



FAMILIARIZATION TRIP TO SARAWAK  
FOR PATA SWEDEN CHAPTER  
10-15 SEPTEMBER 2019

(8 TA, 1 PATA REP)

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## INTRODUCTION

Sarawak, a land of majestic beauty beyond compare, on the island of Borneo is one of THE most exotic destinations of the modern day world that has yet to be open & known to much of the world as compared to other destinations in South East Asia. It's history dating back to the Sultanate of Brunei to the rule of the White Rajah & up to the current Malaysian regime, vestiges of the old world may still be seen in not only the daily lives of its people but also in every nook & cranny throughout the land.

It's capital, the city of Kuching, is the perfect mélange of the old and new with its Colonial architecture of an era long past and the modernity of a new generation. From the old court house from the time of the White Rajahs and the British to the famed Fort Margherita that still stands overlooking the Kuching waterfront – its history still resonates & gives the city it's nostalgic yet quaint feel wherever you look. With its serene & exciting night life to complement its relatively hectic work pace in the day, Kuching is a great place to unwind & relax in if you're looking for a getaway.

With influences from 3 different countries – Malaysia, Brunei & Indonesia – Sarawak is in itself a melting pot of cultures, languages and cuisine. Its people, made up of more than 7 indigenous ethnic groups, are what make Sarawak a great place to visit. You may still see these cultures persevered and practiced to this very day the Sarawak Cultural Village nestled at the foot of Mount Santubong, an area steeped with its own rich folklore and history.

Not only are there diversity in culture, cuisine & languages, Sarawak is also famed for its diverse flora & fauna that are indigenous to Borneo. From the wild Orang Utans & Rhinoceros Hornbills of the deep jungles of Sarawak to the Rafflesia, pitcher plants and bamboos – Sarawak is THE place to be for all nature-lovers. The natives of Sarawak have cultivated much of the techniques as well as history of its flora & fauna so what better way to fully understand and appreciate this than to learn from them while travelling to the longhouses of Sarawak. It's both a learning & memorable experience that you'll take with you for a lifetime.

But don't take only our word for what Sarawak holds for you & your travels. With each path taken, a different adventure is made. So what are you waiting for? Sarawak awaits!

### OBJECTIVE OF FAM

'A familiarization trip is a low-cost trip or tour offered to travel agents by a supplier or group of suppliers to familiarize the agents with their destination and services'.

#### 1. **Better Destination Knowledge**

The main idea behind any fam trip is to provide a podium for travel professionals where they can get first-hand experience and offer a better value-based service to their clients. This client-travel agent-customer relationship is fettered majorly with what they call 'good words'. For travel agents, attending a fam trip will expose them to the pros and cons of the places where they will in future send their customers to. It is conducive for the travel agency business reputation when an agent can confidently refer or deter their client to or from any destination. By attending fam tips, travel agents can get the real picture of the place, event or service they are marketing.

#### 2. **Networking**

Exchanging business cards would definitely be done in the first part of the 5-7 days fam trip schedule, and you will come back to see a much wider network after the trip. Not just the industry suppliers but also this can be a dais for familiarizing with fellow travel agents. A network of professionals in the same line of work consequentially helps to proliferate the agency's business. While what might sound like a vapid

recommendation through the social media networks, word-of-mouth still holds much sense and value to create potential referrals. So building travel networks is definitely a discursive option result of fam trips.

### **3. Greater Credibility**

As a travel agent, first-hand knowledge and experience are key aspects you need to focus on. Customers tend to trust those who can market destinations and travel services through personal travel stories and that is quite impossible if one has not travelled to that place themselves. No matter how grandiose the arrangements might be, if it fails to dispel the customer's hair splitting choices, it will not be a successful story.

### **4. Brand building**

Fam trips are also great tools for promoting our businesses. Marketing and branding of our businesses can be done at the most personal level in a familiarizing trip.

### **5. Site Inspection**

Site inspections are also a part of the fam trip. For cruise travel agents and vendors, they can opt for a walk aboard the cruise and inspect the cabins and other related coupes and amenities. Same is available for accommodation services. In fact, fam trips are the best ways for the travel entrepreneurs to undergo destination and vendor training. As the common saying goes, the more a tour agent travels, the more knowledgeable they get to become.

