers a modification as substantial if the present value of the revised cash flows of the modified terms discounted at the original effective interest rate differs by 10% or more when compared with the carrying amount of the original liability.

(c) Subsequent Measurement of Financial Assets

For the purpose of subsequent measurement, the Group and Board classifies financial assets in two categories, namely: (i) financial assets at fair value through profit or loss, and (ii) financial assets at amortised cost.

Investments in debt instruments, whether quoted or unquoted, are subsequently measured at amortised cost using the effective interest method. Investments in unquoted equity instruments and whose fair value cannot be reliably measured are measured at cost.

Other than financial assets measured at fair value through profit or loss, all other financial assets are subject to review for impairment in accordance with Note 5.4(g).

(d) Subsequent Measurement of Financial Liabilities

After initial recognition, all financial liabilities are measured at amortised cost using the effective interest method.



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NOTE TO THE FINANCIAL STATEMENTS – AS AT 31 DECEMBER 2018

5. SIGNIFICANT ACCOUNTING POLICIES (Continued)

5.4 Financial Instruments (Continued)

(e) Fair Value Measurement of Financial Instruments

The fair value of a financial asset or a financial liability is determined by reference to the quoted market price in an active market, and in the absence of an observable market price, by a valuation technique using reasonable and supportable assumptions.

(f) Recognition of Gains and Losses

Fair value changes of financial assets and financial liabilities classified as at fair value through profit or loss are recognised in profit or loss when they arise.

For financial assets and financial liabilities carried at amortised cost, a gain or loss is recognised in profit or loss only when the financial asset or financial liability derecognised or impaired, and through the amortisation process of the instrument.

(g) Impairment and Uncollectibility of Financial Assets

At the end of each reporting period, the Group and Board examines whether there is any objective evidence that a financial asset or a group of financial assets is impaired. Evidences of trigger loss events include: (i) significant difficulty of the issuer or obligor; (ii) a breach of contract, such as a default or delinquency in interest or principal payments; (iii) granting exceptional concession to a customer; (iv) it is probable that a customer will enter bankruptcy or other financial reorganisation; (v) the disappearance of an active market for that financial asset because of financial difficulties; or (vi) any observable market data indicating that there may be a measurable decrease in the estimated future cash flows from a group of financial assets.

For a non-current loan and receivable carried at amortised cost, the revised estimated cash flows are discounted at the original effective interest rate. Any impairment loss is recognised in profit or loss and a corresponding amount is recorded in a loss allowance account. Any subsequent reversal of impairment loss of the financial asset is reversed in profit or loss with a corresponding adjustment to the loss allowance account, subject to the limit that the reversal should not result in the revised carrying amount of the financial asset exceeding the amount that would have been determined had no impairment loss been recognised previously.



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NOTE TO THE FINANCIAL STATEMENTS – AS AT 31 DECEMBER 2018

5. SIGNIFICANT ACCOUNTING POLICIES (Continued)

5.4 Financial Instruments (Continued)

(g) Impairment and Uncollectability of Financial Assets (Continued)

For short-term trade and other receivables, where the effect of discounting is immaterial; impairment loss is tested for each individually significant receivable wherever there is any indication of impairment. Individually significant receivables for which no impairment loss is recognised are grouped together with all other receivables by classes based on credit risk characteristics and aged according to their past due periods. A collective allowance is estimated for a class group based on the Group and Board experience of loss ratio in each class, taking into consideration current market conditions.

For an unquoted equity investment measured at cost less impairment, the impairment is the difference between the asset's carrying amount and the best estimate (which will necessarily be an approximation) of the amount (which might be zero) that the Group and Board expects to receive for the asset if it were sold at the reporting date. The Group and Board may estimate the recoverable amount using an adjusted net asset value approach.

5.5 Tax Assets and Tax Liabilities

A current tax for current and prior periods, the extent unpaid, is recognised as a current tax liability. If the amount already paid in respect of current and prior periods exceeds the amount due for those periods, the excess is recognised as a current tax asset. A current tax liability (asset) is measured at the amount the Group and Board expects to pay (recover) using tax rates and laws that have been enacted or substantially enacted by the reporting date.

A deferred tax liability is recognised for all taxable temporary differences, except to the extent that the deferred tax liability arise from: (a) the initial recognition of goodwill; or (b) the initial recognition of an asset or liability in a transaction which is not a business combination and at the time of the transaction, affects neither accounting profit nor taxable profit (or tax loss). The exceptions for initial recognition differences include items of property, plant and equipment that do not qualify for capital allowances and acquired intangible assets that are not deductible for tax purposes.

