

# ASEAN Overseas Travel Awareness Survey Report <Brunei Darussalam>

March 2021



Survey conducted by:

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### [Survey Overview]

Method	<ul style="list-style-type: none"> <li>• Internet survey</li> <li>• Screening survey (preliminary survey) was first conducted by the Internet survey firm (Micromill, Inc.) utilizing survey monitor panel the firm maintains and actual survey conducted to qualified respondents.</li> </ul>
Survey Period	<ul style="list-style-type: none"> <li>• Friday, January 22 and Saturday, January 23, 2021</li> </ul>
Sample Qualification	<ul style="list-style-type: none"> <li>• Male/female 20 years old or older. Travels abroad at least once every 3 years and intends to travel abroad in the future.</li> </ul> <p>*For each country, ensure to include at least 30 samples with experience of visiting the country.</p>



- Of the 10,000 males/females aged 20 and over who took part in this nationwide survey (including people with no intention of overseas travel), **2.0% had visited Brunei, with 0.8% having visited for sightseeing and 0.6% having visited for business.**
  - The group that had visited Brunei the most was **males in their 20s, 8.5%**. 2.5% visited for sightseeing, and 3.3% visited for business.

### **[Questions for people who have visited Brunei]**

- Regarding number of visits, **the highest percentage of respondents (43.6%) had visited Brunei once, followed by twice (25.6%)**
- The most recent timing of visits to Brunei was 2016 or earlier (33.3%) however, half of respondents had visited in the last 3 years (around 2018 onwards)
- The highest purpose of visiting Brunei was “Sightseeing/leisure” (55.1%), with the second highest purpose being “Visiting family/friends” (14.1%), followed by “Business trips” (12.8%). 11.5% of respondents had visited for a wedding/honeymoon.
- Regarding travel companion, spouse/partner ranked the highest (32.1%), friends/acquaintances ranked second highest (26.9%) , and family/relatives ranked third highest (21.8%) .
- In terms of **points of satisfaction** upon visiting Brunei, **“Good public security” ranked highest (28.2%), followed by “Food ingredients and cuisine” (25.6%). Only 1.3% of respondents answered that they were satisfied by “Nothing in particular.”**
- **As for points of dissatisfaction, 15.4% of respondents answered “Nothing in particular.”**
- A comparison of points of satisfaction and points of dissatisfaction showed that **overall, more people responded that they were satisfied.** Although there was high satisfaction regarding “Food ingredients and cuisine,” a high percentage of respondents also answered that they were not satisfied with this point, suggesting that it is a matter of personal preference.
- The percentage of respondents who were satisfied/dissatisfied with “Interaction and contact with locals” was about equal, and this could be because **people wanted to interact with locals more.**



### **[Questions for all respondents with intention to travel overseas]**

- Regarding impression of Brunei, most respondents (45.2%) answered **“I don't have any impression, I don't know,”** followed by “Beautiful nature and scenery.”
  - A gap was evident in answers depending on whether the respondent had visited Brunei or not, with many people who had visited answering **“Both adults and children can enjoy,” “Delicious food,” “Pleasant climate,” etc.** Meanwhile, many people who had never visited Brunei answered “Clean cities.”
- Regarding intention to travel to Brunei, **43.1% of respondents answered “I want to go.” The percentage of males who expressed a desire to visit Brunei was higher than females, and people aged in their 40s had the highest intention to visit compared to other age groups.**
- As for the reason why people had no intention to travel to Brunei, **the highest percentage of people answered “I don't know what that country offers in the first place.”** By gender, males were concerned with poor access and the language barrier, while females were concerned with lack of information.
- Of Brunei's major five tourism resources, the highest awareness was of The Empire Brunei (hotel) at 9.3%. However, **for all 5 tourism resources, over 70% of respondents answered “I've never heard of it, I don't know,”** indicating low awareness.
  - For each of the tourism resources, the awareness in male respondents was higher, with the percentage of females who answered “I've never heard of it, I don't know,” 10 percentage points or higher for all tourism resources compared to males.



# Survey Results[Screening survey]

## 1. Visit experience (details)

- Of the 10,000 males/females aged 20 and over who took part in this nationwide survey (including people with no intention of overseas travel), 2.0% had visited Brunei, with 0.8% having visited for sightseeing and 0.6% having visited for business.
- The group that had visited Brunei the most was males in their 20s, 8.5%, with 2.5% having visited for sightseeing, and 3.3% having visited for business.

### People who have visited Brunei Darussalam (Screening survey)

Q. Have you ever visited the below country or region? Please give all applicable answers for each country/region. [Brunei]

			Have visited (multiple answers)					98.0	
			0.8	0.6	0.3	0.4	0.2		
			[Reference] Has visited	Visited for sightseeing	Visited on a business trip (including training and meetings)	Visited a family or acquaintance	Stayed for 3 months or longer (e.g. foreign exchange or expatriate)	Visited for other purposes	Never visited
		n=							
Overall		(10,000)	2.0	0.8	0.6	0.3	0.4	0.2	98.0
Gender	Male	(5,001)	2.8	1.2	1.0	0.5	0.5	0.2	97.2
	Female	(4,999)	1.1	0.4	0.3	0.2	0.3	0.1	98.9
Age	20s	(1,549)	5.5	1.5	2.0	1.2	1.5	0.6	94.5
	30s	(1,953)	2.4	1.0	0.8	0.4	0.5	0.2	97.6
	40s	(2,302)	1.3	0.6	0.4	0.2	0.2	0.0	98.7
	50s	(1,932)	0.7	0.4	0.2	0.1	0.1	0.1	99.3
	60 and over	(2,264)	1.0	0.6	0.1	0.0	0.1	0.1	99.0
	Male 20s	(789)	8.5	2.5	3.3	1.9	1.8	0.9	91.5
Age and gender	Male 30s	(987)	3.6	1.6	1.3	0.4	0.8	0.3	96.4
	Male 40s	(1,160)	1.9	1.0	0.7	0.3	0.2	0.0	98.1
	Male 50s	(963)	0.8	0.4	0.2	0.1	0.1	0.1	99.2
	Male 60 and over	(1,102)	0.8	0.5	0.1	0.1	0.0	0.1	99.2
	Female 20s	(760)	2.4	0.4	0.7	0.5	1.2	0.3	97.6
	Female 30s	(966)	1.1	0.3	0.3	0.3	0.2	0.1	98.9
	Female 40s	(1,142)	0.6	0.2	0.2	0.1	0.2	0.1	99.4
	Female 50s	(969)	0.5	0.3	0.1	0.0	0.1	0.0	99.5
	Female 60 and over	(1,162)	1.2	0.6	0.2	0.0	0.3	0.2	98.8