### **6. Business Events**

Some destinations are banal choices for the luxury travellers or corporate travellers. You can offer alternate options once you are confident about the destination you are approaching. The niche tourism sector is definitely a vulnerable option and the only way to use it as a safe bet if you have travelled to the place yourself. The sense of bucolic beauty might be different for different people but if you can segregate your travellers into niche segments, it would be easier and more effective to market your travel services or destinations to specific demographics.

### **7. Exposure**

Post the fam trip, it is necessary to document the experience in a manner that your fellow agency members who did not attend the trip can also use the stories and skills to attract clients. Create a smart presentation while including some behind-the-scenes snapshots to make it look more vibrant.



## HIGHLIGHTS OF FAM

### 1. Kuching Heritage Walking Tour

Kuching officially the City of Kuching, is the capital and the most populous city in the state of Sarawak in Malaysia. It is also the capital of Kuching Division. The city is situated on the Sarawak River at the southwest tip of the state of Sarawak on the island of Borneo and covers an area of 431 square kilometres (166 sq mi) with a population about 165,642 in the Kuching North administrative region and 159,490 in the Kuching South administrative region a total of 325,132 people.

Kuching was the third capital of Sarawak in 1827 during the administration of the Bruneian Empire. In 1841, Kuching became the capital of the Kingdom of Sarawak after the territory in the area was ceded to James Brooke for helping the Bruneian empire in crushing a rebellion particularly by the interior Borneo dweller Land Dayak people who later became his loyal followers after most of them being pardoned by him and joining his side. The town continued to receive attention and development during the rule of Charles Brooke such as the construction of a sanitation system, hospital, prison, fort, and a bazaar. In 1941, the Brooke administration had a Centenary Celebration in Kuching. During World War II, Kuching was occupied by Japanese forces from 1942 to 1945. The Japanese government set up a Batu Lintang camp near Kuching to hold prisoners of war and civilian internees. After the war, the town survived intact. However, the last Rajah of Sarawak, Sir Charles Vyner Brooke decided to cede Sarawak as part of British Crown Colony in 1946. Kuching remained as capital during the Crown Colony period. After the formation of Malaysia in 1963, Kuching retained its status as state capital and was granted city status in 1988. Since then, the Kuching city is divided into two administrative regions managed by two separate local authorities. The administrative centre of Sarawak state government is located at Wisma Bapa Malaysia, Kuching.

### 2. Semenggoh Orangutan Wildlife Centre

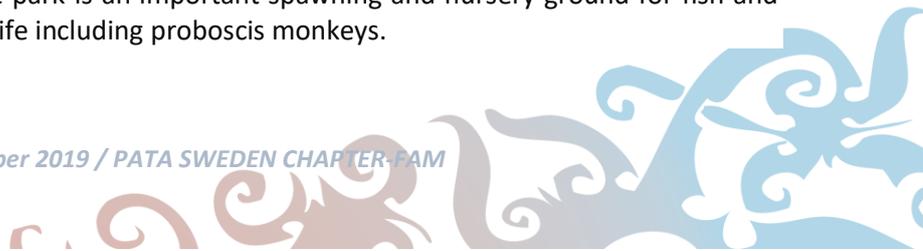
Semenggoh's main attraction for visitors is its Wildlife Centre, where endangered species, once kept illegally as pets, are trained on how to fend for themselves before being released into the forest. Over the years, a number of orang utans have been trained and released and now form a wild colony in the reserve.

Wild they may be, but their training has made them used to humans and routines. It has also taught them to watch out for the caretaker bringing out food every morning. As regular as clockwork, the orangutans swing down from the trees for a free handout of fruit. It is one of the few places in the world where humans can interact with their shy jungle cousins. However, when food are plenty in the forest during fruiting season, they might not come down for the handouts at all.

