



Sarawak Tourism Board Highlights Culture, Nature and Sustainability with Largest-Ever Showcase at WTM London 2025 - Setting the Stage for Visit Malaysia Year 2026



London. November 2025 – [Sarawak Tourism Board \(STB\)](#) will make its largest-ever appearance at [World Travel Market \(WTM\)](#) London 2025, taking place from 4th – 6th November 2025 at ExCeL London, as the state strengthens its global tourism positioning ahead of **Visit Malaysia Year (VMY) 2026**.

At this year's event, Sarawak will take centre stage with its biggest pavilion to date, joined by 15 co-exhibitors representing tour operators, hotels, and tourism products from across the State. The pavilion will spotlight Sarawak's natural wonders, cultural diversity, and sustainable tourism initiatives - spanning adventure and sports, wellness, gastronomy, and responsible travel.

WTM London provides a powerful platform for Sarawak to reinforce its global brand as the Gateway to Borneo, engage with key UK and European markets, and position the destination as a key contributor to Malaysia's national tourism campaign in 2026.

WTM London 2025: Sarawak Highlights

Sarawak's participation features a dynamic programme of trade, cultural, media, and collaborative initiatives:

Sarawak Networking Cocktail (4th November, from 16:30): An evening bringing together key trade partners, media, and stakeholders, with welcoming remarks from STB to set the tone for a collaborative and productive event. *(Stand N10-400).*

Official Launching Ceremony (5th November, from 10:30): Officiated by **YB Dato Sri Haji Abdul Karim Rahman Hamzah, Minister of Tourism, Creative Industry and Performing Arts Sarawak**. Highlights include:

- Launch of “Sarawak Welcomes You” - video showcase for Visit Malaysia Year 2026
- Unveiling of the “Gateway to a Sarawak Guinness World Record (GWR)” campaign trailer
- Joint launch with Sabah Tourism Board of the Borneo UNESCO Sites Packages, featuring:
 - Gunong Mulu National Park (UNESCO World Heritage Site)
 - Niah National Park (UNESCO World Heritage Site)
 - Sarawak Delta Geopark (UNESCO Global Geopark, Green Card status)
 - *(Stand N10-400)*

TrendFest: Sarawak will make its debut at WTM’s new TrendFest, an immersive platform celebrating adventure, culture, and gastronomy. Visitors can enjoy daily cultural performances, live artisan demonstrations, and interactive experiences that bring Sarawak’s heritage to life. *(TrendFest TF10)*

Trade Engagements at the Pavilion: Meanwhile, Sarawak’s 15 co-exhibitors will hold B2B meetings with international buyers, strengthening partnerships and connecting with key UK and European markets throughout the event.

Driving Global Branding and Borneo Collaboration

*“WTM London is a critical platform for us as we build momentum towards Visit Malaysia 2026,” said **Sharzede Datu Haji Salleh Askor, Chief Executive Officer of Sarawak Tourism Board**. “Our focus is to strengthen Sarawak’s global brand as the Gateway to Borneo - a destination offering meaningful, eco-conscious experiences rooted in culture, adventure, and nature. Through strategic partnerships, cultural showcases, and trade and media engagement at WTM, we aim to reinforce Sarawak’s presence as a leader in responsible and experience-driven tourism.”*

Sarawak’s participation also reflects its commitment to cross-Borneo collaboration and sustainable tourism development. The Borneo UNESCO Sites Packages, developed with Sabah Tourism Board, highlight a shared mission to promote Borneo’s natural and cultural heritage to international markets.

Discover Sarawak

Nestled on the island of Borneo, Sarawak - the Land of the Hornbills - offers unforgettable experiences for every traveller. Visitors can explore the vast caves of Gunong Mulu National Park, celebrating its 25th anniversary as a UNESCO World Heritage Site this year, uncover ancient human history in the Niah Caves, trek through Bako National Park, or experience community-led conservation at the Sarawak Delta Geopark. Guests can also engage with local communities through homestays, craft workshops, and cultural exchanges that bring Sarawak’s living heritage to life.