A deferred tax asset is recognised for all deductible temporary differences to the extent that it is probable that taxable profit will be available against which the deductible temporary difference can be utilised, unless the deferred tax asset arises from the initial recognition of an asset or liability in a transaction that is in a business combination and at the time of the transaction, affect neither accounting profit nor taxable profit (or tax loss). The exceptions for the initial recognition differences include non-taxable government grants received and reinvestment allowances and investment tax allowances on qualifying property, plant and equipment.



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5. SIGNIFICANT ACCOUNTING POLICIES (Continued)

5.5 Tax Assets and Tax Liabilities (Continued)

A deferred tax asset is recognised for the carry-forward of unused tax losses and unused tax credits to the extent that it is probable that future taxable profit will be available against which the unused tax losses and unused tax credits can be utilised. Unused tax credits do not include unabsorbed reinvestment allowances and unabsorbed investment tax allowances because the Group and Board treats these as part of initial recognition differences.

Deferred taxes are measured using tax rates (and tax laws) that have been enacted or substantially enacted by the end of the reporting period. The measurement of deferred taxes reflect the tax consequences that would follow from the manner in which the Group and Board expects, at the end of the reporting period, to recover or settle the carrying amount of its assets or liabilities.

At the end of each reporting period, the carrying amount of a deferred tax asset is reviewed, and is reduced to the extent that it is no longer probable that sufficient taxable profit will be available to allow the benefit of a part or all of that deferred tax asset to be utilised. Any such reduction will be reversed to the extent that it becomes probable that sufficient taxable profit will be available.

A current or deferred tax is recognised as income or expense in profit or loss for the period. For items recognised directly in equity, the related tax effect is also recognised directly in equity.

5.6 Provision

Provisions are recognised when there is a present obligation, legal or constructive, as a result of a past event, when it is probable that an outflow of resources embodying economics benefits will be required to settle the obligation and reliable estimate can be made of the amount of obligation. Provisions are reviewed at each financial statement date and adjusted to reflect the current best estimate.

For a lawsuit provision, a probability-weighted expected outcome is applied in the measurement, taking into account past court judgements made in similar cases and advices of legal experts.

A provision is measured at the present value of the expenditures expected to be required to settle the obligation using a discount rate that reflects the time value of money and the risk that the actual outcome might differ from the estimate made. The unwinding of the discount is recognised as an interest expense.



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NOTE TO THE FINANCIAL STATEMENTS – AS AT 31 DECEMBER 2018

5. SIGNIFICANT ACCOUNTING POLICIES (Continued)

5.7 Revenue Recognition and Measurement

Revenue is recognised when it is probable that the economic benefits associated with the transaction will flow to the Group and Board and the amount of the revenue is measured at the fair value of the consideration received or receivable and net of discounts.

5.8 Government Grant

A Government grant is assistance by Government in the form of a transfer of resources to an entity in return for past or future compliance with certain conditions relating to the operating activities of the entity.

A Government grant is recognized as follows:

- (a) a grant that does not impose specified future performance conditions on the recipient is recognised in income when the grant proceeds are receivable;
- (b) a grant that imposes specified future performance conditions on the recipient is recognised in income only when the performance conditions are met;
- (c) a grant received before the revenue recognition criteria are satisfied are recognised as deferred income and recorded a liability in the statement of financial position.

5.9 Employee Benefits

(a) Short term benefit

Wages, salaries, bonuses and social security contributions are recognised as expenses in the year in which the associated services are rendered by the employees of the Board.

(b) Defined contribution plans

The Board's contributions to defined contribution plans are charged to the income statement in the period to which they relate. Once the contributions have been paid, the Board has no further payment obligations. As required by the law, the Group and the Board make contributions to the Employees Provident Fund ("EPF"). Such contributions are recognised as an expense in the income statement as incurred.

5.10 Foreign Currencies

(a) Foreign Currency Transactions

Transactions in foreign currencies during the financial year are converted into Ringgit Malaysia at rates of exchange ruling at the transaction dates. Monetary



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NOTE TO THE FINANCIAL STATEMENTS – AS AT 31 DECEMBER 2018

5. SIGNIFICANT ACCOUNTING POLICIES (Continued)

5.10 Foreign Currencies

(a) Foreign Currency Transactions

assets and liabilities denominated in foreign currencies at the reporting date are translated at the rates of exchange ruling at that date.

Exchanges gains and losses arising from the translation of long term foreign currency term loan is deferred and amortised on a straight-line basis over the term of the loan. Other exchange gains and losses have been dealt with in the profit or loss.

