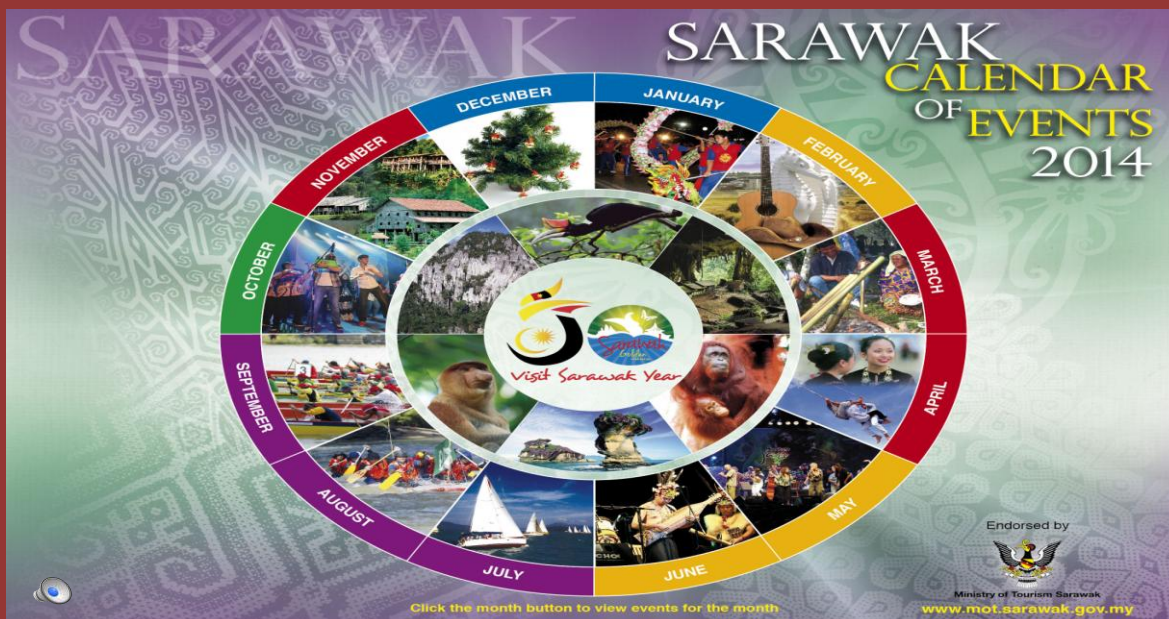




SARAWAK TOURISM QUICK FACTS 2013



*Prepared by
Ministry of
Tourism Sarawak*

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State of Sarawak

Sarawak is the largest state in Malaysia. It lies on the island of Borneo bordering with the eastern state of Sabah, the Sultanate of Brunei and the Indonesian provinces of Kalimantan. It is home to 27 ethnic groups, each with its own distinct language, culture and lifestyle. Sarawak also known as the “Land of the Hornbill” has all the elements required to become Malaysia’s next desirable destination, from natural beauty, history, heritage, festivals to modern city living and luxury. Indeed, it has become a potpourri of experiences appreciated by travellers from all over the world.



Sarawak in Brief

Total Area	124,449 square kilometres
Location	<i>Between latitude 0°50' and 5°N and longitude 109°36' and 115°40'E on the Island of Borneo</i>
System of Government	<i>Parliamentary Democracy with a Constitutional Monarch</i>
Capital of Sarawak	<i>Kuching</i>
Major Ethnic Groups	<i>Malay, Iban, Chinese, Bidayuh, Melanau, Orang Ulu, Indian and other indigenous groups</i>
Major Languages	<i>Malay, English, Mandarin, Iban and others local dialects</i>
Major Religions	<i>Islam, Christianity, Buddhism and Hinduism</i>
Time	<i>GMT + 8 hours</i>
Climate	<i>Tropical: Warm and sunny throughout the year. Daily temperature range from 33°C (90°F) in the afternoon to 22°C (70°F) during the night</i>
Currency	<i>Ringgit Malaysia (RM) which is divided in 100 cent</i>
Exchange Rate (28 February 2014) *	<i>USD = RM 3.278 BND/SGD = RM 2.588 IDR100 = RM 0.028 PHP100 = RM 7.340 CNY = RM 0.535 INR = RM 0.054 GBP = RM 5.468 AUD = RM 2.936 THB100 = 10.058</i>

