

EXECUTIVE SUMMARY

This is a White Paper prepared by CSPA at the request of Autoriti Monetari Brunei Darussalam (AMBD). The overall objective of the White Paper is to reduce the high rate of cross border expenditure (incurred by Bruneian visitors abroad) by specifically addressing how we can improve the leisure and recreational options in Brunei Darussalam so that our locals will choose the country as the preferred holiday destination.

The White Paper consolidates the diverse views of government policy makers and the wider community to outline several of Brunei's main leisure and recreational opportunities. This White Paper therefore serves as a useful policy guide for relevant government agencies looking for feasible leisure related development projects as well as a guide for potential investors looking for investment and profit opportunities in Brunei.

Holidays here refers mainly to shorter breaks and weekends. These leisure and recreational improvements will not only reduce cross border expenditure of our locals, but will be beneficial to the economy as they will also promote economic growth and employment, and, indirectly stimulate inward tourism. The White Paper specifically refers mainly to local Bruneians and a medium term delivery target of ten (10) years.

Two surveys of local Bruneians and overseas visitors were conducted by CSPA in order to provide empirical data for the recommendations of the White Paper, in addition to focus group interviews and workshops with the wider community. A major implication of the stated CSPA surveys is that it is clear that our local Bruneians and overseas visitors can be persuaded to choose Brunei Darussalam as their preferred holiday destination if appropriate leisure and recreational attractions were to be developed and offered within the country.

After intensive consultation with relevant stakeholders and the wider community, it was agreed that the White Paper should select the following Strategic Initiatives for the purpose of achieving our vision of making Brunei Darussalam the preferred holiday destination for all by 2025:

- 1) Jerudong Integrated Leisure Destination: Marine & Leisure Park;
- 2) Bandar Seri Begawan City Development: Kg. Ayer Cultural Park & Heritage Trail;
- 3) Five National Theatres for Brunei; and
- 4) Temburong Eco Sanctuary and Nature Adventure Parks.

A critical mass of at least 25,000 local and overseas visitors per week is aimed for and the Strategic Initiatives were selected according to the guiding principles of promoting economic growth, competitive offering, environmental sustainability, social sustainability, financial sustainability and physical viability.

It is recommended that a Steering Committee, with the most senior leadership under the Prime Minister's Office (PMO) or the Ministry of Primary Resources & Tourism (MPRT), be established in order to successfully implement the Strategic Initiatives. The most