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‘JOM KE SARAWAK’: NEW ADVENTURES AWAIT IN SARAWAK DELTA GEOPARK VOL.2

KUALA LUMPUR, 26 November 2025 – Tourism Malaysia in collaboration with the Association of Sarawak Inbound Agencies (ASIA), the Sarawak Tourism Board, and Business Events Sarawak, successfully organised the *Jom Ke Sarawak Roadshow*, featuring 22 representatives from the Sarawak tourism industry. The main objective is to promote Sarawak as a leading MICE destination, highlighted by a dedicated Business to Business (B2B) session connecting Sarawak and Central Region industry players.

In conjunction with the roadshow, the **Sarawak Delta Geopark Package Vol.2** was officially launched. This package features 42 thematic itineraries curated by 13 tour operators from Sarawak, showcasing the region’s unique geological formations, diverse flora and fauna, thrilling adventure activities, rich cultural experiences and distinctive gastronomy. These packages serve as a key selling point as the Sarawak Delta Geopark prepares for its proposed designation as a UNESCO Global Geopark in 2026.

The development of this package represents a strategic partnership between Tourism Malaysia and the Ministry of Tourism, Creative Industry and Performing Arts, Sarawak, in line with the Visit Malaysia 2026 (VM2026) vision to empower sustainable and cultural tourism. Among the captivating destinations featured in these packages are the Sarawak Cultural Village and Bako National Park in Kuching; the Wind and Fairy Cave Nature Reserve and Paku Rock Maze in Bau; and Annah Rais Homestay and Semadang River Kayak in Padawan.

The launch ceremony was graced by distinguished dignitaries, including YBr. Mr Samuel Lee Thai Hung, Deputy Director General (Promotions II), Tourism Malaysia; Mr. Philip Yong, Chairman of Association of Sarawak Inbound Agencies (ASIA); Mdm. Madeline George Pau, Head of Geopark Management Unit, Sarawak Forestry Department, Mr. Gustino Basuan, Acting Director of Marketing (Domestic and ASEAN)

of the Sarawak Tourism Board; and Ms. Gloria Pahang, Manager of Business Development of Business Events Sarawak.

This strategic initiative directly supports the Visit Malaysia 2026 (VM2026) vision by promoting Sarawak as a MICE destination and a premier hub for sustainable cultural tourism. By showcasing the region's unique Geopark assets, the initiative further enhances Malaysia's appeal as a world-class, responsible travel destination.

Malaysia recorded a compelling performance in tourist arrivals, welcoming a total of 28,242,804 visitors from January to August 2025, which marks a significant growth of 14.5% compared to the same period last year. Similarly, Sarawak demonstrated robust appeal, registering a total of 3,599,656 visitor arrivals from January to September 2025.

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About Tourism Malaysia

Malaysia Tourism Promotion Board, also known as Tourism Malaysia, is an agency under the Ministry of Tourism, Arts & Culture Malaysia. It focuses on the specific task of promoting Malaysia as a preferred tourism destination. Since its inception, it has emerged as a major player in the international tourism scene.

The next Visit Malaysia, set to take place in 2026, will commemorate the sustainability of the nation's tourism industry, which is also in line with the United Nations Sustainable Development Goals (UNSDG).

Furthermore, Tourism Malaysia actively endorses the Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT), working towards the realisation of the IMT-GT Visiting Year 2023-2025, with the shared aim of promoting the region as a unified tourism destination. For more information, visit Tourism Malaysia's social media accounts on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [TikTok](#).

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