Source: State Planning Unit; *Bank Negara Malaysia (Middle Rate)

Key Summary Statistics of Malaysia Population

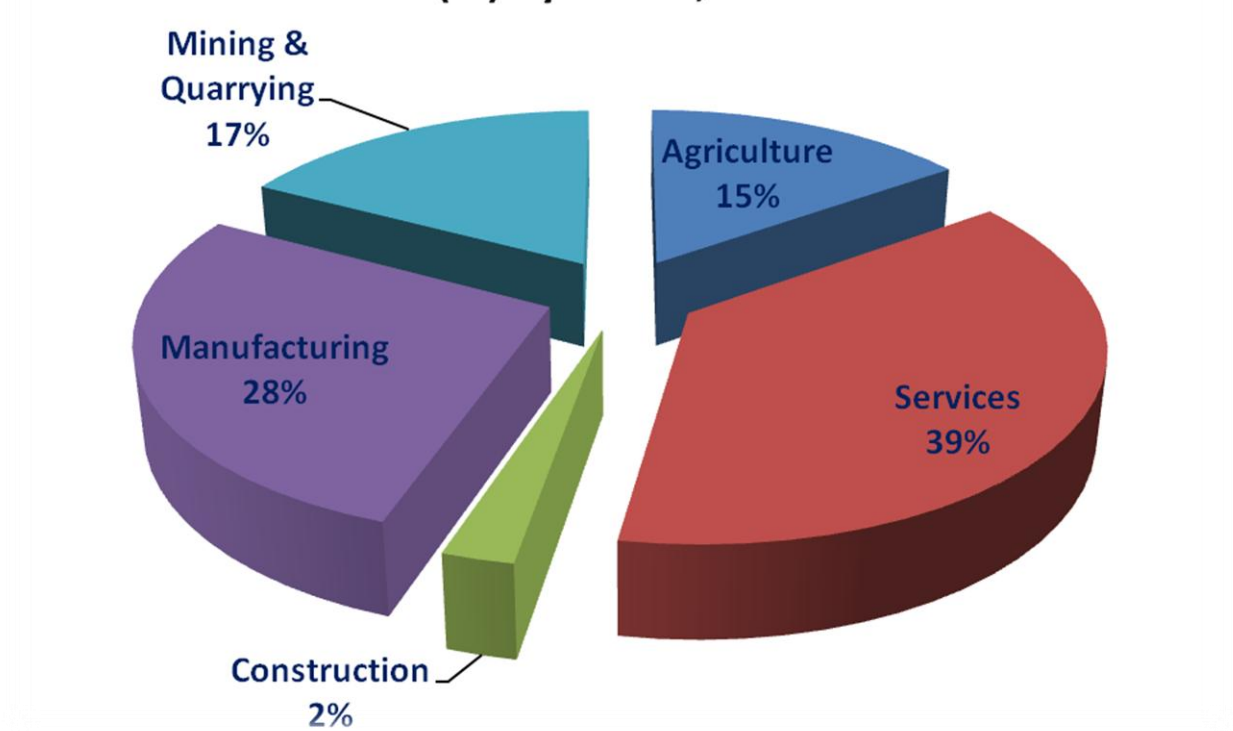
State	Population 2010	Average Growth 2000 – 2010 (%)	State Distribution (9%)	Area (sq. km)	Population Density (per sq. km)	Sex Ratio
Sarawak	2,471,140	1.8	8.7	124,450	20	106

Source: Population Distribution and Basic Demographic Characteristics 2010

Note : The sex ratio is the number of males per 100 females. Population Density is the ratio of the number of square kilometers in the same area.