# Survey Results

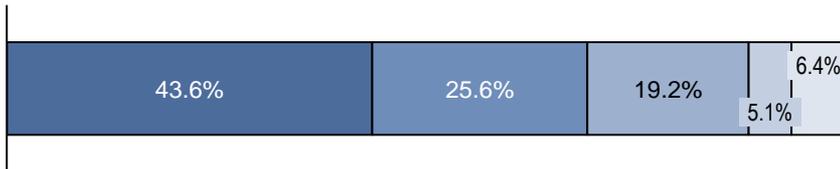
## 2. [People who have visited] Number/timing of visits

- Regarding number of visits, the highest percentage of respondents (43.6%) had visited Brunei once, followed by twice (25.6%)
- The most recent timing of visits to Brunei was 2016 or earlier (33.3%), however half of respondents had visited in the last 3 years (around 2018 onwards).

### [People who have visited] Number of visits

Q. How many times have you visited each country? Please only give one applicable answer for each country. \*Regardless of purpose – e.g. sightseeing, business, etc. [Brunei]

Once Twice 3 times 4 times 5 times or more

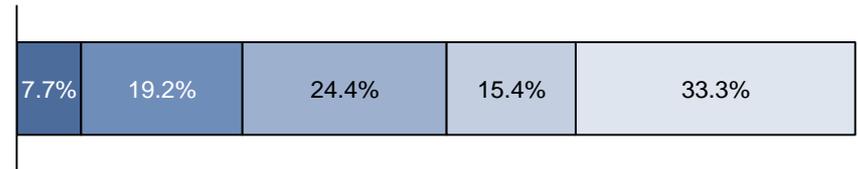


		n=	Once	Twice	3 times	4 times	5 times or more
Overall		(78)	43.6	25.6	19.2	5.1	6.4
Gender	Male	(62)	48.4	25.8	17.7	3.2	4.8
	Female	(16)	25.0	25.0	25.0	12.5	12.5
Age	20s	(25)	44.0	20.0	24.0	8.0	4.0
	30s	(29)	37.9	27.6	20.7	6.9	6.9
	40s	(8)	25.0	50.0	12.5	0.0	12.5
	50s	(8)	50.0	25.0	12.5	0.0	12.5
	60 and over	(8)	75.0	12.5	12.5	0.0	0.0
	Age and gender						
Male 20s		(21)	47.6	19.0	19.0	9.5	4.8
Male 30s		(23)	43.5	26.1	21.7	0.0	8.7
Male 40s		(6)	33.3	50.0	16.7	0.0	0.0
Male 50s		(6)	66.7	33.3	0.0	0.0	0.0
Male 60 and over		(6)	66.7	16.7	16.7	0.0	0.0
Female 20s		(4)	25.0	25.0	50.0	0.0	0.0
Female 30s		(6)	16.7	33.3	16.7	33.3	0.0
Female 40s		(2)	0.0	50.0	0.0	0.0	50.0
Female 50s		(2)	0.0	0.0	50.0	0.0	50.0
Female 60 and over		(2)	100.0	0.0	0.0	0.0	0.0

### [People who have visited] Timing of visit

Q. When did you take the trip? Please only give one applicable answer for each country. \*If you have visited a country more than once, please tell us the purpose of your most recent trip.[Brunei]

2020 or later Around 2019 Around 2018 Around 2017 2016 or earlier



		n=	2020 or later	Around 2019	Around 2018	Around 2017	2016 or earlier
Overall		(78)	7.7	19.2	24.4	15.4	33.3
Gender	Male	(62)	8.1	19.4	22.6	14.5	35.5
	Female	(16)	6.3	18.8	31.3	18.8	25.0
Age	20s	(25)	0.0	32.0	28.0	20.0	20.0
	30s	(29)	17.2	13.8	27.6	6.9	34.5
	40s	(8)	12.5	12.5	0.0	50.0	25.0
	50s	(8)	0.0	12.5	37.5	0.0	50.0
	60 and over	(8)	0.0	12.5	12.5	12.5	62.5
	Age and gender						
Male 20s		(21)	0.0	28.6	28.6	19.0	23.8
Male 30s		(23)	21.7	13.0	26.1	4.3	34.8
Male 40s		(6)	0.0	16.7	0.0	50.0	33.3
Male 50s		(6)	0.0	16.7	33.3	0.0	50.0
Male 60 and over		(6)	0.0	16.7	0.0	16.7	66.7
Female 20s		(4)	0.0	50.0	25.0	25.0	0.0
Female 30s		(6)	0.0	16.7	33.3	16.7	33.3
Female 40s		(2)	50.0	0.0	0.0	50.0	0.0
Female 50s		(2)	0.0	0.0	50.0	0.0	50.0
Female 60 and over		(2)	0.0	0.0	50.0	0.0	50.0



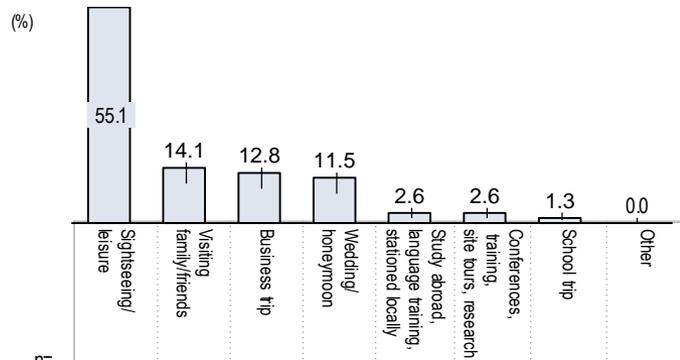
# Survey Results

## 3. [People who have visited] Purpose/companion

- The highest purpose of visiting Brunei was “Sightseeing/leisure” (55.1%), with the second highest purpose being “Visiting family/friends” (14.1%), followed by “Business trips” (12.8%). 11.5% of respondents had visited for a wedding/honeymoon.
- Regarding travel companion, spouse/partner ranked the highest (32.1%), friends/acquaintances ranked second highest (26.9%), and family/relatives ranked third highest (21.8%).

