

BRUNEI

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www.tourismbrunei.com



ATRIUM EXTERIOR

Brunei Darrussalam will be the host destination for the 29th ASEAN Tourism Forum (ATF). As part of the official programme of ATF, the Travel Exchange (TRAVEX) is scheduled to take place from 26-28 January 2010 at the new convention centre in Jerudong.

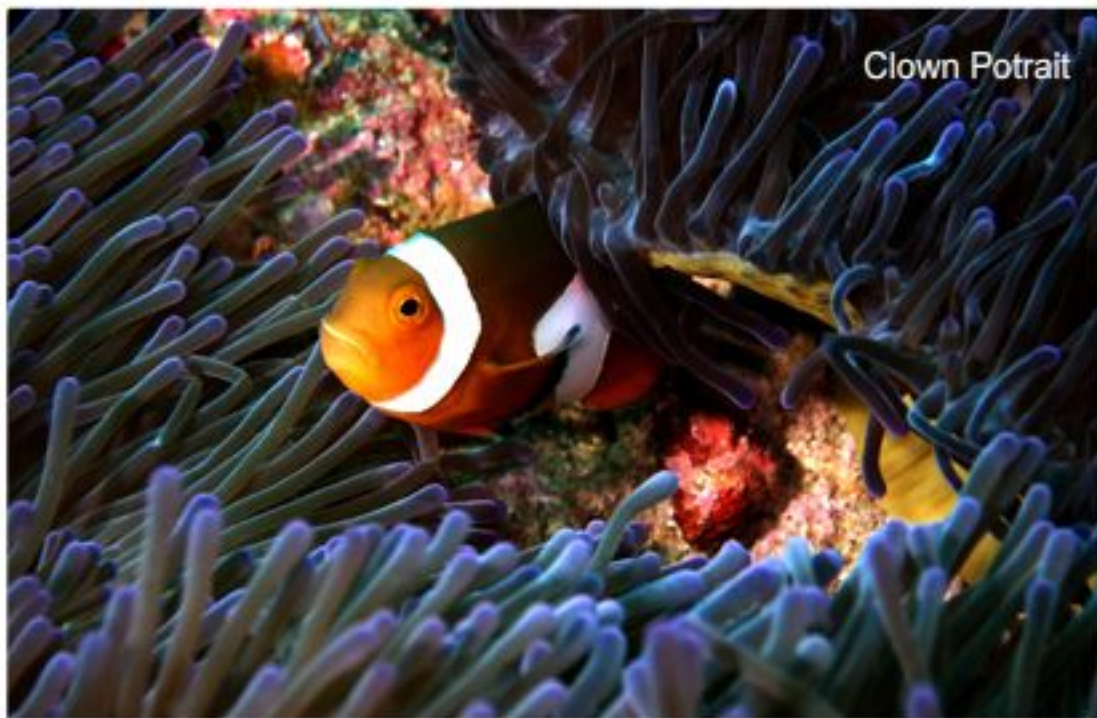
ATF 2010 will converge over 1,600 delegates, comprising of 400 international buyers and 100 international media to network and conduct businesses with ASEAN-based suppliers representing/offering a diversity of destinations, new tourism products and services.

About Brunei

Culture. Heritage. Nature. Contemporary Asia. The four pillars of Brunei's tourism products, these elements offer a unique blend of modern refinement, scenic allure, cultural reverence and majestic opulence for the discerning traveller.

As a division within the Ministry of Industry and Primary Resources, Brunei Tourism is in charge of tourism development, marketing and

promotion, as well as licensing of tour companies. Headed by The Director, Sheikh Jamaluddin bin Sheikh Mohamed, the division has been actively engaged in the promotion of tourism to Brunei since the mid 1990s. It was then that tourism gained recognition as a rising industry capable of greatly contributing to the Kingdom's economic diversification efforts, as well as becoming a significant generator of future employment opportunities for Brunei's citizens.



Clown Portrait



With recent increases in manpower and expertise, including the hiring of international tourism consultants, and a clear strategy with ambitious but feasible goals, Brunei Tourism is working to market its undiscovered tourism potential in the competitive regional tourism market. Brunei Tourism has also recently launched a fresh new identity to carve a face for Brunei in the competitive and dynamic regional tourism market. Brunei

Tourism is committed to working closely with both local and overseas industry partners and the media to position Brunei Darussalam as a distinctive, exciting and undiscovered travel destination in Asia.

Islamic Heritage

With over two thirds of its population professing the Islamic faith, Brunei is ruled according to the national philosophy of the Malay Islamic Monarchy, intertwining Malay traditions with

Islam and deep-rooted respect for the nation's monarchy. Bruneians practice a devout but tolerant brand of Islam, which encompasses sincere respect and devotion, while still remaining open to other faiths and beliefs.

