

(A) Premium Nature Tourism Product Video

To support and strengthen Sabah Tourism Board's marketing effort to promote Sabah nationally and internationally, we are consistently producing various tourism contents to be pushed to tourist, businesses and partners to promote Sabah as a tourist destination.

Video is one of the content that we are using constantly in presenting the destination through business presentation, events, online platform such as our website and Youtube, and Social Media.

Objective

To produce a video on Premium Nature Tourism Products to be used as promotional tool through business presentation, events, online platform such as our website and Youtube, and Social Media.

Premium Nature Tourism Products

Premium nature tourism products are natural eco-destination on land and water that received acknowledgement by the state or Malaysia government and/or NGOs such as parks and reserves. This includes the best tourism infrastructures and services that are offered to cater the needs and wants of visitors.

Usage

1. The video content will be use as a destination/product presentation to national and international agents, wholesales, airlines and related businesses in the tourism industry as well as press/media.
2. The video content will be presented during events, workshop, seminar and conferences.
3. The video will be used in online platforms and social media platforms for mass audience consumption.
4. The video will be used in part or as a whole in medias as advertisement.

Tentative/Working Title: Premium Nature Tourism Video

Duration: Long version – max 3min
Short version – 1min

Voiceover: Yes

Caption: Yes

Language: English

Format: UHD (minimum) 4K(maximum)

Audio: Wav

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Video Content / Filming Location		
District	Location	Tourism Infrastructure
Kota Kinabalu	Tunku Abdul Rahman Park: Gaya Island	<ul style="list-style-type: none"> • Gayana Marine Resort • Bungaraya Island Resort • Gaya Island Resort • Sutera Sanctuary Lodges
Kuala Penyu	Pulau Tiga	<ul style="list-style-type: none"> • Borneo Eagle Resort
Kundasang	Kinabalu Park Kundasang	<ul style="list-style-type: none"> • Sutera Sanctuary Lodges
Kudat	Tanjung Simpang Mengayau Pantai Kelambu	<ul style="list-style-type: none"> • Kudat Riviera
Tenom		<ul style="list-style-type: none"> • Naluyan Jungle Lodge
Sandakan	Sepilok	<ul style="list-style-type: none"> • Sepilok Forest Edge Resort • MY Nature Resort • Sepilok Nature Resort
	Langkayan	<ul style="list-style-type: none"> • Langkayan Island Resort
	Kinabatangan River	<ul style="list-style-type: none"> • Kinabatangan Wetland Resort • Sukau Rainforest Lodge
Lahad Datu	Tabin	<ul style="list-style-type: none"> • Tabin Wildlife Resort
	Sungai Kapur	<ul style="list-style-type: none"> • Utan Rainforest Lodge
	Danum Valley	<ul style="list-style-type: none"> • Borneo Rainforest Lodge
Semporna	Semporna	<ul style="list-style-type: none"> • Royal Resort Semporna
	Mabul	<ul style="list-style-type: none"> • Sipadan Water Village • Mabul Water Bungalow
	Kapalai	<ul style="list-style-type: none"> • Sipadan-Kapalai Dive Resort
	Mataking	<ul style="list-style-type: none"> • Mataking Reef Resort
	Pandanau	<ul style="list-style-type: none"> • Arcadia Beach Resort

Deliverables:

1. 3 min video with audio and caption fully edited.
2. 1 min video with audio and caption fully edited.
3. Audio only file (Wav format).
4. 3 min video edited without sound, captions and colour grading.
5. Copyright for item 1 – 4 for distribution and reproduction in any forms by STB and 3rd parties.
6. First draft to be submitted to STB within 4 weeks after receiving the award letter.
7. To allow 3 edits for the draft video.
8. To allow 1 edit of the final video within 2 weeks after release.

The cost for producing the video must include:

1. Pre-production
 - Application of all necessary permits (Filming, permissions, drones, etc)
 - All locations fees
 - All permits fees
 - Off-site planning and research
 - And any other necessary pre-production fees

2. Production
 - Equipment and crew
 - Logistic (transportations)
 - Accommodation
 - Meals
 - Talents
 - Local guides
 - And any other necessary production fees
3. Post-production
 - Video editing
 - Talents
 - Recording studio fee
 - And any other necessary post-production fees

Other requirement: In PDF

1. Idea for the video
2. Storyboard
3. Feel and treatment of the video
4. Copy of Finas License/Permit
5. Company profile and necessary business license/permit

(B) VR 360 Tourism Contents: Wildlife & Nature

To support and strengthen Sabah Tourism Board's marketing effort to promote Sabah nationally and internationally, we are consistently producing various tourism contents to be pushed to tourist, businesses and partners to promote Sabah as a tourist destination.

VR 360 is one of the content that we are planning to use for destination/product presentation for an immersive experience.

Objective

To produce VR 360 tourism destination/product a video on Premium Nature Tourism Products to be used as promotional content with the usage of VR headset.

VR 360 Tourism Content

An immersive 360 degree view with surround sounds video of tourism destination/product.

Usage

1. The VR 360 video content will be use as a destination/product presentation to national and international agents, wholesales, airlines and related businesses in the tourism industry as well as press/media.
2. The video content will be presented during events, workshop, seminar and conferences.
3. The video will be used with a VR Headset and available in our website for people to view.

Tentative/Working Title: Tourism VR Contents – Wildlife & Nature

Duration: Max 3min

Voiceover: Yes

Caption: Yes

Language: English

Format: Above 4K resolutions

Video Content / Filming Location		
District	Location	Highlights
Kudat/Ranau	Kinabalu Park	<ul style="list-style-type: none">• Mt. Kinabalu• Poring Hot Spring• Maragang Hill
Sandakan	Sepilok	<ul style="list-style-type: none">• Sepilok Orangutan Rehabilitation Center• Borneo Sunbear• Rainforest Discover Center
Kinabatangan	Kinabatangan river / Sukau / Menanggul river	<ul style="list-style-type: none">• River cruise• Wildlife
Lahad Datu	Danum Valley Tabin	<ul style="list-style-type: none">• Borneo Rainforest Lodge• Hiking/Trekking• Bird watching• Wildlife• Mud Volcano• Tabin Wildlife Resort

Deliverables:

1. 3 min 360 VR video with audio and caption fully edited compatible with Pico 4 VR headset and any major VR Headset.
2. Copyright for item 1 for distribution and reproduction in any forms by STB and 3rd parties.
3. First draft to be submitted to STB within 4 weeks after receiving the award letter.
4. To allow 3 edits for the draft video.
5. To allow 1 edit of the final video within 2 weeks after release.

The cost for producing the VR 360 video must include:

1. Pre-production
 - Application of all necessary permits (Filming, permissions, drones, etc)
 - All locations fees
 - All permits fees
 - Off-site planning and research
 - And any other necessary pre-production fees

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2. Production

- Equipment and crew
- Logistic (transportations)
- Accommodation
- Meals
- Talents
- Local guides
- And any other necessary production fees

3. Post-production

- Video editing
- Talents
- Recording studio fee
- And any other necessary post-production fees

Other requirement: In PDF

1. Idea for the VR 360 video
2. Storyboard
3. Feel and treatment of the VR 360 video
4. Copy of Finas License/Permit
5. Company profile and necessary business license/permit

Note: Shortlisted submission may be call to pitch their ideas/story.



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