(b) Financial Statements of Foreign Operation

Assets and liabilities of the foreign operations, including goodwill arising on consolidation, are translated to Ringgit Malaysia at exchange rate ruling at the reporting date. The revenue and expenses of foreign operation are translated to Ringgit Malaysia at average exchange rate applicable throughout the year. Foreign exchanges difference arising on translation are recognised directly in the profit or loss.

The closing rates used in translation of foreign currency monetary assets and liabilities and the financial statements of foreign operations are as follows:

	2018	2017
	RM	RM
1 United States Dollar	4.13	4.05

(c) Exchange Differences on Net Investment in Foreign Operations

Exchange differences arising on monetary items that forms part of the Board's net investment in foreign operations are recognised in the profit or loss in the separate financial statements of the Board. In the consolidated financial statements, such exchange differences are recognised initially in other comprehensive income and accumulated in equity under the heading of translation reserves. They are not recognised in profit or loss on disposal on the net investment.



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6. CRITICAL JUDGEMENTS AND ESTIMATION UNCERTAINTY

6.1 Judgements and Assumptions Applied

In the selection of accounting policies of the Group and Board, no significant judgement is used in the preparation of financial statement

6.2 Estimation Uncertainty

The measurement of some assets and liabilities requires management to use estimates based on various observable inputs and other assumptions. The areas or items that are subject to significant estimation uncertainties of the Group and Board are in measuring: (a) value-in-use of non-financial assets in impairment testing; (b) loss allowances of financial assets; (c) depreciation of property, plant and equipment and (d) measurement of income taxes.

(a) Determining the Value-in-Use

In determining the value-in-use of a stand-alone asset or a cash-generating unit, management uses reasonable and supportable inputs about sales, costs of sales and other expenses based upon past experiences, current events and reasonably possible future developments. Cash flows are projected based on those inputs and discounted at an appropriate discount rate(s). The actual outcome or event may not coincide with inputs or assumptions and the discount rate applied in the measurement, and this may have a significant effect on the Group and Board's financial position and results.

(b) Loss Allowances of Financial Assets

The Group and Board's recognises impairment losses for loans and receivables using the incurred loss model. Individually significant loans and receivables are tested for impairment separately by estimating the cash flows expected to be recoverable. All other loans and receivables are categorised into credit risk classes and tested for impairment collectively, using the Board past experiences of loss statistics, ageing of past due amounts and current economic trends. The actual eventual losses may be different from the allowances made and these may affect the Board financial position and results.

(c) Depreciation of Property and Equipment

The cost of an item of property and equipment is depreciated on the straight-line method or another systematic method that reflects the consumption of the economic benefits of the asset over its useful life. Estimates are applied in the selection of the depreciation method, the useful lives and the residual values. The actual consumption of the economic benefits of the property and equipment may differ from the estimates applied and this may lead to a gain or loss on an eventual disposal of an item of property and equipment.



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NOTE TO THE FINANCIAL STATEMENTS – AS AT 31 DECEMBER 2018

6. CRITICAL JUDGEMENTS AND ESTIMATION UNCERTAINTY (Continued)

6.2 Estimation Uncertainty (Continued)

(d) Measurement of Income Taxes

The Group and Board operate in various jurisdictions and are subject to the income taxes in each jurisdiction. Significant judgement is required in determining the Group and Board provision for the current and deferred taxes because the ultimate tax liability for the Group and Board as a whole is uncertain. When the final outcome of taxes payable is determined with the tax authorities in each jurisdiction, the amounts might be different from the initial estimates of the taxes payables. Such differences may impact the current and deferred taxes in the period when such determination is made. The Group and Board will adjust for the differences as over-or under-provision of current or deferred taxes in the current period in which those differences arise.

7. PROPERTY AND EQUIPMENT

	As at 1.1.2018 RM	Group Additions/ (Disposal) RM	As at 31.12.2018 RM
Cost			
Office Equipment	553,196	38,556	591,752
Furniture, Fixtures & Fitting	324,719	119,564	444,283
Computers	540,467	1,600	542,067
Camera	60,336	8,989	69,325
Office Renovation	151,251	1,109,358	1,260,609
Motor Vehicles	426,348	(85,501)	340,847
	<u>2,056,317</u>	<u>1,192,566</u>	<u>3,248,883</u>



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7. PROPERTY AND EQUIPMENT (Continued)

	Group		As at 31.12.2018 RM
	As at 1.1.2018 RM	Additions (Disposals) RM	
Accumulated depreciation and impairment losses			
Office Equipments	447,827	21,993	469,820
Furniture, Fixtures & Fittings	317,138	5,176	322,314
Computers	505,184	27,207	532,391
Cameras	42,392	1,677	44,069
Office Renovation	129,983	25,512	155,495
Motor Vehicles	156,843	(17,332)	139,511
	<u>1,599,367</u>	<u>64,233</u>	<u>1,663,600</u>