Modern scholars date the spread of Islam to Brunei Darussalam to the late 13th century. Prior to this, ancient Malay Culture was based on animistic and Indic culture. Islam gradually eroded these elements and thus, today's Malay culture is now more identifiable with Islam.

Visitors to Brunei will see that Islamic influences form a central foundation of the nation's heritage. As Islam is the foundation for the life of the average Bruneian, many of the nation's cultural practices and customs are intrinsically linked with religion. Aesthetically, Islam introduced important architectural features such as the ubiquitous mosques and art styles such as the tile mosaics seen throughout the nation. Other culturally enriching additions include the use of Jawi script, the abundance of religious texts and even foods and cooking styles.



Bandar Seri Bgawan

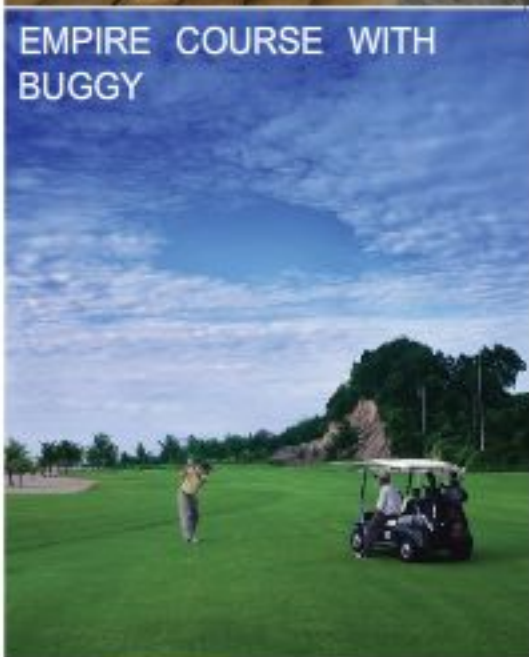
Vibrant, yet peaceful. Both modern and timeless. A fusion of majestic opulence and traditional respect.

Bandar Seri Begawan is the centre of Brunei's commerce, finance and government. In many ways, it is also the heart of Brunei's cultural landscape, housing some of the nation's most revered landmarks. The city's breathtaking Sultan Omar Ali Saifuddien Mosque is a stunning tribute to the nation's deep-rooted faith, while the truly Bruneian Kampong Ayer water village offers a glimpse of the nation's quaint Asian charm.

Beneath Bandar Seri Begawan's lavish adornments, gold towers, sparkling fountains and colourful mosaic tiles, lies a city steeped in quiet respect, grounded in Islamic tradition, and exuding a sense of peace that makes it one of Asia's most distinctive capital cities.



EMPIRE COURSE WITH BUGGY



Brunei - Muara

Contemporary luxuries abound. Rustic surprises await.

Though small in size, Brunei-Muara is of great importance to the nation as the district housing Brunei's capital, Bandar Seri Begawan. As such, it is usually the first stop of any visitor to Brunei — and one of the most memorable. Outside the capital lie some of the nation's most world-renowned attractions.

The golden spires adorning Istana Nurul Iman, home of the nation's revered monarch, His

Majesty The Sultan, form a striking backdrop for a spectacular Bruneian sunset. The lavish residence has achieved legendary status as the largest palace in the world and features a unique blend of contemporary and traditional Islamic architecture. But there is nothing traditional — or expected — about Brunei Muara's other famous attraction, Jerudong Park Playground, the state-of-the-art amusement park that was once the playground of royalty.

HORSERIDING BY THE EMPIRE BEACH



JERUDONG PARK ROLLER COASTER - HIGH RES



Photo By Jariah Binti Haji Esangpak

Tutong

Sparsely populated. Ethnically diverse. A different side of Brunei.

While only a half-hour drive from the urban centre of Bandar Seri Begawan, Tutong offers a glimpse of the diverse cultures and unique lifestyles of rural Brunei, making it one of the nation's most distinctive districts. Tutong is abundant in natural beauty, from the white sands

and rocky outcroppings of Pantai Seri Kenangan beach all the way inland to the scenic and somewhat mysterious feel of Tasek Merimbun, a serpentine lake surrounded by swamps and 15th century burial grounds. But the true draw of Tutong is its people. Local colour abounds at the Ruma Budaya cultural village, showcasing the five ethnic Bornean groups that make up the district's diverse population.

Kuala Belait

Birthplace of the nation's wealth. Home of the oil industry. Brunei's economic heartland.

Behind the glitter of Brunei's legendary wealth lies the district of Kuala Belait, seat of the nation's oil and gas industry, producing the country's main export commodity. While the economy today is slowly diversifying to include manufacturing, services and tourism, the real "gold" of Brunei flows deep below the ground in Belait.