Just 20 kilometres south of Kuching, the reserve has its own rare flora and fauna including the giant squirrel, pigmy squirrel and splendid variety of birds. In the morning, you can hear the howling of gibbons, which, like the orang utans, have been rehabilitated and released in the forest. Trekking trails make Semenggoh an ideal place for exercisers, wildlife photographers and nature lovers.

### 3. Wildlife Cruise

Santubong Wildlife Cruise is an excellent way to explore the coastline of Kuching wetland National Park and its surrounding mangrove forest. Its fascinating ecosystem and excellent wildlife viewing opportunities has long attracted nature enthusiasts. Kuching wetlands National Park which cover an area of 6,610 hectares on the estuarine reaches of the Sibulaut and Salak rivers is about 15km from Kuching. The park is mostly comprised of a saline mangrove system which include an extensive networks of marine waterways and tidal creeks. The park is an important spawning and nursery ground for fish and prawn species and variety of other wildlife including proboscis monkeys.



#### 4. Iban LongHouse – Sri Aman Town

The ethnic Iban actually forms the majority of Sarawak's tribal composition, an important fact that is considered alien even among most Malaysians. Once known as the *Sea Dayak* (while the Bidayuh are known as *Land Dayak*), ethnic Iban mostly thrive along the coastal areas with some have made settlement inland and further up-rivers. At present day, there are quite a number of the ethnic tribe members are living in urban areas such as Kuching, Miri and Bintulu. The Iban also live in longhouses, a communal living concept that still exists even in present days. The longhouse is often considered as a village by itself, with a leader called Tuai Rumai ( Chief ), often elected by the majority of the tribe members. That fact itself is small paradox common practise of certain countries or kingdoms which the leadership thrones are passed from one of similar descendant to another. In short, despite often being labelled as heartless headhunters and savage pirates in the days of yore, the Iban is a democratic.

**Sri Aman** is a town and the capital of Sri Aman District and Sri Aman Division in Sarawak, east Malaysia. Sri Aman is also called **Bandar Sri Aman**, and was formerly known as **Simanggang**. Sri Aman means "town of peace" in the Malay language. Located on the Lupar River, it is 193 kilometers, a three-hour drive, from Kuching, the capital of Sarawak. It is a trade center for the timber, oil palm, rubber, and pepper of its mostly agricultural district.

Sri Aman is famous for the *benak*, or tidal bore, of the Batang Lupar River. The tidal bore comes in from the river mouth and fills up the river very rapidly in the course of about 10 minutes. The wave crest at Sri Aman is up to 2 to 3 metres high. This is one of approximately 48 rivers and estuaries in the world where this phenomenon happens. What is special about Sri Aman's *benak* is that it occurs everyday, the only river in the world that does that. There is a timetable at the river which has the time and dates for when the tidal bore will occur, but the really big ones occur only a couple of times a year.