### [People who have visited] Purpose of visit

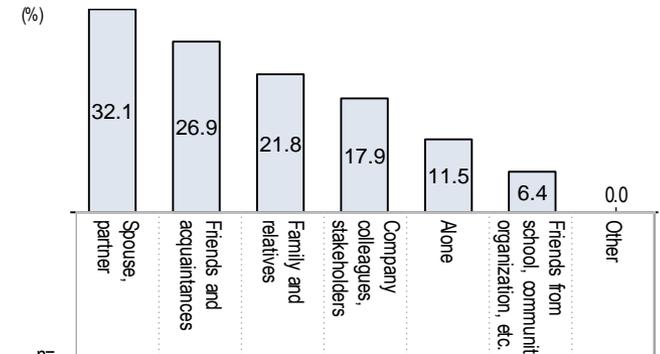
Q. What was the main purpose of the trip? Please only give one applicable answer as the purpose of visiting each country. \*If you have visited a country more than once, please tell us the purpose of your most recent trip. [Brunei]



		n	55.1	14.1	12.8	11.5	2.6	2.6	1.3	0.0
Overall		(78)								
	Gender									
	Male	(62)	56.5	12.9	11.3	12.9	3.2	1.6	1.6	0.0
	Female	(16)	50.0	18.8	18.8	6.3	0.0	6.3	0.0	0.0
Age	20s	(25)	56.0	12.0	12.0	16.0	0.0	4.0	0.0	0.0
	30s	(29)	41.4	27.6	6.9	13.8	6.9	3.4	0.0	0.0
	40s	(8)	50.0	0.0	37.5	0.0	0.0	0.0	12.5	0.0
	50s	(8)	87.5	0.0	12.5	0.0	0.0	0.0	0.0	0.0
	60 and over	(8)	75.0	0.0	12.5	12.5	0.0	0.0	0.0	0.0
	Age and gender	Male 20s	(21)	57.1	9.5	9.5	19.0	0.0	4.8	0.0
Male 30s		(23)	43.5	26.1	8.7	13.0	8.7	0.0	0.0	0.0
Male 40s		(6)	33.3	0.0	50.0	0.0	0.0	0.0	16.7	0.0
Male 50s		(6)	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Male 60 and over		(6)	83.3	0.0	0.0	16.7	0.0	0.0	0.0	0.0
Female 20s		(4)	50.0	25.0	25.0	0.0	0.0	0.0	0.0	0.0
Female 30s		(6)	33.3	33.3	0.0	16.7	0.0	16.7	0.0	0.0
Female 40s		(2)	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Female 50s		(2)	50.0	0.0	50.0	0.0	0.0	0.0	0.0	0.0
Female 60 and over		(2)	50.0	0.0	50.0	0.0	0.0	0.0	0.0	0.0

### [People who have visited] Travel companion

Q. Who accompanied you on the trip? Please give all the answers that are applicable for each country. \*If you have visited a country more than once, please tell us about your companion on your most recent trip. [Brunei]



		n	32.1	26.9	21.8	17.9	11.5	6.4	0.0
Overall		(78)							
	Gender								
	Male	(62)	27.4	27.4	21.0	16.1	14.5	6.5	0.0
	Female	(16)	50.0	25.0	25.0	25.0	0.0	6.3	0.0
Age	20s	(25)	36.0	20.0	28.0	12.0	8.0	0.0	0.0
	30s	(29)	13.8	37.9	20.7	24.1	13.8	10.3	0.0
	40s	(8)	37.5	25.0	12.5	12.5	12.5	12.5	0.0
	50s	(8)	62.5	25.0	25.0	12.5	12.5	12.5	0.0
	60 and over	(8)	50.0	12.5	12.5	25.0	12.5	0.0	0.0
	Age and gender	Male 20s	(21)	33.3	19.0	28.6	14.3	9.5	0.0
Male 30s		(23)	8.7	43.5	21.7	21.7	17.4	13.0	0.0
Male 40s		(6)	16.7	33.3	16.7	16.7	16.7	0.0	0.0
Male 50s		(6)	66.7	0.0	16.7	0.0	16.7	0.0	0.0
Male 60 and over		(6)	50.0	16.7	0.0	16.7	16.7	0.0	0.0
Female 20s		(4)	50.0	25.0	25.0	0.0	0.0	0.0	0.0
Female 30s		(6)	33.3	16.7	16.7	33.3	0.0	0.0	0.0
Female 40s		(2)	100.0	0.0	0.0	0.0	0.0	0.0	0.0
Female 50s		(2)	50.0	100.0	50.0	50.0	0.0	50.0	0.0
Female 60 and over		(2)	50.0	0.0	50.0	50.0	0.0	0.0	0.0