To see where it all began, visit the town of Seria to see rows of the affectionately-named "nodding donkeys" which pump the lifeblood of Brunei's economy from the oil-rich earth of Belait. Seria's Oil & Gas Discovery Centre provides an up-close view of the inner workings of the nation's main industry, and the visually striking Billionth Barrel Monument immortalizes the industry's accomplishments through contemporary architectural forms.

JETSKI AT EMPIRE BEACH





Mountain Bike 3 by EF

Temburong

The call of a proboscis monkey.
The thrill of a speedboat cutting
through jungle waters.
Unspoiled. Untamed.

Unbelievable.

Early European explorers told
tales of the exotic wonders found
on the island of Borneo. Rare
orchids with blooms as large as
dinner plates. Elusive monkeys
with long, curved noses. Rivers
that snake through uncharted
forests. And green, verdant
shades never before seen. This

is Temburong, and all it beholds
the adventurous traveller today.

Temburong is a living tribute to
Brunei's dedication to preserving
one of the world's most diverse
ecosystems.

The Ulu
Temburong National Park offers
visitors a peek at a world
untouched by man, from above
or below the forest canopy. The
simple culture of the Bornean
longhouse community can also
be seen — a complete and
unforgettable Borneo
experience.

Brunei Specialities Food

Epicures will enjoy the vast array of cuisine that Brunei offers, ranging from home-cooked local specialties to the finest of international cuisines.

One will find that Bruneian fare generally exudes a unique flavour of cultural fusion due to the influence of the various nations that have left their mark on Brunei's culture. Arab, Indian and Chinese traders, European explorers and, of course, Malay and indigenous Bornean peoples

have each introduced their own cooking styles and ingredients, adding to the masterful fusion that makes Brunei's cuisine memorable.

Try creating some of these three local specialties at home!

1- Daging Masak Lada Hitam

A savoury beef curry with a jolt of chilli, garlic, onion and traditional Malay spices.

2- Udang Sambal Serai Bersantan





Spicy prawns smothered in a coconut-based red curry, with a distinctive Malay flavour.

3- Serondeng Padang

A hearty chicken dish combining the Malay staples of garlic, onion, and chillies with a touch of coconut milk and the fragrance of native pandan leaves.

Family Fun

With its diverse range of sights and activities, high level of safety and respectful, hospitable

people, a visit to Brunei is one that the entire family can enjoy. Adults will find it easy to keep busy amidst Brunei's wealth of cultural and heritage attractions, as well as activities such as golf and spa, but surprisingly, kids too will find Brunei to be an exciting and fun holiday destination they'll remember for years to come.

Kids and grownups alike will delight in the thrills and non-stop fun of Jerudong Park & Playground, one of Brunei's best-known attractions. Beautifully manicured gardens

envelop this state-of-the-art amusement park, satisfying thrill seekers and fun lovers of all ages. No cost has been spared to bring the excitement of the high-tech amusement industry to Brunei in this 57-hectare wonderland that is a popular spot for tourists and locals alike — including members of the Royal Family! Its outdoor amphitheatre has even accommodated “royalty” of another kind — “King of Pop” Michael Jackson played here in 1996!

Tour the park in style in miniature buggies that resemble some of the luxury cars owned by His Majesty the Sultan, enjoy the views from the Sky Tower as it gently rotates and rises 78 metres to reveal a magnificent 360 degree panorama of the capital, or take a virtual reality ride in one of the custom built simulators specially designed for Jerudong Park! Or, for a rush of adrenalin, step on board the “Pusing Lagi,” a custom-built suspended roller coaster that travels at a maximum speed of



Princess Avenue 8m - ScubaTechInternational 2005 (Copyright)



Purple tube anemone

80kph along 810 metres of track, delivering five inversions around tight corkscrew curls at the rate of 5-Gs! Other rides that will take your breath away include the 48-metre 4-G Giant Drop, the exhilarating (and wet!) rush of the reverse-drop Log Flume, and the Top Spin, featuring a two-tiered platform that flips in two different directions suspending the rider upside down, among over 30 other heart-stopping rides.

For the more faint of heart, the park also features a roller skating rink, go-kart track, video arcade, and a shooting gallery,

as well as other areas specially designed for younger children, including a custom-built "baby" Dodgems and a spectacular replica of a French carousel that is itself a revolving work of art!

Indeed, at Jerudong, the only thing you'll find missing are the crowds and long lines! The park's large size and the country's low population make this perhaps the only place in the world where you can experience a park of this standard without jostling for space or waiting for long queues — in fact, you may even have some of the rides all to yourself!