Sarawak Economy

Sarawak : GDP Share (%) By Sector, 2012



Source: State Planning Unit

Key Tourism Indicators

Indicators	2010	2011	2012	2013
Malaysia Tourist Arrivals	24.6 million	24.7 million	25.032 million	25.715 million
Malaysia Tourist Receipts (RM)	56.5 billion	58.3 billion	60.6 billion	65.4 billion
Sarawak Visitor Arrivals	3,270,655	3,795,373	4,069,023	4,371,748
- Total Foreign Arrivals	1,897,940	2,343,236	2,634,715	2,664,682
- Total Domestic Arrivals (West Malaysia & Sabah)	1,372,715	1,452,137	1,434,308	1,707,066
Average per capita expenditure for foreign visitor (RM)	2,298	2,359	2,421	2,421
Estimated Foreign visitor receipts (RM)	4.361 billion	5.527 billion	6.379 billion	6.451 billion
Average per capita expenditure for domestic visitor** (RM)	1,644	1,644	1,644	1,644
Domestic visitor receipts (RM)	2.257 billion	2.387 billion	2.358 billion	2.806 billion
Total Tourism Receipts	6.618 billion	7.914 billion	8.737 billion	9.257 billion

Source:

Average Per Capita Expenditure : Tourism Malaysia

* Estimated based on 2012 Tourism Malaysia's Survey Report

** Estimated based on 2010 Ministry of Tourism Sarawak Visitor Exit Survey

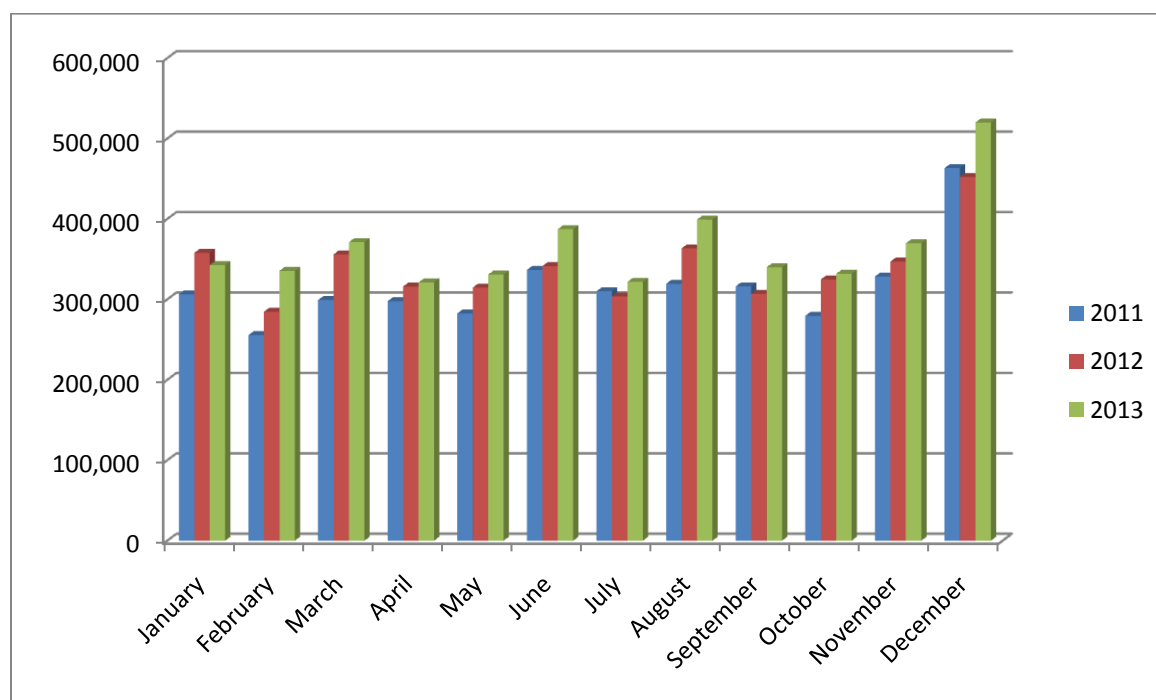
Explanatory Notes: Define by World Tourism Organization (UNWTO)

Visitor : A visitor is a traveller taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited. A visitor (domestic, inbound or outbound) is classified as a tourist (or overnight visitor), if his/her trip includes an overnight stay, or as a same-day visitor (or excursionist) otherwise.

