



## SARAWAK WELCOMES YOU TO VISIT MALAYSIA YEAR 2026 AT WORLD TRAVEL MARKET LONDON 2025



*YB Dato Sri Abdul Karim Rahman Hamzah, Minister for Tourism, Creative Industry and Performing Arts Sarawak, together with YB Datuk Seri Sebastian Ting Chiew Yew, Deputy Minister for Tourism, YB Dato Dennis Ngau, Chairman of Sarawak Tourism Board, and Mr. Mohiuddin Ghazali, Deputy High Commissioner of Malaysia to the United Kingdom, joined by the Sarawak delegation and cultural performers at the Sarawak Pavilion (Booth N10-400) during World Travel Market (WTM) London 2025. The pavilion showcases Sarawak as the “Gateway to Borneo”, highlighting its rich culture, nature, and adventure offerings under the Visit Malaysia Year 2026 campaign.*

**London. November 2025 – [Sarawak](#)** has made a powerful statement on the world stage at the **[World Travel Market \(WTM\) London 2025](#)**, unveiling an ambitious suite of global tourism initiatives that position Malaysia’s largest state as a trailblazer in responsible tourism, cultural authenticity, and experiential travel.

WTM London 2025 marks a pivotal moment for Sarawak as it takes the lead in kick-starting **Visit Malaysia Year (VMY) 2026**, showcasing the state’s integral role in the national tourism strategy.

The unveiling of the new “**Sarawak Welcomes You**” introductory video underscores Sarawak’s readiness to welcome the world and contribute meaningfully to Malaysia’s tourism promotion efforts.

Sarawak’s presence at WTM London 2025 encompassed a dynamic programme of cultural, trade, and media engagements that enhanced the state’s international visibility,

complemented by digital out-of-home (DOOH) displays across more than 645 strategic locations throughout London, inviting visitors to discover Sarawak.

The **Sarawak Networking Cocktail** on 4 November provided a purposeful platform to engage with international trade partners, media, and tourism stakeholders. The evening fostered meaningful dialogue and collaboration, reflecting Sarawak's commitment to building long-term relationships that advance shared tourism goals.

At **WTM's Trend Fest**, Sarawak drew attention through an engaging cultural showcase that brought Borneo's living heritage to the global stage. Visitors experienced daily cultural performances and live demonstrations of traditional weaving and beading, highlighting the state's creative talent and community craftsmanship. The showcase underscored Sarawak's reputation as an authentic, sustainable destination and generated strong interest among trade and media representatives.

At the official launching ceremony, **Sarawak's Minister of Tourism, Creative Industry and Performing Arts, YB Dato Sri Haji Abdul Karim Rahman Hamzah**, delivered a keynote address that set the tone for the region's leadership in shaping the future of responsible travel. "Tourism is no longer just about where we go, it is about what we learn, whom we meet, and how we connect with the world around us," said the Minister, addressing an audience of international tourism leaders, global media, and trade partners.

Under the theme of "**Sarawak Welcomes You**", the Minister invited the world to rediscover Borneo through Sarawak's culture, biodiversity, and community spirit — defining tourism not merely as an industry, but as a relationship between people, planet, and purpose.

The Minister emphasised that Sarawak's approach to tourism development is guided by the **Post COVID-19 Development Strategy 2030 (PCDS 2030)**, which champions **sustainability, inclusivity, and innovation** — core principles driving Malaysia's tourism future.

Sarawak's vision, he said, is not to pursue growth for growth's sake, but to ensure that every visitor experience contributes to community empowerment, environmental protection, and cultural continuity.

This people-centred model of progress is anchored by Sarawak's **CANFF pillars — Culture, Adventure, Nature, Food, and Festival** — reflecting the state's belief that responsible tourism must uplift local custodians and preserve the natural world that defines Borneo.

At the ceremony, Sarawak introduced two major international initiatives that showcase its creative drive and regional leadership.

The first, the "**Gateway to a Sarawak – Guinness World Record**" campaign, will see Sarawak embark on a bold, record-setting journey designed to captivate global attention while celebrating the state's distinctive heritage and innovation. Beyond setting records, the campaign aims to inspire curiosity and share Sarawak's authenticity with the world.

The second announcement, the **Borneo UNESCO Sites Packages**, is a collaborative effort with Sabah Tourism Board, highlighting three extraordinary natural and cultural treasures:

- **Gunung Mulu National Park**, a **UNESCO World Heritage Site** - vast limestone caves, rich biodiversity, and the iconic Pinnacles.
- **Niah National Park**, recently inscribed as a **UNESCO World Heritage Site**, one of Southeast Asia's most important archaeological sites dating back over 65,000 years.

- **The Sarawak Delta Geopark, recently granted Green Card status** and moving towards **UNESCO Global Geopark** recognition, featuring **42 geological heritage sites** that reflect the harmony between nature, heritage, and people.

Together, these sites position Borneo as a living testament to the balance between conservation and discovery, a destination that unites the ancient and the modern, the wild and the welcoming.

The launch at WTM London also marks the beginning of **Malaysia's national countdown to Visit Malaysia Year 2026**, with Sarawak taking a leading role in shaping the country's international tourism narrative.

The unveiling of the "**Sarawak Welcomes You**" video served as both a national preview and a global invitation — a celebration of Malaysia's diversity, told through the unique lens of Sarawak's landscapes and people.

Closing his address, the Minister reaffirmed Sarawak's dedication to working with domestic, regional, and international partners to position **Borneo as a world-class destination anchored in nature, heritage, and harmony**. "Heritage is strongest when shared, and collaboration is the true path to conservation. From our heart to yours — from Borneo to London — Sarawak Welcomes You."

**For further information on Sarawak Tourism Board, please visit:**

[www.sarawaktourism.com](http://www.sarawaktourism.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 HSMAI 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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