	Group	
	2018 RM	2017 RM
Net carrying amount		
Office Equipments	121,932	105,369
Furniture, Fixtures & Fittings	121,969	7,581
Computers	9,676	35,283
Cameras	25,256	17,944
Office Renovation	1,105,114	21,268
Motor Vehicles	201,336	269,505
	<u>1,585,283</u>	<u>456,950</u>

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NOTE TO THE FINANCIAL STATEMENTS – AS AT 31 DECEMBER 2018

7. PROPERTY AND EQUIPMENT (Continued)

	Board		As at 31.12.2018 RM
	As at 1.1.2018 RM	Additions/ (Disposal) RM	
Cost			
Office Equipment	514,675	38,555	553,230
Furniture, Fixtures & Fittings	323,527	119,564	443,091
Computers	537,168	1,600	538,768
Camera	42,813	8,989	51,802
Office Renovation	168,775	1,109,358	1,278,133
Motor Vehicles	426,348	(85,501)	340,847
	<u>2,013,306</u>	<u>1,192,565</u>	<u>3,205,871</u>



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NOTE TO THE FINANCIAL STATEMENTS – AS AT 31 DECEMBER 2018

7. PROPERTY AND EQUIPMENT (Continued)

	As at 1.1.2018 RM	Board Additions/ (Disposal) RM	As at 31.12.2018 RM
Accumulated depreciation and impairment losses			
Office Equipments	432,446	21,993	454,439
Furniture, Fixtures & Fittings	311,287	5,176	316,463
Computers	483,414	27,207	510,621
Cameras	42,392	1,677	44,069
Office Renovation	129,982	25,512	155,494
Motor Vehicles	156,843	(17,332)	139,511
	<u>1,556,364</u>	<u>64,233</u>	<u>1,620,597</u>

	Board 2018 RM	Board 2017 RM
Net carrying amount		
Office Equipments	98,791	82,229
Furniture, Fixtures & Fittings	126,628	12,240
Computers	28,147	53,754
Cameras	7,733	421
Office Renovation	1,122,639	38,793
Motor Vehicles	<u>201,336</u>	<u>269,505</u>
	<u>1,585,274</u>	<u>456,942</u>



SARAWAK TOURISM BOARD
(Incorporated under the Sarawak Tourism Board (Incorporation) Ordinance 1994)

NOTE TO THE FINANCIAL STATEMENTS – AS AT 31 DECEMBER 2018

8. INVESTMENT IN SUBSIDIARY COMPANY

	Board 2018 RM	Board 2017 RM
Unquoted share at cost	<u>200,000</u>	<u>200,000</u>

The particulars of the company which is incorporated in Malaysia are as follows:

	Board % of equity held 2018	Board % of equity held 2017
STB Leisure & Properties Sdn. Bhd.	<u>100</u>	<u>100</u>

Principal activities:

To carry out tourism-related business in providing general support to the activities of Sarawak Tourism Board and to manage properties owned by the Sarawak Tourism Board.

The financial statements of the above subsidiary company are not audited by the Auditor General of Malaysia.

9. OTHER INVESTMENT

	Group / Board 2018 RM	Group / Board 2017 RM
Unquoted shares at cost	12,600,000	12,600,000
foreign exchange unrealised losses	(202,500)	-
	<u>12,397,500</u>	<u>12,600,000</u>

The particulars of the company, a Delaware Limited Liability company which is incorporated in United States are as follows:

	Group / Board % of equity held 2018	Group / Board % of equity held 2017
Margate House Films LLC	<u>20</u>	<u>20</u>



SARAWAK TOURISM BOARD

(Incorporated under the Sarawak Tourism Board (Incorporation) Ordinance 1994)

NOTE TO THE FINANCIAL STATEMENTS – AS AT 31 DECEMBER 2018

9. OTHER INVESTMENT (Continued)

Principal activities:

To produce, own and exploit a Picture based on script known as “White Rajah”, written by Rob Allyn.

Although the Group owns 20% of equity in Margate House Film LLC, a company incorporated in United State, the Group does not have control nor significant influence to govern the financial and operating policies. Consequently, the investment is recognised as other investments of the Group.