Tourist : A visitor (domestic, inbound or outbound) is classified as a tourist (or overnight visitor), if his/her trip includes an overnight stay.

Visitor Arrivals To Sarawak By Month

Total Visitor Arrivals	2011	% Change 2011/2012	2012	% Change 2012/2013	2013
January	306,344	16.82	357,860	-4.24	342,679
February	255,596	11.39	284,711	17.81	335,431
March	299,229	18.97	355,986	4.29	371,256
April	297,825	6.12	316,063	1.63	321,202
May	282,503	11.40	314,716	5.15	330,938
June	336,652	1.43	341,462	13.43	387,327
July	310,189	-2.12	303,601	6.01	321,833
August	319,426	13.79	363,480	9.85	399,266
September	316,200	-2.93	306,942	10.77	340,003
October	279,650	16.15	324,808	2.21	331,976
November	328,492	5.66	347,083	6.55	369,815
December	463,267	-2.36	452,311	14.97	520,022
Total	3,795,373	7.21	4,069,023	7.44	4,371,748



Source: Immigration Department Malaysia

Visitor Arrivals To Sarawak By Country/ Locality

Citizenship	2011	% (+/-)	2012	% (+/-)	2013
Brunei	1,553,523	11.29	1,728,923	-1.09	1,710,104
Indonesia	415,267	0.43	417,072	11.41	464,661
Philippines	77,652	45.75	113,174	5.65	119,570
Singapore	45,986	21.07	55,674	-1.58	54,792
China	35,309	22.71	43,326	-2.64	42,183
India	22,116	57.75	34,887	-1.86	34,237
U. Kingdom	29,672	11.89	33,199	2.90	34,163
Australia	19,429	14.14	22,177	-4.04	21,281
Thailand	18,130	78.27	32,321	-2.68	31,456
Eastern Europe	11,149	38.48	15,439	12.14	17,313
Belg/Lux/Net	10,764	-1.34	10,620	-13.73	9,162
USA	10,759	26.04	13,561	-3.16	13,132
Japan	10,249	48.25	15,194	-12.60	13,280
Taiwan	8,743	1.91	8,910	-8.31	8,170
Canada	7,354	20.86	8,888	-3.33	8,592
Germany	7,198	21.17	8,722	-11.26	7,740
South Korea	5,677	10.75	6,287	6.89	6,720
N. Zealand	5,419	24.08	6,724	-11.54	5,948
Nor/Swe/Den/Fin	4,987	10.95	5,533	21.07	6,699
France	5,402	7.26	5,794	1.67	5,891
Pakistan	3,798	16.67	4,431	14.22	5,061
Middle East	3,109	87.01	5,814	-31.25	3,997
Bangladesh	1,727	67.23	2,888	14.58	3,309
Latin America	1,464	15.10	1,685	13.83	1,918
Sri Lanka	1,104	32.88	1,467	-19.15	1,186
Russia	782	11.13	869	43.73	1,249
Hong Kong	397	-16.37	332	59.94	531
Others	26,070	18.16	30,804	4.98	32,339
Total Foreigner	2,343,236	12.44	2,634,715	1.14	2,664,682
West Malaysia	794,778	8.18	859,758	30.49	1,121,884
Sabah	657,359	-12.60	574,550	1.85	585,182
Total Domestic	1,452,137	-1.23	1,434,308	19.02	1,707,066
Grand Total	3,795,373	7.21	4,069,023	7.44	4,371,748

