

## EXECUTIVE SUMMARY

<b>TITLE</b>	:	<b>BOM PAPER INFORMATION: STRENGTHENING MIRI TOURISM ACTIVITIES FOR HIGH SPENDING TOURISTS</b>
<b>OBJECTIVES</b>	:	<ul style="list-style-type: none"> <li>• To develop the readiness of tour packages as marketing strategies for tourists to Miri</li> <li>• To increase the efficiency and effectiveness of tourism marketing strategies between Malaysia and Brunei</li> <li>• To assess facilities readiness to receive higher number of tourists</li> </ul>
<b>OUTPUT/OUTCOME</b>	:	<ul style="list-style-type: none"> <li>• New and unique tourism packages for high spending tourists and visitors</li> <li>• Increase number of high spending tourists and visitors via Sungai Tujoh CIQ</li> <li>• Increase tourist receipts in Miri</li> </ul>
<b>DURATION</b>	:	August - December 2019
<b>TOTAL COST</b>	:	<b>RM180,000.00</b>  (This amount is extracted from the approved allocation in the BOM Paper – The Implementation of Tourism Productivity Nexus Projects for January – June 2019 (H1 2019). The BOM paper approved on <b>8 January 2019 (Bil 4/2019)</b> within <b>RM 1,562,000.00 total cost under SPN- Tourism</b> )
<b>BUDGET</b>	:	SPN - Tourism
<b>COMMENTS/ SIGNATURE OF ACCOUNTANT</b>	:	
<b>COMMENTS/ SIGNATURE OF PCT MGR</b>	:	

**MALAYSIA PRODUCTIVITY CORPORATION (MPC)**  
**INFORMATION PAPER FOR BOARD OF MANAGEMENT (BOM)**

## **1.0 Purpose**

The purpose of this paper is to inform the Board of Management on Tourism Productivity Nexus (TPN) project – Strengthening Miri Tourism Activities in line with TPN's initiatives as follows:

T4 – Review industry standards and regulation

T5 – Align marketing strategy on targeted tourist segments

## **2.0 Background**

2.1 Being the next-door neighbor to Brunei, Miri as a mature tourism destination has the potential to absorb the spillover effect from the increased number of tourists which came to Brunei. However, there are challenges and issues that are preventing the tourists from going over to Miri especially the Chinese tourists, which is the Visa procedures. Meanwhile, it also takes into account the factors of availability of tourism products available in Miri for the purpose of attracting tourists coming from Brunei.

2.2 Recently, TPN has submitted a recommendation paper to Ministry of Home Affairs to allow Visa on Arrivals (VoA) in Sungai Tujoh border to attract tourist and expatriate from Brunei to increase economic activities in Miri, especially in tourism. The recommendation was taken into consideration and VoA is now allowed in Sungai Tujoh CIQ. To move further in ensuring the initiative a success, TPN would like to organise several engagement sessions with industry and government agencies in Miri.

2.3 Engagement session with industry players are mainly to develop new and unique tour packages for targeted market of high spending tourist and visitors via Brunei. The session will streamline travel packages for industry players to prepare for the arrival of tourists or expatriates from Brunei to Miri via Sungai Tujoh CIQ. Miri tourism players will then be connected to travel agents in Brunei for a B2B session.

2.4 In order to ensure a conducive ecosystem for the tourists to come in via Sungai Tujoh CIQ, a site visit, briefing session and simulation exercise for VoA is proposed at Sungai Tujoh CIQ involving main stakeholders and government officials.

### 3.0 Objectives

3.1 To develop the readiness of tour packages as marketing strategies for tourists to Miri;

3.2 To increase the efficiency and effectiveness of tourism marketing strategies between Malaysia and Brunei; and

3.3 To assess facilities readiness to receive higher number of tourists.

### 4.0 Activities and Timeline

4.1	Develop new and unique tour packages in Miri	27 August 2019
4.2	Site visit and Simulation Exercise at Sungai Tujoh CIQ	28 August 2019
4.3	B2B Miri-Brunei Tourism Players and Site Visit	29 August 2019
4.4	Finalising and Promotion of Packages	September 2019
4.5	Impact Measure & Analysis	October - December 2019

### 5.0 Estimated Cost

No.	Item	Estimated Cost (RM)
1.	Lab, Workshop, Seminar and Meeting Package RM200 x 50 pax x 5 sessions	50,000
2.	Transportation for Programme & Site Visit i.e. Flight, bus, MPV, airport transfer etc.	20,000
3.	Professional Fees i.e. Trainers, Facilitators and Consultants	40,000
4.	Accommodation for Participants RM250 x 30 pax x 2 nights	15,000
5	Accommodation TPN (NGC, related stakeholders and secretariat) RM250 x 20 pax x 6 nights	30,000
4.	Administrative Cost, Media Coverage & Promotional Items Administrative - RM10,000; Media – RM10,000; Promotional item – RM5,000	25,000
	<b>TOTAL</b>	<b>180,000</b>

## **6.0 Approval from BOM**

The consideration and approval of the Board of Management (BOM) for Tourism Productivity Nexus (TPN) project – Strengthening Miri Tourism Activities using SPN – Tourism budget of **RM 180,000**.

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5 August 2019

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