10. RECEIVABLES AND PREPAYMENT

	Group		Board	
	2018 RM	2017 RM	2018 RM	2017 RM
Prepayments	29,549	76,593	29,549	76,593
Deposits	220,058	413,718	219,258	412,918
Debtors	134,180	193,057	134,180	193,057
	<u>383,787</u>	<u>683,368</u>	<u>382,987</u>	<u>682,568</u>
Less:				
Provision For Doubtful Debts	(52,000)	(52,000)	(52,000)	(52,000)
	<u>331,787</u>	<u>631,368</u>	<u>330,987</u>	<u>630,568</u>
Goods and Service Tax	733,239	-	733,239	-
	<u>1,065,026</u>	<u>631,368</u>	<u>1,064,226</u>	<u>630,568</u>

11. CASH AND CASH EQUIVALENTS

	Group		Board	
	2018 RM	2017 RM	2018 RM	2017 RM
Cash and Bank balances	413,385	3,471,736	390,626	3,451,453
Fixed deposit with Financial Institutions	18,800,000	14,000,000	18,800,000	14,000,000
	<u>19,213,385</u>	<u>17,471,736</u>	<u>19,190,626</u>	<u>17,451,453</u>

SARAWAK TOURISM BOARD

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NOTE TO THE FINANCIAL STATEMENTS – AS AT 31 DECEMBER 2018

12. PAYABLES

	Group		Board	
	2018 RM	2017 RM	2018 RM	2017 RM
Creditors	2,010,679	1,777,894	1,992,970	1,759,885
Accruals	40,427	36,125	40,427	36,125
	<u>2,051,106</u>	<u>1,814,019</u>	<u>2,033,397</u>	<u>1,796,010</u>

13. OTHER PAYABLES

Other payables are stated at short term projects cost quoted by Ministry of Tourism, Arts, Cultural, Youth & Sports Sarawak which is fair value of the consideration to be claimed in the future for goods and services received.

	Group		Board	
	2018 RM	2017 RM	2018 RM	2017 RM
ASIA Television	465,823	709,950	465,823	709,950
China Roadshow	109,718	631,044	109,718	631,044
MyFest 2015	111,520	111,520	111,520	111,520
MOU Signing Programme	11,426	11,426	11,426	11,426
Other Programme	990,840	226,690	990,840	226,690
	<u>1,689,327</u>	<u>1,690,630</u>	<u>1,689,327</u>	<u>1,690,630</u>

14. AMOUNT DUE TO SUBSIDIARY

The amount due to subsidiary is unsecured, interest free and have no fixed terms of repayment.

15. GENERAL RESERVES

The Board receive an annual grant from the Sarawak Government and the Federal Government for operation expenses such as administration, marketing and promotion. The surplus will be retained in general reserve.



SARAWAK TOURISM BOARD

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NOTE TO THE FINANCIAL STATEMENTS – AS AT 31 DECEMBER 2018

16. INCOME

	Group		Board	
	2018 RM	2017 RM	2018 RM	2017 RM
Government Grant	19,880,057	17,253,868	19,880,057	17,253,868
Events Income				
- Borneo Jazz (BJ)	-	322,963	-	322,963
- Rainforest World Music Festival (RWMF)	2,546,153	2,245,505	2,546,153	2,245,505
	<u>22,426,210</u>	<u>19,822,336</u>	<u>22,426,210</u>	<u>19,822,336</u>

17. OPERATING EXPENSES

The following items have been charged to arrive at the profit before taxation:

	Group		Board	
	2018 RM	2017 RM	2018 RM	2017 RM
Cost of Event	3,693,368	3,747,780	3,693,368	3,747,780
Administrative Expenses	6,860,797	5,314,103	6,850,856	5,314,103
Other Operating Expenses	9,191,817	3,997,861	9,191,817	3,990,296
Cost of Sales	3,565	-	-	-
	<u>19,749,547</u>	<u>13,059,744</u>	<u>19,736,041</u>	<u>13,052,179</u>

18. OTHER INCOME

	Group		Board	
	2018 RM	2017 RM	2018 RM	2017 RM
Interest Income	513,677	330,841	513,677	330,841
Gain on disposal of Motor Vehicle	15,399	-	15,399	-
Miscellaneous	322	-	322	-
Merchandise	12,144	23,855	-	-
	<u>541,542</u>	<u>354,696</u>	<u>529,398</u>	<u>330,841</u>

SARAWAK TOURISM BOARD

(Incorporated under the Sarawak Tourism Board (Incorporation) Ordinance 1994)

NOTE TO THE FINANCIAL STATEMENTS – AS AT 31 DECEMBER 2018

19. PROFIT BEFORE TAX

The following items have been charged to arrive at the profit before taxation:

	Group		Board	
	2018 RM	2017 RM	2018 RM	2017 RM
Auditor's Remuneration:				
- Statutory Audit	5,519	5,869	4,019	4,069
- Other Audit	22,841	9,758	22,841	9,758
Depreciation	-	134,755	149,734	133,128
Rental	493,313	420,230	493,313	420,230
Staff Cost	<u>3,431,629</u>	<u>3,097,717</u>	<u>3,430,857</u>	<u>3,089,717</u>

Included in staff cost was contribution to the Statutory Provident Fund made by the Group and the Board amounting to RM350,803 (2017: RM304,139) and RM350,803 (2017: RM304,139) respectively.

