WTM LONDON 2026: YOUR GATEWAY TO SARAWAK,
THE GATEWAY TO BORNEO



Sarawak unveils its bold new destination identity, alongside exciting new tourism experiences, UNESCO recognition and major events for 2027.

London, October 2026 – Sarawak Tourism Board (STB) is preparing to return to World Travel Market (WTM) London, taking place from 3–5 November 2026 at ExCeL London, with a refreshed destination identity, exciting new tourism experiences and a renewed focus on strengthening partnerships with the UK travel industry.

Under its newly launched tagline, 'Sarawak: Gateway to Borneo', Malaysia's largest state is positioning itself as the natural starting point for exploring the island of Borneo, bringing together extraordinary biodiversity, UNESCO-recognised heritage, indigenous cultures and authentic community-led tourism experiences.

Sarawak is expected to be the only Malaysian state exhibiting at WTM London 2026, providing a dedicated platform to engage with UK and international travel trade partners. Its participation also

supports the extension of the Visit Malaysia 2026 campaign into 2027, creating further opportunities for destination promotion and industry collaboration.

A new chapter: Sarawak, Gateway to Borneo
Officially unveiled on 19 August 2026 during the Soul of Borneo Gala Dinner, Sarawak's refreshed destination identity replaces the previous 'Sarawak: More to Discover' tagline, introduced in 2019. The new positioning reflects the state's ambition to become the natural entry point for discovering Borneo, inviting visitors to explore its ancient rainforests, UNESCO World Heritage Sites, vibrant festivals and diverse indigenous communities.

At WTM London, Sarawak Tourism Board is exploring opportunities to bring the new identity to life through on-stand activities, including a proposed promotional video showcasing the destination's unique appeal and reinforcing its 'Gateway to Borneo' positioning

The Board is also exploring a potential collaboration with AirBorneo to introduce Discover Sarawak Pass and Kuching Stopover Programme.

Dr Sharzede Datu Hj Salleh Askor, Chief Executive Officer of Sarawak Tourism Board, commented:

"WTM London 2026 marks an exciting new chapter for Sarawak as we introduce our 'Gateway to Borneo' identity to the UK and international travel industry.

"Our refreshed positioning reflects our ambition to inspire travellers to discover Borneo through Sarawak, showcasing our extraordinary biodiversity, rich cultural heritage and authentic community experiences, while ensuring tourism creates meaningful benefits for our communities and protects our natural environment.

"As we look ahead to Visit Malaysia 2026–2027, we see tremendous opportunities to strengthen our partnerships with the UK travel trade, introduce new experiences and encourage more travellers to explore everything Sarawak has to offer."

What's new in Sarawak for 2026–2027?
Sarawak will highlight a series of new attractions, tourism experiences and major international events at WTM London.

AirBorneo Partnership to Launch New Tourism Initiatives in 2027
Sarawak Tourism Board and AirBorneo are set to formalise a strategic tourism partnership at WTM London 2026, with two new initiatives scheduled to launch on 1 January 2027. The Discover Sarawak Pass will introduce integrated travel packages combining flights, accommodation, transfers and attractions, making it easier for visitors to explore the state, while the Kuching Stopover Programme will encourage transit passengers to extend their stay and experience the city's cultural and heritage attractions. Leveraging AirBorneo's growing route network and STB's destination marketing expertise, the collaboration aims to increase international arrivals, encourage longer stays and spread tourism benefits across Sarawak, supported by joint international marketing campaigns and wider industry participation.

Malaysia Airlines Partnership to Strengthen UK Market Presence
Sarawak Tourism Board (STB) is preparing to formalise a strategic partnership with Malaysia Airlines through a proposed Memorandum of Understanding (MoU) at World Travel Market (WTM) London 2026. The collaboration will focus on strengthening Sarawak's visibility in the UK market through joint marketing campaigns, leveraging Malaysia Airlines' established travel trade networks and consumer marketing channels to raise destination awareness and inspire more UK travellers to discover Sarawak. The partnership will also support the wider objectives of Visit Malaysia 2027, reinforcing Sarawak's positioning as the Gateway to Borneo.

Borneo River Cruise – launching March 2027
Scheduled to commence operations in March 2027, Borneo River Cruise by Island Fun Holidays River Cruise is described as Borneo's first and only long-stay river expedition. Aboard an intimate 16-cabin vessel, travellers will explore the remote Rajang River, discovering indigenous cultures, living heritage and authentic encounters with river communities. Two itineraries will be available: an eight-day/seven-night round-trip expedition and a five-day/four-night journey.

Sarawak Delta Geopark – UNESCO recognition
Sarawak Delta Geopark was designated a UNESCO Global Geopark in April 2026, becoming Sarawak's first. The recognition celebrates the region's exceptional geological heritage, biodiversity and cultural landscapes, creating further opportunities for nature-based tourism, education and sustainable exploration. The Wallace Centre in Santubong further complements the geopark's tourism offerings by showcasing the legacy of naturalist Alfred Russel Wallace and Sarawak's rich biodiversity, providing visitors with opportunities to deepen their understanding of the region's natural and scientific heritage.