Global media and trade partners can meet the Sarawak Tourism Board team at WTM London 2025, Stand N10-400.

For further information on Sarawak Tourism Board, please visit:

www.sarawaktourism.com

Press and trade enquiries are welcome. To RSVP for events or request a meeting or interview with the Sarawak Tourism Board at WTM London 2025, please contact jess@apac-now.com

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About Sarawak

A kaleidoscope of culture, adventure, nature, food and festivals: is the best description for Sarawak. Sarawak is home to 31 indigenous and 3 ethnic groups, each with their own unique traditions, lifestyles, music and food, while sharing their warm hospitality. Malaysia's largest state, Sarawak, endowed with some of the oldest rainforests on Earth. Its vast landscape spans over 120,000 sq kms, with towering mountains and cool highlands, jagged limestone formations and mysterious cave systems, winding rivers and quiet beaches; where adventures are waiting to happen. Festivals are hosted throughout the year celebrate the eclectic blend of modern and traditional culture, food, music and religious practices that can be found nowhere else. In Sarawak, there is always 'More to Discover'.

About Sarawak Tourism Board

Sarawak Tourism Board (STB) is the key promoter for Sarawak and has built a strong track record of global recognition for its innovative campaigns, destination branding, and commitment to sustainability. In 2025, STB's "Gateway to Borneo" campaign received the PATA Gold Award for Best Destination Marketing Campaign (Destination Management Organisation – Asia) and the Bronze HSMIA Adrian Award in the Advertising Division. The same year, Sarawak was named Most Promising New Destination at the OTM's Excellence Awards, while STB earned the One to Watch Award from the International Centre for Responsible Tourism in Southeast Asia (ICRT-SEA) and the Best Performance Award at the 40th Seoul International Travel Fair.

These accolades followed a strong year in 2024, when STB was named Brand of the Year in Tourism Promotion & Development at The BrandLaureate Brand of the Year Award, received Tourism Board Campaign of the Year – Malaysia at the Travel Daily Media: Travel Trade Excellence Awards, and secured two Malaysia Public Relations Awards (MPRA) for its Sia Sitok campaign, including Campaign of the Year. Additional honours included the Bronze Award at the Putra Aria Brand Awards in the Transportation, Travel & Tourism category and the Special Award for Covid-19 (Sia Sitok Sarawak) at the Sarawak Hornbill Tourism Awards.

In 2023, STB received the Nation's Pride Award in Tourism Promotion Excellence at the Brand Laureate Best Brands Awards, Campaign of the Year at MPRA for its "Comeback Stronger" Rainforest World Music Festival campaign, and the Best Global PR Campaign Award at the DAVOS World Communications Forum Award. Previous years also saw the PATA Gold Award in 2022 for the Rainforest World Music Festival virtual experience, the Golden City Gate 2019 Five-Star Award, Marketing Excellence Awards 2021 (Excellence in Mobile Marketing – Bronze), and the PATA Gold Award 2022 for its destination video "A Journey Awaits." The Rainforest World Music Festival and Borneo Jazz Festival Virtual

Experiences were additionally recognised in 2021 by the World Responsible Tourism Awards as 'Ones to Watch'.

STB's legacy of excellence stretches back more than a decade: the Rainforest World Music Festival was ranked five consecutive years (2011–2015) among Songlines World Music Magazine's Top 25 Best International Festivals, while STB itself has received the ASEAN PR Excellence Award 2015 Gold Award and the Asia Pacific Excellence Award 2016 by the Asia-Pacific Association of Communications Directors (APACD).

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About APAC Now

APAC Now is a dynamic and innovative travel industry marketing, PR, and events business based in the United Kingdom. With a passion for promoting travel and tourism within the Asia-Pacific (APAC) region, we specialise in crafting compelling marketing campaigns, strategic public relations initiatives, and unforgettable events that connect businesses with travellers and enthusiasts alike. <https://apacnow.prowly.com>

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