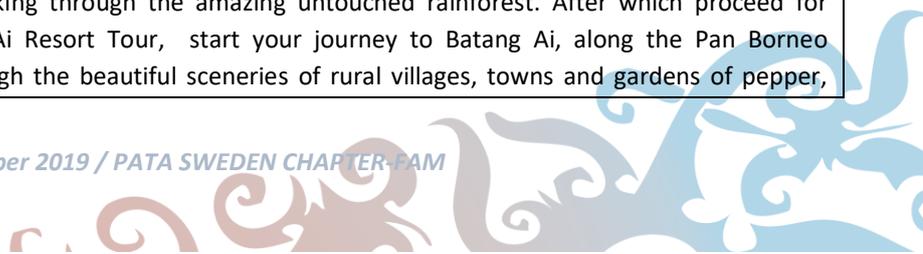
#### 5. Bako National Park

A National Park since 1957, Bako offers the perfect introduction to Sarawak's forests and wildlife. The park covers the northern tip of the Muara Tebas peninsula, an area of 27 sq km. Despite its seemingly small size, Bako contains a wide range of vegetation – swamp forest, scrub-like padang vegetation, mangrove forest, dipterocarp forest, delicate cliff vegetation and more. In fact, at Bako it is possible to see almost every type of vegetation found in Borneo. Bako also contains a rich variety of wildlife and a coastline covered with small bays, coves and beaches. The park has a number of well-marked trails offering interesting walks ranging from short pleasant strolls to serious full-day hikes. Unlike some national parks, visitors to Bako are almost guaranteed to see wildlife. Long-tailed macaque monkeys and silver leaf monkeys are ever present, wild boar are often found rummaging around the park HQ, squirrels and monitor lizards are also common. Bako is also home to approximately 275 rare proboscis monkeys, found only in Borneo. The male is an odd-looking creature, with a huge pendulous nose and a large pot-belly, weighing in excess of 20 kg. Both male and female are covered in reddish-brown fur with grey limbs and a white tail. They are mostly arboreal (tree-dwelling), moving about the forest or mangroves in small groups and feeding on young leaves, shoots, sour fruits and seeds. Although it requires some patience, an encounter with a group of proboscis is likely to be the highlight of your trip to Bako.



**(6DAYS 5NIGHTS CULTURES AND NATURES)**

DAY	ITINERARY
Day 1, Tuesday 10 <sup>th</sup> Sept 2019 Meals: NIL	Depart from AMS – KUL Depart from KUL – KCH Arrive via MH2530 ETA: 10PM. Meet & greet upon arrival. Check-in Riverside Majestic- Astana Wing
Day 2, Wednesday 11 <sup>th</sup> Sept, 2019 Meals: B, L, D  0900hrs   1230hrs  1400hrs  1600hrs   1945hrs	<p>Breakfast at hotel.</p> <p><b>Walking Heritage Tour – Wildlife Cruise</b></p> <ul style="list-style-type: none"> <li>• Start our tour by foot to visit Chinese Heritage Museum</li> <li>• Visit Tua Pek Kong Chinese Temple</li> <li>• Strolling to Carpenter Street (Various local food stalls, temple shrines, local carpenters, goldsmiths, Chinese herbal drug stores and various other local shops.</li> <li>• Visit Textile Museum</li> <li>• India Street ( Textile shops of various products )</li> <li>• Brooke Dockyard (our first dockyard during the Brooke era where many of our early engineers obtained their training.) River transport was the main mode of transportation during the Brooke reign.</li> <li>• Gambier Street ( Spice shops &amp; textiles )</li> <li>• Photo stop at Floating Mosque</li> </ul> <p>Opportunity for sampling our local Sarawak delicacies ( Sarawak Laksa or Kolo Mee )</p> <p>Visit Sarawak Tourism Board Office for product update.</p> <p>In the late afternoon this amazing day will continue with a boat ride into the mangroves in search for the rare Proboscis monkeys. Explore the Riverine Mangrove Forest on a slow drive through the narrow passages. Borneo is the only place in the world where this rare primate lives. It lives in mangrove forest of the coastal area and riverine forest on the lower reaches of major rivers. Once a group of Proboscis monkeys is sighted take your time to watch these animals in their natural habitat.</p> <p>This slow boat ride through the Mangrove forest will offer a rare opportunity to see the wild crocodiles of the River. Use torch lights to find the reflection of crocodile eyes in the water and on land. Enjoy the sound of the Mangroves in the night and search for Fireflies. Fireflies are soft bodied beetles which sizes range from 5 to 25 millimetres in length. On the underside of the abdomen it has special light organs that glows in luminous flashes. These amazing animals can be found along the trees of the Riverine Mangrove forest and will light some trees up like a Christmas tree.</p> <p>Seafood dinner will be serve at Top Spot Food Centre before return to the hotel for overnight. <i>(Note: This tour is closed during monsoon season November - February)</i></p>
Day 3, Thursday 12 Sept, 2019 Meals: B, L, D  0800hrs	<p>Breakfast at the hotel</p> <p><b>Semenggoh Wildlife – Iban Longhouse Experience – Sri Aman</b></p> <p>Pick-up from hotel’s lobby and start your journey to Semenggoh Orang Utan Wildlife Centre situated about ½ hour drive from Kuching, here, the orang utans are being nurtured to readapt themselves to the jungle life. You will have the chance to observe the Semi-Wild Orang Utans coming out of the forest for the feeding time. Before arriving at the feeding platform, you will have a brief experience walking through the amazing untouched rainforest. After which proceed for 2D/1N Aiman Batang Ai Resort Tour, start your journey to Batang Ai, along the Pan Borneo Highway, passing through the beautiful sceneries of rural villages, towns and gardens of pepper,</p>