20. TAXATION

According to Section 127 (3) (b) of the Income Tax Act 1967 [Act 53], Income Tax (Exemption) (No. 22) Order 2006 granted the Board exemption from the payment of income tax in respect of its statutory income in relation to the sources of income derived from the allocations given by the Federal and State Government in the form of a grant or a subsidy.

The tax charge for the year is on fixed deposit interest received which do not fall under this Exemption Order.

20.1 Tax expenses

	Group		Board	
	2018 RM	2017 RM	2018 RM	2017 RM
Tax expense for the year	<u>123,340</u>	<u>79,402</u>	<u>123,340</u>	<u>79,402</u>
	<u>123,340</u>	<u>79,402</u>	<u>123,340</u>	<u>79,402</u>

SARAWAK TOURISM BOARD
(Incorporated under the Sarawak Tourism Board (Incorporation) Ordinance 1994)

NOTE TO THE FINANCIAL STATEMENTS – AS AT 31 DECEMBER 2018

21. COMMITMENTS

As the balance sheet date, the Board has the following commitments for marketing and promotion activities:

	Board 2018 RM	2017 RM
Contracted but not provided for	2,860,000	-
Authorised but not contracted for	13,881,170	-
	<u>16,741,170</u>	<u>-</u>

22. NUMBER OF EMPLOYEES

	Group 2018 RM	2017 RM	Board 2018 RM	2017 RM
The number of staff in the year	<u>51</u>	<u>47</u>	<u>51</u>	<u>47</u>

VISITORS ARRIVAL



Citizenship	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	G. Total
Singapore	2,835	4,047	4,372	3,425	3,177	4,855	3,491	3,610	3,514	2,909	3,532	3,967	43,734
Australia	1,470	1,365	1,423	1,464	1,052	1,351	1,753	1,188	1,210	1,036	1,290	1,644	16,246
N. Zealand	402	339	476	361	325	395	521	382	376	313	269	415	4,574
Canada	628	715	930	860	634	591	790	551	584	669	667	669	8,288
U. Kingdom	2,225	2,275	3,130	3,061	2,728	2,824	3,541	3,387	2,349	2,247	2,321	2,158	32,246
Hong Kong	68	3	9	10	2	1	21	1	156	130	19	153	573
Sri Lanka	65	114	95	125	59	92	84	109	67	48	64	54	976
Bangladesh	149	157	143	172	103	147	188	186	188	148	139	161	1,881
India	2,343	2,108	3,202	2,321	2,279	2,475	2,114	2,097	1,958	1,997	2,116	2,243	27,253
Brunel	108,207	95,573	130,881	107,937	106,243	124,279	97,464	104,373	133,199	99,304	104,395	115,706	1,327,561
USA	962	620	1,283	1,186	649	1,082	1,136	834	642	641	818	655	10,508
China	3,668	4,781	4,452	3,454	3,286	2,985	4,100	4,069	3,307	3,225	3,428	3,270	44,025
Russia	145	122	153	140	85	103	124	137	151	137	318	135	1,750
Latin America	145	77	160	185	124	188	128	70	148	131	242	74	1,672
Arabe	214	238	334	215	230	251	286	252	221	217	298	302	3,058
Germany	412	552	769	537	582	460	795	888	661	411	445	322	6,834
France	303	350	529	522	405	405	1,091	1,111	450	311	322	227	6,026
Nor/Swe/ Den/Fin	352	331	454	290	195	262	533	327	332	335	271	224	3,906
Belg/Lux/Net	408	473	692	805	750	743	2,062	1,378	890	654	552	394	9,801
Europe	940	1,162	1,378	909	854	867	1,984	2,809	1,097	818	1,116	718	14,652
Philippines	4,142	4,743	5,168	5,025	4,989	5,341	4,564	5,032	4,684	4,340	4,999	4,904	57,931
Thailand	1,013	998	1,083	1,035	1,075	1,028	1,173	1,031	1,071	1,032	1,101	965	12,605
Taiwan	736	859	860	805	597	642	1,245	882	622	654	738	631	9,271
Indonesia	35,182	38,014	33,302	32,308	31,387	35,993	36,382	34,647	35,007	37,176	29,807	38,569	417,774
Pakistan	361	309	292	279	203	272	280	319	240	225	237	332	3,349
Japan	721	758	877	746	618	750	937	1,097	785	673	752	594	9,308
South Korea	1,117	920	868	748	772	832	1,161	1,157	815	751	788	854	10,783
Others	2,417	2,389	2,266	2,207	1,727	1,740	2,362	2,144	1,667	2,458	2,307	2,766	26,390
T. Foreigner	171,630	164,392	199,581	171,132	165,130	190,954	170,250	174,068	196,391	162,990	163,351	183,106	2,112,975
Pen. M'ala	86,539	141,954	104,306	83,275	104,867	114,167	130,962	84,808	134,905	138,224	135,446	202,046	1,461,439
Sabah	68,178	71,559	67,421	76,598	74,078	76,768	68,807	64,940	72,516	66,683	71,888	77,071	856,507
T. Domestic	154,717	213,513	171,727	159,873	178,945	190,935	199,709	149,748	207,421	204,907	207,334	279,117	2,317,946
Grand Total	326,347	377,905	371,308	331,005	344,075	381,889	369,959	323,816	403,812	367,897	370,685	462,223	4,430,921