Source: Immigration Department Malaysia

SUMBER DARI JABATAN IMIGRESEN MALAYSIA SARAWAK

Ministry of Tourism Sarawak

Hotels

Number Of Registered Hotels By Classification

Rating	Hotel	Room
5 Star	5	1,257
4 Star	11	2,787
3 Star	27	3,205
2 Star	19	1,255
1 Star	15	856
3 Orchid	24	685
2 Orchid	55	1,324
1 Orchid	44	802
Total:	200	12,171

Source: Licensing Department, Ministry of Tourism and Culture Malaysia

Distribution of Hotels by Locality

No	Locality	★Hotels (No. of Rooms)					Orchid (No. of Rooms)			Total
		5	4	3	2	1	3	2	1	
	Kuching	4 (1159)	4 (1143)	12 (1565)	6 (433)	6 (418)	6 (181)	12 (340)	8 (135)	58 (5374)
	Lundu	-	-	-	-	-	-	-	1 (11)	1 (11)
	Serian	-	-	-	-	-	-	-	1 (26)	1 (26)
	Simunjan	-	-	-	-	-	-	-	1 (19)	1 (19)
	Sri Aman	-	-	-	-	-	2 (66)	5 (91)	4 (48)	11 (205)
	Lubok Antu	-	-	-	-	-	-	1 (16)	-	1 (16)
	Betong	-	-	-	1 (94)	-	-	2 (42)	-	3 (136)
	Saratok	-	-	-	-	-	-	2 (17)	2 (29)	4 (46)
	Sarikei	-	-	-	2 (48)	-	-	5 (130)	3 (48)	10 (226)
	Bintangor	-	-	-	-	-	1 (36)	-	-	1 (36)
	Mukah	-	-	2 (299)	-	-	-	3 (83)	1 (26)	6 (408)
	Sibu	-	1 (168)	3 (442)	3 (216)	1 (50)	3 (100)	7 (150)	6 (109)	24 (1235)
	Kapit	-	-	1 (40)	1 (46)	1 (19)	1 (20)	3 (61)	4 (51)	11 (237)
	Bintulu	-	1 (225)	3 (386)	5 (352)	2 (85)	2 (86)	6 (207)	2 (37)	21 (1378)
	Miri	1 (98)	5 (251)	3 (254)	1 (66)	3 (191)	2 (91)	1 (19)	5 (161)	21 (2131)
	Niah	-	-	-	-	-	1 (45)	-	1 (7)	2 (52)
	Marudi	-	-	-	-	1 (57)	3 (39)	-	2 (36)	6 (132)
	Limbang	-	-	3 (219)	-	-	3 (21)	5 (110)	2 (45)	13 (395)
	Lawas	-	-	-	-	1 (36)	-	3 (58)	1 (14)	5 (108)
	Total:	5 (1357)	11 (2787)	27 (3205)	19 (1255)	15 (856)	24 (685)	55 (1324)	44 (802)	200 (12,171)

Source: Licensing Department, Ministry of Tourism and Culture Malaysia

Sarawak Homestay

Homestay Operators

Division	No. of Homestay	No. of Operator	No. of Room
Kuching	13	180	226
Samarahan	2	31	48
Sri Aman	1	10	13
Sibu	2	32	35
Miri	6	120	172
Kapit	1	12	32
Betong	1	9	9
Mukah	1	10	10
Sarikei	1	19	25
Limbang	1	14	32
Total	29	437	602

Homestay Visitors And Income

Year	No. of Homestay	Domestic Visitor	Foreign Visitor	Receipt (RM)
2009	19	9,411	4,305	656,997.61
2010	19	5,641	2,106	715,243.66
2011	27	10,580	2,071	980,957.62
2012	28	11,036	3,274	1,611,914.03
2013	29	437	13,974	2,151,363.20

Source: Product Management and Community Participation Section, Ministry of Tourism Sarawak