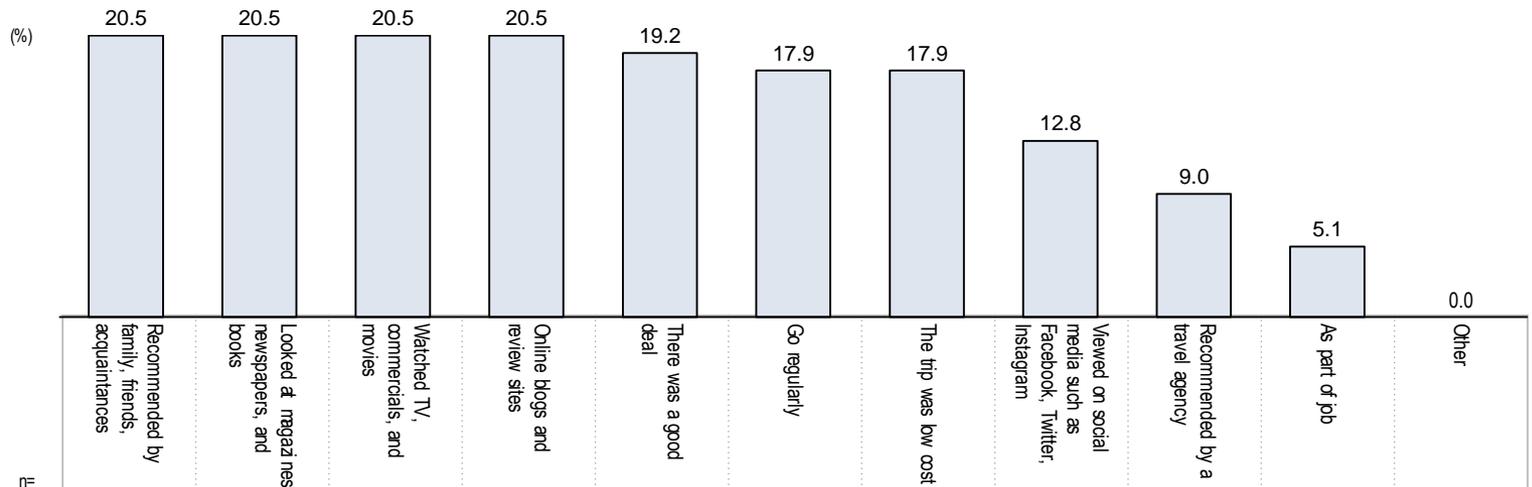
# Survey Results

## 4. [People who have visited] Deciding factor in choosing travel destination

- Regarding deciding factor in choosing travel destination, while there is a narrow margin for all options, “Recommended by family, friends, acquaintances,” “Looked at magazines, newspapers, and books,” “Watched TV, commercials, and movies,” and “Online blogs and review sites,” accounted for the highest percentage (20.5%), with the second highest deciding factor being “There was a good deal” (19.2%).

### [People who have visited] Deciding factor in choosing travel destination

Q. What was the deciding factor in choosing your travel destination? Please give all the answers that are applicable. \*If you have visited a country more than once, please tell us about your most recent trip. [Brunei]



		n	20.5	20.5	20.5	20.5	19.2	17.9	17.9	12.8	9.0	5.1	0.0
Overall		(78)	20.5	20.5	20.5	20.5	19.2	17.9	17.9	12.8	9.0	5.1	0.0
Gender	Male	(62)	19.4	21.0	16.1	16.1	19.4	17.7	16.1	11.3	6.5	6.5	0.0
	Female	(16)	25.0	18.8	37.5	37.5	18.8	18.8	25.0	18.8	18.8	0.0	0.0
Age	20s	(25)	12.0	28.0	20.0	24.0	12.0	20.0	16.0	0.0	12.0	0.0	0.0
	30s	(29)	24.1	10.3	24.1	13.8	13.8	10.3	17.2	20.7	3.4	6.9	0.0
	40s	(8)	37.5	25.0	12.5	25.0	50.0	12.5	25.0	12.5	25.0	12.5	0.0
	50s	(8)	25.0	25.0	12.5	25.0	50.0	37.5	37.5	25.0	12.5	12.5	0.0
	60 and over	(8)	12.5	25.0	25.0	25.0	0.0	25.0	0.0	12.5	0.0	0.0	0.0
Age and gender	Male 20s	(21)	14.3	33.3	14.3	23.8	14.3	23.8	14.3	0.0	9.5	0.0	0.0
	Male 30s	(23)	21.7	13.0	21.7	13.0	17.4	13.0	17.4	21.7	4.3	8.7	0.0
	Male 40s	(6)	33.3	16.7	0.0	16.7	33.3	0.0	16.7	0.0	16.7	16.7	0.0
	Male 50s	(6)	16.7	0.0	0.0	16.7	50.0	16.7	33.3	16.7	0.0	16.7	0.0
	Male 60 and over	(6)	16.7	33.3	33.3	0.0	0.0	33.3	0.0	16.7	0.0	0.0	0.0
	Female 20s	(4)	0.0	0.0	50.0	25.0	0.0	0.0	25.0	0.0	25.0	0.0	0.0
	Female 30s	(6)	33.3	0.0	33.3	16.7	0.0	0.0	16.7	16.7	0.0	0.0	0.0
	Female 40s	(2)	50.0	50.0	50.0	50.0	100.0	50.0	50.0	50.0	50.0	0.0	0.0
	Female 50s	(2)	50.0	100.0	50.0	50.0	50.0	100.0	50.0	50.0	50.0	0.0	0.0
	Female 60 and over	(2)	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0



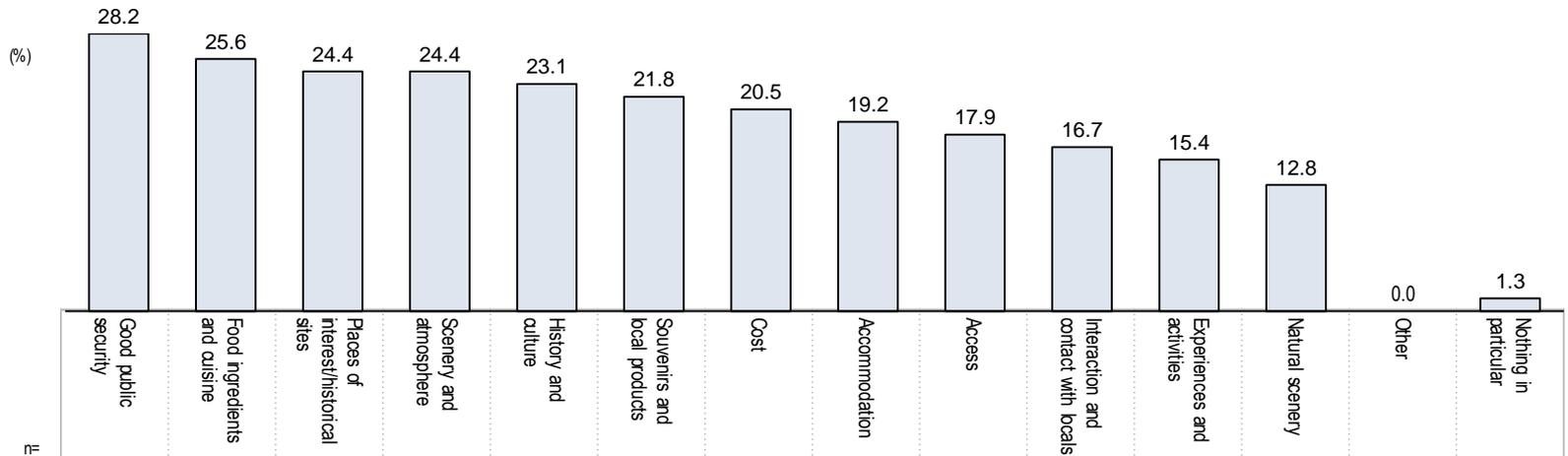
# Survey Results

## 5. [People who have visited] Points of satisfaction

- In terms of points of satisfaction upon visiting Brunei, “Good public security” ranked highest (28.2%), followed by “Food ingredients and cuisine” (25.6%). “Places of interest/historical sites” and “Scenery and atmosphere” were both in third place at 24.4% each.
- Only 1.3% of respondents answered that they were satisfied by “Nothing in particular.”