AWARDS RECEIVED BY SARAWAK TOURISM BOARD



DATE	AWARD	RECIPIENT	EVENT
November 1995	GLOBAL AWARD	<ul style="list-style-type: none"> Sarawak Tourism Board 	World Travel Market London - United Kingdom
May 1996	BEST NATIONAL BOARD BOOTH	<ul style="list-style-type: none"> Sarawak Pavilion 	Asia Travel Mart - Singapore
June 1996	BEST BOOTH PRESENTATION	<ul style="list-style-type: none"> Sarawak Pavilion 	International Travel Exhibition - Hong Kong
February 1997	MOST CREATIVE EXHIBITION	<ul style="list-style-type: none"> Sarawak Pavilion 	MATTA International Travel Fair Kuala Lumpur - Malaysia
June 1997	BEST INTERNATIONAL EXHIBIT AWARD	<ul style="list-style-type: none"> Sarawak Pavilion 	Northern Territory Exhibition Darwin - Australia
November 1997	BEST DESTINATION VIDEO	<ul style="list-style-type: none"> 5-Star Adventure Promotional Video 	Tourism Malaysia Annual Tourism and Travel Awards Kuala Lumpur - Malaysia
November 1997	BEST ILLUSTRATIONS FOR POSTERS	<ul style="list-style-type: none"> "Hidden Paradise of Borneo" Campaign posters 	Singapore Creative Circle Awards -Singapore
November 1997	BRONZE AWARD FOR ILLUSTRATION/ TYPOGRAPHY	<ul style="list-style-type: none"> "Golden Days in Sarawak" promotional brochure 	Australian Writers and Arts Directors Awards - Australia



November 1997	STATUE AWARD - BEST ILLUSTRATION CATEGORY	<ul style="list-style-type: none"> "Hidden Paradise of Borneo" Advertising visuals 	London International Advertising Advertising Awards London - United Kingdom
November 1997	BEST ILLUSTRATION AWARD	<ul style="list-style-type: none"> "Hidden Paradise of Borneo" advertising 	Taiwan Times Asia - Pacific Advertising Awards Taipei - Taiwan
March 1998	PATA GOLDEN AWARDS FOR:	<ul style="list-style-type: none"> International Marketing Programme Public Relations Travel Advertisement (Print Media) Consumer Travel Brochures Travel Posters 	Pacific Asia Travel Association (PATA) Conference Manila - Philippines
April 1998	<ul style="list-style-type: none"> BEST NEW DESTINATION MARKETING AWARD NEW DESTINATION MARKETEEER OF THE YEAR 	<ul style="list-style-type: none"> Sarawak Tourism Board 	Travel Asia Breakthrough Awards - Singapore
April 1998	BEST NTO STAND	<ul style="list-style-type: none"> Sarawak Pavilion 	PATA Travel Mart -Singapore
October 1998	BEST COUNTRY PAVILLION	<ul style="list-style-type: none"> Sarawak Pavilion 	IT&CMA Kuala Lumpur - Malaysia
April 1999	THE BOOTH YOU DID NOT WANT TO LEAVE	<ul style="list-style-type: none"> Sarawak Pavilion 	Simply The Best Awards - PATA Travel Mart -Singapore
October 1999	INTERNATIONAL GOLD STAR AWARD FOR QUALITY	<ul style="list-style-type: none"> Sarawak Tourism Board 	XXIV International Awards Convention Geneva - Switzerland
Sept 2000	TRAVEL ASIA BREAKTHROUGH AWARD 2000	<ul style="list-style-type: none"> 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
July 2000	MALAYSIA TOURISM AWARDS (MTA) 2000	• Sarawak Tourism Board	
July 2001	TRAVEL WEEKLY EAST INNOVATORS AWARD 2001	• Sarawak Tourism Board	Singapore
22 December 2003	Best Sarawak Public Service Website Award 2003	• Sarawak Tourism Board	Sarawak State Public Service Website Award 2003
11 October 2004	Malaysian Book Of Records	Integrated Management System (IMS)	
23-27 April 2006	PATA Gold Awards 2006	• Rainforest World Music Festival in the Heritage and Culture category • Best Travel Poster	PATA Annual Conference, Pattaya - Thailand
20 January 2007	Hornbill Tourism Awards	• Outstanding contributions to Tourism	Hornbill Tourism Appreciations Awards - Kuching
22 November 2008	Anak Sarawak Appreciation Award	• Rainforest World Music Festival	Appreciation dinner organised by Sarawak Convention Bureau
9 January 2009	ASEANTA Awards for Excellence 2009	• Best ASEAN Marketing and Promotional Campaign (RWMF)	ASEAN Tourism Forum, Hanoi -Vietnam
July 2010	Top 25 Best International Festivals (recognition by Songlines, renowned world music magazine based in United Kingdom)	• Rainforest World Music Festival	