Rainforest World Music Festival – 30th Anniversary in 2027
Sarawak's internationally renowned Rainforest World Music Festival (RWMF) will celebrate its 30th anniversary in 2027. Held at Sarawak Cultural Village, the festival brings together international musicians, indigenous performers and cultural experiences against a spectacular rainforest backdrop.

SEA Games 2027 – Sarawak to co-host
Sarawak will co-host the 2027 Southeast Asian Games, with 18 sports scheduled to take place in the state. The event will provide a platform to showcase Sarawak's sporting facilities, hospitality and tourism attractions to a regional and international audience.

Brooke Dockyard Industrial Heritage Museum – opened April 2026
Officially opened on 20 April 2026, the Brooke Dockyard Industrial Heritage Museum in Kuching celebrates Sarawak's maritime and industrial history, with the HHY Zahora ship among its principal attractions. The museum recorded 50,130 visitors between 21 April and 12 June 2026, adding an important new cultural experience to Kuching's tourism offering.

PATA Gold Awards 2026 – international marketing recognition
Sarawak was named a Grand Title Winner in the Marketing category at the PATA Gold Awards 2026 for its Guinness World Records drone-relay initiative, recognising the destination's innovative approach to tourism promotion.

Strengthening UK travel trade partnerships
With the Visit Malaysia campaign continuing into 2027, Sarawak Tourism Board is looking to strengthen relationships with UK tour operators, travel agents, airlines and specialist travel companies.

From wildlife encounters and rainforest adventures to cultural discovery, river expeditions and community-led tourism, Sarawak offers opportunities for UK travel companies to develop distinctive itineraries for travellers seeking authentic experiences beyond traditional holiday routes.

Travel trade partners and media attending WTM London 2026 are invited to meet Sarawak Tourism Board at stand N9-400 to discover more about the destination's new identity, tourism developments and opportunities for collaboration.

To arrange a media meeting or interview, please complete this form: Meet Sarawak Tourism Board at WTM London 2026 – Fill in form

To join our cocktail networking event on Tuesday 3rd November, please RSVP here: Discover Sarawak: Media & Networking Reception – Fill in form

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For further information on Sarawak Tourism Board, please visit: www.sarawaktourism.com

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About Sarawak
Sarawak is a kaleidoscope of culture, adventure, nature, food and festivals. Home to 34 ethnic groups, each with its own unique traditions, lifestyles, music and food, Sarawak is united by the warm hospitality of its people. Malaysia's largest state is endowed with some of the oldest rainforests on Earth, with a vast landscape spanning more than 120,000 square kilometres and encompassing towering mountains, cool highlands, dramatic limestone formations, extensive cave systems, winding rivers and tranquil beaches. Festivals hosted throughout the year celebrate Sarawak's distinctive blend of contemporary and traditional culture, food, music and religious practices. As the Gateway to Borneo, Sarawak offers visitors an ideal starting point from which to discover one of the world's most diverse and captivating islands.

About Sarawak Tourism Board
Sarawak Tourism Board (STB) is the State's key tourism promoter, with a strong track record of international recognition for destination marketing, branding, sustainability and tourism promotion. In 2026, STB was named Grand Title Winner – Marketing at the PATA Gold Awards for Sarawak's Guinness World Records achievement for the Longest Cumulative Distance by a Remote-Controlled Multirotor/Drone Relay. The same achievement also received a Black Dolphin Award at the Cannes Corporate Media & TV Awards. Sarawak was featured in Wanderlust's Good to Go List 2026, while STB also received the Best Destination Marketing Campaign award at OTM India 2026, three honours at The World Business Outlook Awards, the Best Booth Content Award at the 41st Seoul International Travel Fair, and third place for Best Booth Creative Award at MIDE 2026.

These recognitions build on a strong 2025 performance, when Sarawak was named among the Top 10 Most Desirable Regions Worldwide at the Wanderlust Reader Travel Awards and won the Best Stand Feature Award at WTM London for the Sarawak: Gateway to Borneo pavilion. The Gateway to Borneo campaign also received a PATA Gold Award and an HSMAI Adrian Bronze Award, while Sarawak secured three TripZilla Excellence Awards for Best Adventure Destination, Best Nature Destination and Best Music Event Destination. STB also received honours at the OTM Excellence Awards, Responsible Tourism Awards in Southeast Asia, Seoul International Travel Fair and Malaysia Public Relations Awards.

STB's wider track record includes Brand of the Year in Tourism Promotion and Development at The BrandLaureate Awards 2024, Tourism Board Campaign of the Year – Malaysia at the Travel Daily Media Travel Trade Excellence Awards 2024, multiple Malaysia Public Relations Awards, the Best

Global PR Campaign Award at the DAVOS World Communications Forum Award 2023, two PATA Gold Awards in 2022, and the Golden City Gate Five-Star Award in 2019.

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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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