### [People who have visited] Points of satisfaction

Q. What were you satisfied with when you visited the destination? Please answer everything that applies to each country. [Brunei]



	n=	Good public security	Food ingredients and cuisine	Places of interest/historical sites	Scenery and atmosphere	History and culture	Souvenirs and local products	Cost	Accommodation	Access	Interaction and contact with locals	Experiences and activities	Natural scenery	Other	Nothing in particular	
Overall	(78)	28.2	25.6	24.4	24.4	23.1	21.8	20.5	19.2	17.9	16.7	15.4	12.8	0.0	1.3	
Gender	Male	(62)	25.8	25.8	21.0	22.6	19.4	21.0	16.1	19.4	16.1	12.9	14.5	9.7	0.0	1.6
	Female	(16)	37.5	25.0	37.5	31.3	37.5	25.0	37.5	18.8	25.0	31.3	18.8	25.0	0.0	0.0
Age	20s	(25)	12.0	20.0	16.0	20.0	32.0	16.0	12.0	16.0	12.0	8.0	0.0	4.0	0.0	4.0
	30s	(29)	34.5	20.7	17.2	20.7	13.8	10.3	13.8	17.2	20.7	20.7	24.1	10.3	0.0	0.0
	40s	(8)	25.0	37.5	50.0	12.5	25.0	62.5	25.0	25.0	25.0	25.0	12.5	12.5	0.0	0.0
	50s	(8)	62.5	37.5	50.0	37.5	37.5	25.0	37.5	25.0	12.5	25.0	25.0	37.5	0.0	0.0
	60 and over	(8)	25.0	37.5	25.0	50.0	12.5	37.5	50.0	25.0	25.0	12.5	25.0	25.0	0.0	0.0
Age and gender	Male 20s	(21)	14.3	19.0	14.3	23.8	33.3	14.3	14.3	19.0	9.5	9.5	0.0	0.0	0.0	4.8
	Male 30s	(23)	39.1	26.1	17.4	17.4	8.7	13.0	13.0	21.7	21.7	17.4	30.4	13.0	0.0	0.0
	Male 40s	(6)	0.0	33.3	33.3	0.0	16.7	66.7	16.7	16.7	16.7	16.7	0.0	0.0	0.0	0.0
	Male 50s	(6)	50.0	33.3	50.0	33.3	33.3	16.7	16.7	16.7	0.0	16.7	16.7	33.3	0.0	0.0
	Male 60 and over	(6)	16.7	33.3	16.7	50.0	0.0	33.3	33.3	16.7	33.3	0.0	16.7	16.7	0.0	0.0
	Female 20s	(4)	0.0	25.0	25.0	0.0	25.0	25.0	0.0	0.0	25.0	0.0	0.0	25.0	0.0	0.0
	Female 30s	(6)	16.7	0.0	16.7	33.3	33.3	0.0	16.7	0.0	16.7	33.3	0.0	0.0	0.0	0.0
	Female 40s	(2)	100.0	50.0	100.0	50.0	50.0	50.0	50.0	50.0	50.0	50.0	50.0	50.0	0.0	0.0
	Female 50s	(2)	100.0	50.0	50.0	50.0	50.0	50.0	100.0	50.0	50.0	50.0	50.0	50.0	0.0	0.0
	Female 60 and over	(2)	50.0	50.0	50.0	50.0	50.0	50.0	100.0	50.0	0.0	50.0	50.0	50.0	0.0	0.0



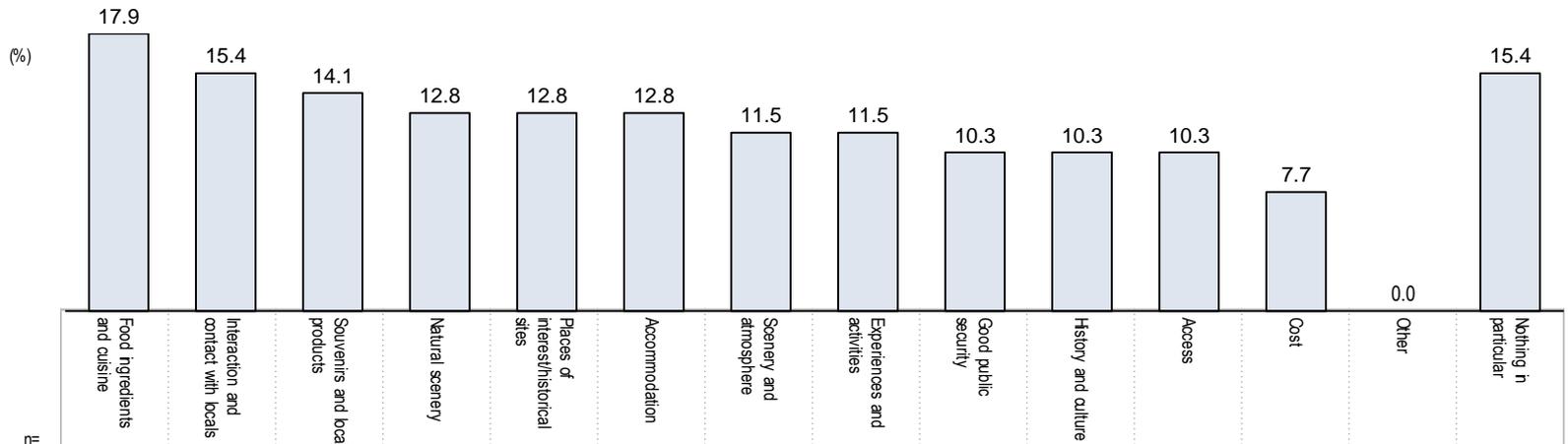
# Survey Results

## 6. [People who have visited] Points of dissatisfaction

- As opposed to the previous page, when asked what they were dissatisfied with upon visiting Brunei, the highest percentage of respondents answered “Food ingredients and cuisine” (17.9%), with “Interaction and contact with locals” ranking second (15.4%).
- For points of dissatisfaction, 15.4% of respondents answered “Nothing in particular.”