January 2011	Top 25 Best International Festivals (recognition by Songlines, renowned world music magazine based in United Kingdom)	• Rainforest World Music Festival	
March 2012	DAS GOLDENE STADTTOR 1 ST Prize	• Sarawak : Where Adventure Lives - 1 st Prize Print Category	ITB Berlin 2012
January 2012	Top 25 Best International Festivals (recognition by Songlines, renowned world music magazine based in United Kingdom)	• Rainforest World Music Festival	
May 2012	HSMAI Adrian Awards - Silver award	• Sarawak : Where Adventure Lives - Silver Award in Re-imaging Campaign	January 28, 2013 at the Adrian Awards Dinner Reception & Gala -New York
March 2013	Top 25 Best International Festivals (recognition by Songlines, renowned world music magazine based in United Kingdom)	• Rainforest World Music Festival	
28 May 2013	BrandLaureate 2012-2013 Country Branding Award	• Rainforest World Music Festival	28 th May 2013 at The Majestic Hotel - Kuala Lumpur
15 September 2013	PATA Gold Award 2013 - Print Advertisement Sarawak Tourism Re-Imaging Campaign	• Sarawak : Where Adventure Lives	15 September JinJiang Hotel, Louvre Garden -China
November 2013	Best for Responsible Wildlife Experience at World Responsible Tourism Awards 2013 (Recognition by the prominent mainstream media partners such as Metro and industry broadcasters such as TTG, Green Hotelier and Selling Long Haul)	• The Great Orang Utan Project in Matang Wildlife Centre	World Travel Mart (WTM) - London
March 2014	Top 25 Best International Festivals (recognition by Songlines, renowned world music magazine based in United Kingdom)	• Rainforest World Music Festival	



March 2014	DAS GOLDENE STADTTOR 3 rd Prize	<ul style="list-style-type: none"> Borneo Jazz Promo video at the 13th International Tourism Film and multimedia category 	ITB Berlin 2014
March 2015	Top 25 Best International Festivals (recognition by Songlines, renowned world music magazine based in United Kingdom)	<ul style="list-style-type: none"> Rainforest World Music Festival 	
October 2015	ASEAN PR Excellence Award 2015 – Gold Award	<ul style="list-style-type: none"> Event Management Category 	Kuala Lumpur
November 2016	HSMIAI Adrian Awards - Silver Award	<ul style="list-style-type: none"> Rainforest World Music Festival Category: Special Event 	February 21, 2017 at the Adrian Awards Gala -New York
January 2017	Travel Journal Winner 2017 – Travel Awards	<ul style="list-style-type: none"> Best For Nature 2017 	ASEAN Tourism Forum 2017, Singapore
April 2017	Asia Pacific Excellence Awards 2016 by Asia-Pacific Association of Communications Directors (APACD)	<ul style="list-style-type: none"> Event & Experiential Marketing 	Hong Kong
October 2018	Special Tourism Gold Award, Certificate of Excellence	<ul style="list-style-type: none"> Rainforest World Music Festival 	Malaysia Tourism Council
December 2018	8 Best Festival "Global top 10"	<ul style="list-style-type: none"> Rainforest World Music Festival 	Transglobal World Music Charts (TWMC) Festival Awards, United States
December 2018	Asia Pacific Excellent Awards for Film & Video Category	<ul style="list-style-type: none"> Rainforest World Music Festival 	Asia Pacific Association of Communications, Dublin, Ireland

*Updated on April 21, 2017