



Dear friends of the industry. Despite the recent surge of cases, we are hopeful that with the aggressive immunisation program going on across the country, it is expected that most states will enter phase four of the National Recovery Plan (NRP) in October.

Meanwhile, as announced by our Chief Minister, we can look forward to reopening of the tourism sector in Sabah once we have achieved 60% herd immunity. I encourage our industry players to register and get vaccinated by taking the advantage of the walk-in services available now at most PPV centres. Recent surveys done among the industry players showed that 85% of our respondents' workforce have received at least first dose and 47% fully inoculated. This promising outlook signifies that our tourism industry is determined to serve you safely.

The Sabah Tourism Recovery Committee is also developing a comprehensive plan to establish Green Accreditation Certification as an effort to provide assurance that our industry is SOP compliant.

I am also pleased to share that Sabah Tourism is now part of the Hybrid City Alliance, alongside Kuala Lumpur, Penang and Kuching. This further extends our connection to global network partners and collaborative opportunities in the business events sector.

Meantime, we continue to ensure our destination remains on top-of-mind by running multiple destination awareness campaigns online and offline. Tourism in Sabah is moving progressively towards reopening.

Noredah Othman  
Chief Executive Officer  
Sabah Tourism Board

## Updates & Announcements

### BE New criteria

The Business Events incentive now provides flexible support for physical, hybrid and virtual events. Financial support up to a maximum of RM10,000 are provided for hybrid events with a minimum of 100 participants, 30% physical attendees and 70% virtual attendees whereas for virtual events with a minimum of 50 participants will receive financial support of RM1,500 per event. More details on this incentive are available on [be.sabahtourism.com](http://be.sabahtourism.com). Deadline: 31st December 2021.

### Enchanting Sabah Live

Sabah Tourism is inviting tourism players to showcase their tourism product on Sabah Tourism's social media platforms via the Enchanting Sabah LIVE session. Deadline: Ongoing.



**Hey there!**

Would you like to conduct a virtual tour of your tourism product or presentation in relation to tourism?

Let's work together and materialize it through...  
**Enchanting Sabah LIVE**

Please let us know the following information:

1. Title or subject of the virtual tour.
2. Photo of the presenter and tourism product.
3. Choose a platform: Facebook, Instagram, Zoom Cloud Meetings or Google Meet.
4. Choose a time: Between 10am to 3pm.  
*\*each session should be an hour long.*
5. Choose your date: Weekdays only.

e-mail us at [brenna@sabahtourism.com](mailto:brenna@sabahtourism.com)

## In the News

World's Only Sun Bear Conservation Centre Goes Virtual

Gearing up for the road to tourism

Jin Air flight to nowhere

Sabah Tourism Recovery Committee

Virtual Commemoration For Sandakan Day Memorial

Kota Kinabalu; A Member Of The Hybrid City Alliance



**SABAH TOURISM BOARD**

51, Jalan Gaya  
88000 Kota Kinabalu  
Sabah, Malaysia

+6088212121  
[helpdesk.sabahtourism.com](http://helpdesk.sabahtourism.com)