### [People who have visited] Points of dissatisfaction

Q. What were you not really satisfied with when you visited the destination? Please answer everything that applies to each country. [Brunei]



	n	Food ingredients and cuisine	Interaction and contact with locals	Souvenirs and local products	Natural scenery	Places of interest/historical sites	Accommodation	Scenery and atmosphere	Experiences and activities	Good public security	History and culture	Access	Cost	Other	Nothing in particular	
Overall	(78)	17.9	15.4	14.1	12.8	12.8	12.8	11.5	11.5	10.3	10.3	10.3	7.7	0.0	15.4	
Gender	Male	(62)	19.4	17.7	17.7	16.1	16.1	11.3	11.3	11.3	12.9	12.9	8.1	9.7	0.0	11.3
	Female	(16)	12.5	6.3	0.0	0.0	0.0	18.8	12.5	12.5	0.0	0.0	18.8	0.0	0.0	31.3
Age	20s	(25)	8.0	20.0	20.0	16.0	12.0	16.0	4.0	4.0	12.0	4.0	8.0	8.0	0.0	16.0
	30s	(29)	24.1	10.3	6.9	13.8	6.9	10.3	20.7	17.2	6.9	13.8	6.9	10.3	0.0	10.3
	40s	(8)	25.0	0.0	12.5	0.0	12.5	12.5	0.0	25.0	12.5	0.0	0.0	0.0	0.0	25.0
	50s	(8)	25.0	25.0	37.5	0.0	12.5	0.0	12.5	12.5	25.0	25.0	25.0	12.5	0.0	25.0
	60 and over	(8)	12.5	25.0	0.0	25.0	37.5	25.0	12.5	0.0	0.0	12.5	25.0	0.0	0.0	12.5
Age and gender	Male 20s	(21)	9.5	19.0	23.8	19.0	14.3	14.3	0.0	4.8	14.3	4.8	0.0	9.5	0.0	19.0
	Male 30s	(23)	26.1	13.0	8.7	17.4	8.7	8.7	21.7	13.0	8.7	17.4	8.7	13.0	0.0	8.7
	Male 40s	(6)	33.3	0.0	16.7	0.0	16.7	16.7	0.0	33.3	16.7	0.0	0.0	0.0	0.0	0.0
	Male 50s	(6)	16.7	33.3	50.0	0.0	16.7	0.0	16.7	16.7	33.3	33.3	16.7	16.7	0.0	16.7
	Male 60 and over	(6)	16.7	33.3	0.0	33.3	50.0	16.7	16.7	0.0	0.0	16.7	33.3	0.0	0.0	0.0
	Female 20s	(4)	0.0	25.0	0.0	0.0	0.0	25.0	25.0	0.0	0.0	0.0	50.0	0.0	0.0	0.0
	Female 30s	(6)	16.7	0.0	0.0	0.0	0.0	16.7	16.7	33.3	0.0	0.0	0.0	0.0	0.0	16.7
	Female 40s	(2)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0
	Female 50s	(2)	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	50.0	0.0	0.0	50.0
	Female 60 and over	(2)	0.0	0.0	0.0	0.0	0.0	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	50.0



# Survey Results

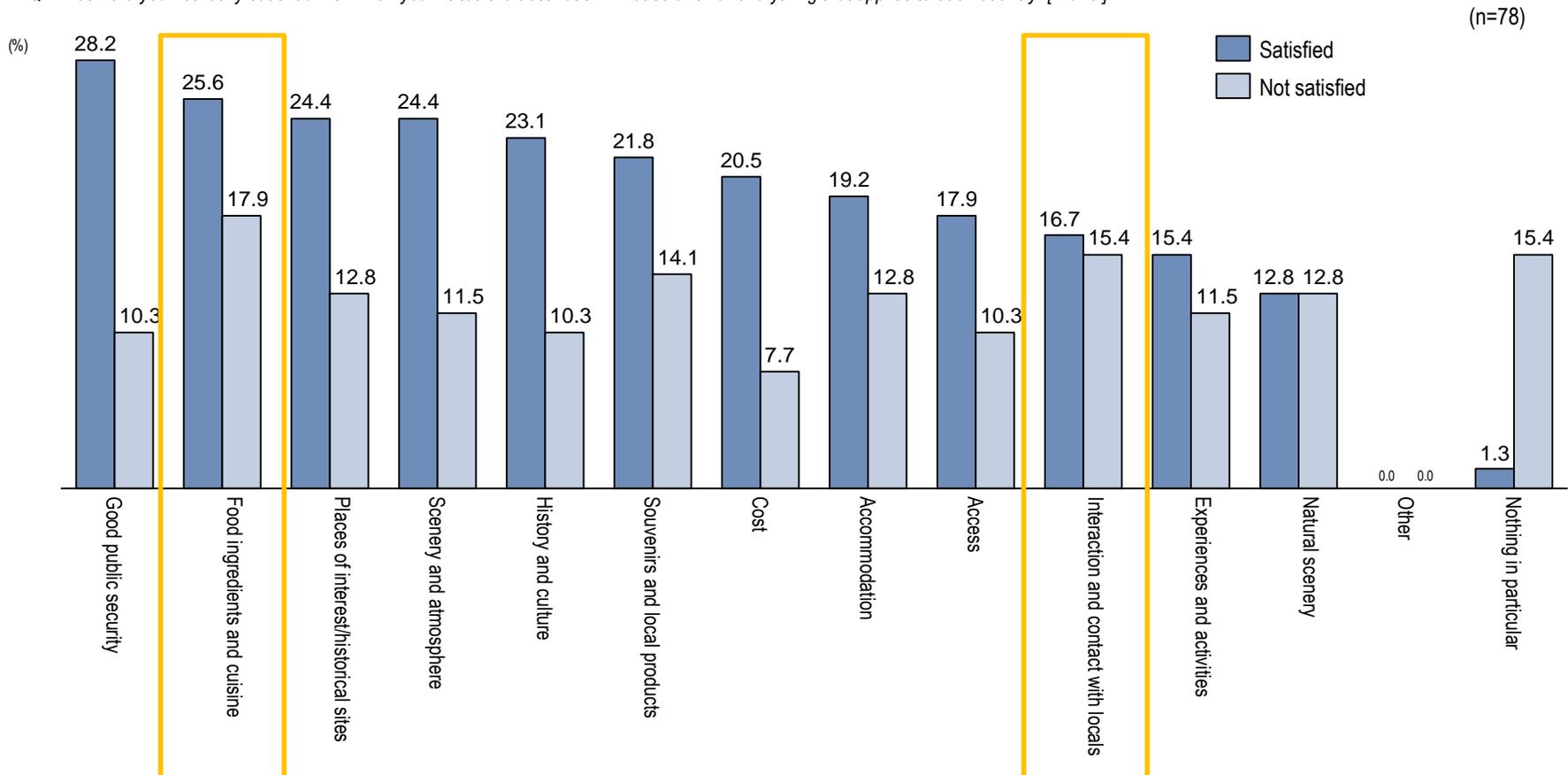
## [Reference] Comparison of points of satisfaction/dissatisfaction

- A comparison of points of satisfaction/dissatisfaction showed that overall, more people responded that they were satisfied. Although there was high satisfaction regarding “Food ingredients and cuisine,” a high percentage of respondents also answered that they were not satisfied with this point, suggesting that it is a matter of personal preference.
- The percentage of respondents who were satisfied/dissatisfied with “Interaction and contact with locals” was about equal, and this could be because people wanted to interact with locals more.