National Parks

Visitor Arrivals

Year	Domestic Visitors	Foreign Visitors	Total
2006	108,522	36,046	144,568
2007	114,514	35,161	149,675
2008	255,188	92,647	347,835
2009	279,924	106,606	383,530
2010	302,579	111,855	414,434
2011	365,039	122,550	487,589
2012	311,645	119,860	431,505
2013	301,493	107,919	409,412

Domestic Visitors By National Parks

National Park	2011	%	2012	%	2013
Bako National Park	12,019	12.1	13,476	-2.7	13,112
Mulu National Park	7,099	-66.5	2,377	164.5	6,286
Niah National Park	18,977	-0.6	18,868	8.9	20,543
Lambir National Park	11,438	13.8	13,019	-12.4	11,406
Similajau National Park	10,490	14.5	12,016	-18.2	9,835
Kubah National Park	6,647	45.7	9,686	-25.0	7,260
Gading National Park	22,964	-11.1	20,421	-30.6	14,162
Batang Ai National Park	135	-54.1	62	129.0	142
Matang National Park	29,590	-33.3	19,735	4.9	20,695
Semenggoh Wildlife Sanctuary	76,748	-21.1	60,567	5.6	63,986
Sama Jaya National Reserves	154,311	-17.8	126,901	-13.8	109,339
Loagan Bunut National Park	638	0.0	638	-8.2	586
Tanjung Datu National Park	231	10.0	254	-7.5	235
Wind Cave	13,324	-2.7	12,961	81.4	23,508
Talang Satang	428	55.1	664	-40.1	398
Maludam National Reserves	0		0		0
Total	365,039	-14.6	311,645	-3.3	301,493

Foreign Visitors By National Parks

National Park	2011	%	2012	%	2013
Bako National Park	29,451	5.2	30,993	4.4	32,344
Mulu National Park	15,227	-12.5	13,331	-3.5	12,871
Niah National Park	6,416	-1.9	6,295	-6.9	5,863
Lambir National Park	3,799	27.8	4,854	-32.4	3,279
Similajau National Park	1,824	-38.4	1,123	9.2	1,226
Kubah National Park	2,047	189.7	5,931	-53.0	2,787
Gading National Park	4,247	32.4	5,624	-37.3	3,524
Batang Ai National Park	53	71.7	91	-18.7	74
Matang National Park	5,556	-42.8	3,180	1.8	3,236
Semenggoh Wildlife Sanctuary	51,197	-18.5	41,725	-11.7	36,824
Sama Jaya National Reserves	N/A	N/A	N/A	N/A	42
Loagon Bunut National Park	130	-83.1	22	190.9	64
Tanjung Datu National Park	133	12.8	150	19.3	179
Wind Cave	2,423	149.9	6,056	-32.2	4,103
Talang Satang	47	931.9	485	209.9	1,503
Maludam National Reserves	N/A	N/A	N/A	N/A	N/A
Total	122,550	-2.2	119,860	-10.0	107,919

Source: Sarawak Forestry Corporation/Forest Department, Sarawak

Health Tourism (Foreign Patients)

Hospital / Medical Centre	2011	2012	2013
Timberland	2,770	3,215	3,744
Rejang	78	103	124
Normah	17,293	15,259	15,398
Kuching Specialist	10,171	10,447(Jan-Nov)	N/A
Miri	831	675(Jan-Sept)	N/A
Total	31,143	29,699	19,266

Source: Private Medical Centre

Sarawak Cultural Village

Visitor Arrivals To Sarawak Cultural Village

Locality	2011	% Δ	2012	% Δ	2013
Domestic Visitor	124,680	-8.4	114,167	15.3	131,616
Foreign Visitor	17,870	6.9	19,095	11.5	21,288
TOTAL:	142,550	-6.5	133,262	14.7	152,904

Source: Sarawak Cultural Village

Meeting, Incentives, Conferences and Exhibitions (MICE)

Year	Number Bids Won	Total Delegates	Delegate Expenditure (RM)
2011	55	25,255	58.8 million
2012	45	19,928	40.5 million
2013	57	21,277	41.6 million