	<p>rubber and rice fields. You will travel 275 km by road, with a few stops along the way: the first stop is in Serian town, where you will stop for refreshments. You may wish to make some last minutes shopping for insect repellent or for gifts for the Ibans at Serian. You can also visit a fascinating native fruit and vegetable market. The last stop will be at "Lachau", a small upcountry Chinese village, where you will stop for lunch. (Here barter trade still exists between the natives of Kalimantan, the Chinese shop owners and the natives of Sarawak). After lunch, proceed to the final stage of the journey and arrive at the beautiful Batang Ai Lake. At the jetty, you will take a ferry across the lake to reach the Aiman Batang Ai Resort &amp; Retreat, the ferry ride will take approximately 15-20 mins. After checking in, the rest of the day is free at your own leisure, to enjoy the many facilities at this resort. Dinner and overnight at Aiman Batang Ai Resort &amp; Retreat.</p>
<p>Day 4, Friday 13<sup>th</sup> Sept, 2019 Meals: B, L</p> <p>0830hrs</p>	<p>Breakfast at the resort.</p> <p><b>Return to Kuching</b></p> <p>Meets your guide at resort lobby and proceeds to resort jetty for an amazing longboat journey through the lake and the crystal clear streams to visit the natives of Borneo. On arrival at Iban Longhouse, you will be taken for a tour around the longhouse to meet the natives and their families. Watch the performance of the traditional Iban War Dance and taste their self brewed Rice wine. Native style lunch will be served. Before back to Kuching, the Iban will give you a presentation with their ancient weapon, the blowpipe. The tour ends with another longboat ride across the lake to continue your journey back to Kuching city via the same route with a stopover at Serian for light refreshment and after that transfer to the hotel for check in. Overnight at Hilton Hotel.</p>
<p>Day 5, Saturday 14<sup>th</sup> Sept, 2019 Meals: B,L</p> <p>0800hrs</p>	<p>Breakfast at the hotel.</p> <p><b>Bako National Park</b></p> <p>Pick-up from Hotel's lobby to commence a full day trip to Bako National Park, a scenic drive this morning will bring you to Bako Fishing Village Jetty, where you will board an exciting motorized boat ride takes you to marvel at the abundant natural beauty of Sarawak's most popular National Park. Trek along the trails to spot wildlife in its natural surroundings including the proboscis monkeys, the monitor lizards, bearded pigs, silver leaf of monkeys and more than one hundred species of birds. The stunning tropical rainforest ranges from the mangrove swamp forest to kerangas (Health forest) to cliff and beach vegetations. Exotic plants found along the trails include the several species of pitcher plants and wild orchids. Local lunch will be served in the Park's canteen. After lunch you will have your time to explore the wildlife and vegetation around the Parks Headquarter on your own or take a walk together with your guide along one of the other short trails around the Headquarter. After tour, return to the hotel. Overnight at Hilton Hotel.</p>
<p>Day 6, Sunday 15<sup>th</sup> Sept, 2019 Meals: B</p> <p>1430hrs</p>	<p><b>Departure</b></p> <p>Breakfast at hotel. Free at own leisure.</p> <p>Depart to Kuching International airport for your flight to the next destination via MH2517 ETD:1635</p> <p><b>END OF SERVICE</b></p>

**Tourism Tax in Malaysia :- With effect from 01 September 2017, with reference to the Law of Malaysia Act 791, Tourism Act 2017, hotel guests who are non-Malaysian or non-Permanent Resident of Malaysia, are committed to a Tourism Tax of RM 10.00 nett per room night of stay as determined and imposed by the Malaysian Government, which is not included in the reservation and will be collected by the hotel upon check in. This is to be applied in-addition to existing fees/taxes levied.**