### [People who have visited] Points of satisfaction/dissatisfaction

Q. What were you satisfied with when you visited the destination? Please answer everything that applies to each country. [Brunei]

Q. What were you not really satisfied with when you visited the destination? Please answer everything that applies to each country. [Brunei]





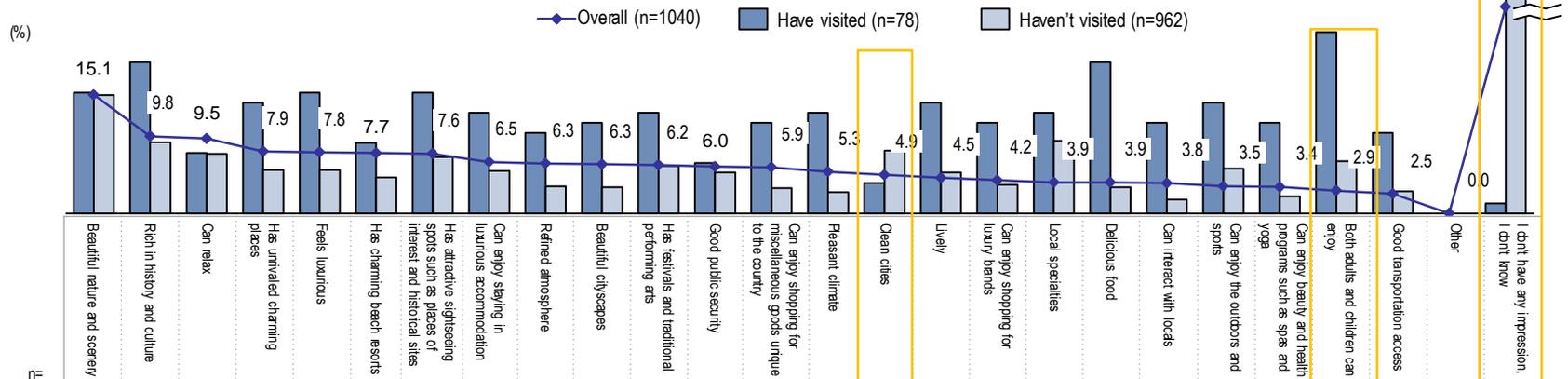
# Survey Results

## 7. Impression of Brunei Darussalam

- When all respondents were asked their impression of Brunei, most respondents (45.2%) answered “I don’t have any impression, I don’t know,” with the second highest response being “Beautiful nature and scenery” (15.1%) .
- A gap was evident in answers depending on whether the respondent had visited Brunei or not, with many people who had visited answering “Both adults and children can enjoy,” “Delicious food,” “Pleasant climate,” etc. Meanwhile, many people who had never visited Brunei answered “Clean cities.”

### Impression of Brunei Darussalam

Q. What are your impressions of the following 10 countries? Please answer everything that applies to each country. [Brunei]