Source: Sarawak Convention Bureau

Sarawak Museums

No	Museum	Visitors Arrival (Year)		
		2012	% Δ	2013
1	Museum Sarawak	400,465	2.1	408,972
2	Dewan Tun Razak	183,198	43.6	263,015
3	Chinese Museum	49,187	-5.5	46,464
4	Islamic Museum	89,155	9.3	97,446
5	Limbang Museum	1,735	5.6	1,832
6	Baram Museum	11,994	2.3	12,269
7	Niah Museum	21,418	-8.5	19,589
8	Fort Margherita	38,212	N/A	N/A
9	Textile Museum	49,200	-1.1	48,682
10	Petroleum Museum	79,532	-74.7	20,138
11	Art Museum	66,224	-12.6	57,847
12	Natural Historical Museum	14,302	195.0	42,189
13	Cat Museum	71,258	1.7	72,449
14	Women Museum	-	N/A	41,478
Total		1,105,310	2.4	1,132,370

Source: Museum Department, Sarawak

Tourist Guides

License Tourist Guides By Division / Town

No	Division/Town	Equity					
		<i>Blue</i>	<i>Beige</i>	<i>Total</i>	Bumi	Non Bumi	Total
1	Kuching	142	30	172	70	102	172
2	Samarahan	3	5	8	8	-	8
3	Sri Aman	1	1	2	2	-	2
4	Betong	-	-	-	-	-	-
5	Sarikei	1	4	5	4	1	5
6	Sibu	3	18	21	5	16	21
7	Mukah	-	1	1	1	-	1
8	Kapit	-	4	4	3	1	4
9	Bintulu	1	-	1	1	-	1
10	Miri	-	1	1	-	1	1
11	Limbang	-	12	12	12	-	12
Total		151	76	227	106	121	227

Tourist Guides By Spoken Languages

No	Language	
1	Malay, English	35
2	English, Mandarin	16
3	English, Germany	1
4	Malay, Mandarin, English	5
5	Mandarin, English, Japanese	2
6	Mandarin, Cantonese	2
7	Mandarin, Japanese	2
8	Malay	40
9	English	69
10	Mandarin	36
11	Germany	2
12	Japanese	1

Source: Licensing Department, Ministry of Tourism and Culture Malaysia

Tour And Travel Agencies

Number Of Active License For Tour And Travel Agencies

No	License	Category	Total
1	Single Licence	<i>Inbound</i>	67
		<i>Outbound</i>	-
		<i>Ticketing</i>	15
		<i>MM2H</i>	4
2	Dual Licence	<i>Inbound & Outbound</i>	3
		<i>Inbound & Ticketing</i>	38
		<i>Outbound & Ticketing</i>	8
3	Multiple Licence	<i>Inbound, Outbound & Ticketing</i>	122
Total			257

Source: Licensing Department, Ministry of Tourism and Culture Malaysia

Aviation And Linkages In Sarawak

International Routes to Sarawak By MAS & MASwings (As of 28 February 2014)*

Routes	Frequency / Day								Total
	Day	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
Kuala Lumpur - Kuching	# of flights	10	10	10	10	10	10	10	70
Kuala Lumpur - Sibul	# of flights	2	2	2	2	2	2	2	14
Kuala Lumpur - Bintulu	# of flights	2	2	2	2	2	2	2	14
Kuala Lumpur - Miri	# of flights	4	5	5	4	5	4	5	32
Singapore - Kuching	# of flights	1	1	1	1	1	1	1	7
Kota Kinabalu - Kuching	# of flights	1	1	2	1	1	2	1	9
Kota Kinabalu - Sibul	# of flights	2	2	2	2	2	2	2	14
Kota Kinabalu - Bintulu	# of flights	1	2	1	2	2	1	2	11
Kota Kinabalu - Miri	# of flights	2	3	2	3	3	2	3	18
Kota Kinabalu - Mulu	# of flights	1		1			1		3
Labuan - Miri	# of flights	4	4	4	4	4	4	4	28
Bandar Seri Begawan - Kuching	# of flights		1		1	1			3
Bandar Seri Begawan – Mulu	# of flights		1		1	1		1	4
Pontianak - Kuching	# of flights	2	1	2	1	1	2	1	10
Total:									237

