

# Geopark packages to boost Sarawak tourism

By KHOO JIAN TENG

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**KUALA LUMPUR:** Tourism Malaysia is intensifying efforts to position Sarawak as a must-visit destination for Visit Malaysia 2026 (VM2026) through the launch of the Sarawak Delta Geopark Tourism Packages Volume 2.

Tourism Malaysia deputy director-general (Promotions II) Lee Thai Hung said the initiative reflects the agency's commitment to promoting meaningful, sustainable and culturally rich travel experiences ahead of VM2026.

"The launch of this second edition marks another milestone in bringing Sarawak closer to travellers' hearts through experiences that showcase culture, adventure, nature, gastronomy and festivals," he said at the launch of Sarawak Delta Geopark Volume 2 here yesterday.

He described the 3,112sq km Sarawak Delta Geopark as "one of Malaysia's truly remarkable hidden gems", highlighting its dramatic geological features and heritage-rich landscape spanning Kuching, Bau and Padawan.



**Adventure awaits:** Lee (fifth from right) posing for a photo beside (fifth from left) Mohd Roslan Abdullah, Tourism Malaysia domestic events division senior director and (fourth from right) Madeline George Pau, Sarawak Forestry Department geopark management unit head at the launch ceremony of the Sarawak Delta Geopark tourism package.

— RAJA FAISAL HISHAN/The Star

He noted that the first volume of the geopark packages received strong interest, paving the way for 42 new itineraries curated by 13 travel agencies to further expand the destination's appeal.

The packages include guided trails to ancient rock formations and fossil sites, firefly-rich mangrove areas, village visits highlighting Malay, Bidayuh and Chinese cultures, and hands-on activities that capture Sarawak's

warm hospitality.

"These experiences reflect precisely what modern travellers are looking for, which are authenticity, sustainability and compelling storytelling," Lee said.

He emphasised that Sarawak is moving beyond traditional promotion by focusing on more profound visitor engagement through community involvement, cultural immersion and environmentally responsible tourism.

Lee said this approach positions Sarawak not just as an ecotourism leader but as a destination offering transformative journeys that stay with visitors long after they leave.

He added that Sarawak's growing strength in the Meetings, Incentives, Conventions and Exhibitions (MICE) segment, supported by the Borneo Convention Centre Kuching and enhanced connectivity, has cemented the state's attractiveness for both business and leisure travellers.

"Strong synergy between business and leisure travel is strengthening Sarawak's position as a versatile, high-value destination that contributes meaningfully to the national tourism industry."

Lee expressed confidence that the Sarawak Delta Geopark is on track to join the Unesco Global Geopark network in 2026, making it Malaysia's third after Langkawi and Kinabalu.

"We are committed to protecting our natural treasures, empowering local communities and offering visitors journeys that connect them with the very essence of Malaysia," he said.