** Flight Frequency is extracted from Airlines website and subject to change. Please refer to individual Airlines website for latest update.*

International Routes to Sarawak By AirAsia (As of 28 February 2014)*

Routes	Frequency / Day								Total
	Day	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
Kuala Lumpur - Kuching	# of flights	10	11	10	11	10	11	11	74
Kuala Lumpur - Sibul	# of flights	5	5	5	5	5	5	5	35
Kuala Lumpur - Bintulu	# of flights	2	2	2	2	2	2	2	14
Kuala Lumpur - Miri	# of flights	4	4	4	4	4	4	4	28
Johor Bahru - Kuching	# of flights	3	3	3	3	3	3	3	21
Johor Bahru - Sibul	# of flights	1	1	1	1	1	1	1	7
Johor Bahru - Miri	# of flights	1	1	1	1	1	1	1	7
Singapore - Kuching	# of flights	1	1	1	1	1	1	1	7
Kota Kinabalu - Kuching	# of flights	3	3	3	3	3	3	3	21
Kota Kinabalu - Miri	# of flights	1	1	1	1	1	1	1	7
Penang - Kuching	# of flights	1	1	2	1	2	1	2	10
Singapore – Miri	# of flights	1	1		1		1		4
Kota Baru - Kuching	# of flights			1		1		1	3
Langkawi - Kuching	# of flights	1	1		1		1		4
Total:									242

International Routes to Sarawak by AirAsia Zest (As of 28 February 2014)*

Routes	Frequency / Day								Total
	Day	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
Manila - Miri	# of flights	1		1		1		1	4
Total:									4

* *Flight Frequency is extracted from Airlines website and subject to change. Please refer to individual Airlines website for latest update.*

International Routes to Sarawak By Silk Air (As of 28 February 2014)*

Routes	Frequency / Day								Total
	Day	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
Singapore - Kuching	# of flights			1		1	1		3
Total:									3

* *Flight Frequency is extracted from Airlines website and subject to change. Please refer to individual Airlines website for latest update.*

International Routes to Sarawak By Malindo Air (As of 28 February 2014)*

Routes	Frequency / Day								Total
	Day	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
Kuala Lumpur - Kuching	# of flights	2	2	2	2	2	2	2	14
Kuala Lumpur – Sibü	# of flights		1				1	1	3
Total:									17

* Flight Frequency is extracted from Airlines website and subject to change. Please refer to individual Airlines website for latest update.

International Routes to Sarawak By Express Air (As of 28 February 2014)*

Routes	Frequency / Day								Total
	Day	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
Pontianak – Kuching	# of flights	1		1			1		3
Total:									3

Popular Annual Festivals/Events in Sarawak

No.	Festive Event	Date*	Venue
1	Rainforest World Music Festival	20 – 22 July	Sarawak Cultural Village, Kuching
2	Borneo International Yachting Challenge	16 – 22 July	Marina Bay, Miri
3	Sarawak Regatta & International Dragon Boat Race	5 – 7 September	Kuching Waterfront, Kuching
4	Borneo Jazz	9 – 10 May	Miri City
5	Mukah Kaul Festival	27 April	Kaul Festival Site, Mukah
6	World Harvest Festival	2 – 4 May	Sarawak Cultural Village, Kuching
7	Borneo International Kite Festival	September	Bintulu
8	Borneo Cultural Festival	15 – 24 August	Sibu Square, Sibu
9	Tidal Bore Festival	May	Batang Lupar Waterfront, Sri Aman
10	Padawan Raft Safari	3 August	Padawan

* Dates are subjected to changes annually. Please refer to Ministry of Tourism Sarawak Website at www.mot.sarawak.gov.my for annual update.

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