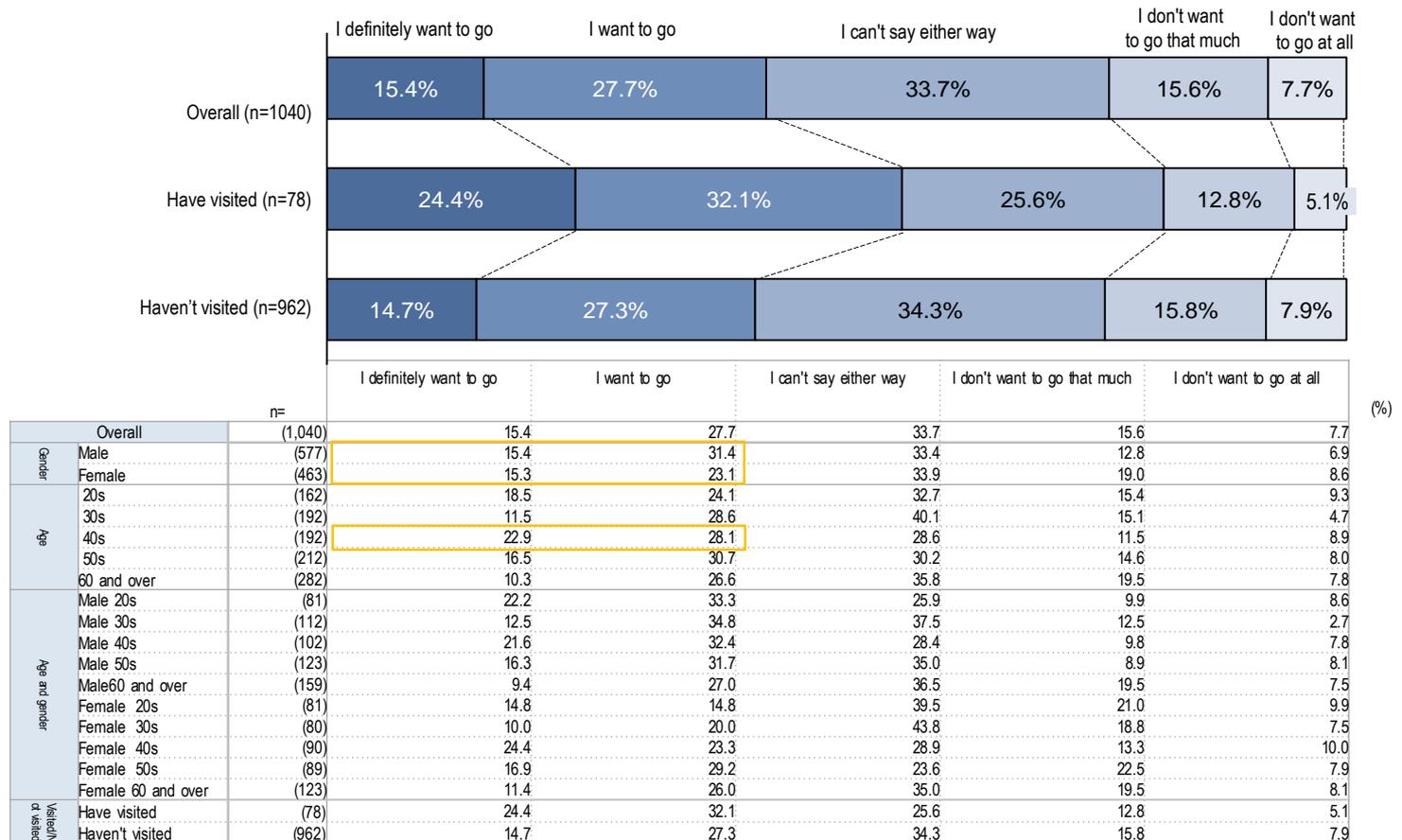
	n=	Beautiful nature and scenery	Rich in history and culture	Can relax	Has unrivaled charming places	Feels luxurious	Has charming beach resorts	Has attractive sightseeing spots such as places of interest and historical sites	Can enjoy staying in luxurious accommodation	Refined atmosphere	Beautiful cityscapes	Has festivals and traditional performing arts	Good public security	Can enjoy shopping for miscellaneous goods unique to the country	Pleasant climate	Clean cities	Lively	Luxury brands	Can enjoy shopping for luxury brands	Local specialties	Delicious food	Can interact with locals	Spots	Can enjoy the outdoors and yoga	Can enjoy heavy and health programs such as spas and yoga	Both adults and children can enjoy	Good transportation access	Other	I don't have any impression, I don't know
Overall	(1,040)	15.1	9.8	9.5	7.9	7.8	7.7	7.6	6.5	6.3	6.3	6.2	6.0	5.9	5.3	4.9	4.5	4.2	3.9	3.9	3.9	3.8	3.5	3.4	2.9	2.5	0.0	45.2	
Gender	Male	(577)	15.1	11.1	8.7	9.2	9.9	7.5	7.6	8.0	6.6	6.8	7.8	6.4	4.9	5.9	5.9	6.1	5.4	4.7	4.2	5.2	4.2	4.3	3.8	3.6	0.0	38.3	
	Female	(463)	15.1	8.2	10.6	6.3	5.2	8.0	7.6	4.8	6.0	5.6	5.4	3.7	5.2	5.8	3.7	2.6	2.8	3.0	3.7	2.2	2.6	2.2	1.7	1.1	0.0	53.8	
Age	20s	(162)	8.0	8.6	9.9	7.4	7.4	9.9	6.2	7.4	8.6	4.9	7.4	4.3	6.2	3.1	4.9	7.4	7.4	4.9	4.3	6.8	5.6	6.2	3.7	2.5	0.0	49.4	
	30s	(192)	12.5	10.9	8.3	7.3	4.7	6.3	7.3	3.6	6.3	7.8	6.3	3.6	8.3	4.2	2.1	5.7	2.6	5.7	4.2	6.3	3.6	3.1	3.1	3.6	0.0	40.1	
	40s	(192)	16.1	10.9	12.0	10.9	10.4	8.3	8.9	9.4	8.3	8.9	9.4	6.8	5.7	7.8	5.7	4.7	6.3	3.6	5.7	4.2	4.7	3.6	3.6	2.6	0.0	38.0	
	50s	(212)	19.8	9.0	8.5	9.0	10.8	9.4	8.0	7.5	6.1	8.0	5.7	7.1	6.6	6.1	5.7	4.2	2.8	5.2	3.8	2.8	3.3	3.3	3.3	3.3	0.0	45.3	
	60 and over	(282)	16.7	9.6	9.2	5.7	6.0	5.7	7.4	5.3	3.9	2.8	3.5	7.1	3.5	5.0	5.7	2.1	3.2	1.4	2.5	1.1	1.4	1.8	1.4	1.1	0.0	51.1	
Age and gender	Male 20s	(81)	11.1	16.0	11.1	12.3	8.6	13.6	7.4	9.9	11.1	9.9	8.6	7.4	11.1	4.9	7.4	11.1	12.3	7.4	7.4	12.3	8.6	9.9	4.9	3.7	0.0	27.2	
	Male 30s	(112)	10.7	12.5	11.6	9.8	8.0	7.1	8.9	5.4	8.0	8.9	7.1	6.3	10.7	4.5	3.6	9.8	4.5	8.0	4.5	8.0	3.6	4.5	5.4	5.4	0.0	28.6	
	Male 40s	(102)	11.8	12.7	7.8	9.8	12.7	6.9	9.8	12.7	10.8	5.9	12.7	10.8	5.9	5.9	7.8	5.9	6.9	4.9	6.9	5.9	6.9	3.9	3.9	3.9	0.0	34.3	
	Male 50s	(123)	19.5	8.1	4.1	8.9	13.8	6.5	6.5	8.9	4.9	8.1	6.5	8.1	4.1	5.7	7.3	4.9	4.1	5.7	2.4	2.4	3.3	3.3	4.9	4.1	0.0	42.3	
	Male 60 and over	(159)	18.9	8.8	9.4	6.9	6.9	5.7	6.3	5.0	1.9	3.1	1.9	6.9	3.1	3.8	4.4	1.9	2.5	0.0	1.9	1.3	1.3	2.5	1.3	1.9	0.0	50.3	
Visited/N. of visited	Have visited	(78)	15.4	19.2	7.7	14.1	15.4	9.0	15.4	12.8	10.3	11.5	12.8	6.4	11.5	12.8	3.8	14.1	11.5	12.8	19.2	11.5	14.1	11.5	23.1	10.3	0.0	1.3	
	Haven't visited	(962)	15.1	9.0	7.6	5.5	5.5	4.6	7.2	5.4	3.4	3.3	6.0	5.2	3.2	2.7	8.0	5.2	3.6	9.3	3.3	1.8	5.7	2.2	6.7	2.8	0.0	48.8	



- Regarding intention to travel to Brunei, 43.1% of respondents answered that they wanted to go. (“Definitely want to go,” & “I want to go.”)
- A comparison of people who’d visited before with those who had not showed that people who had visited Brunei before had a strong desire to visit again at 56.5%. Around 60% of people who’d never been had no intent on going, including those who responded “I can’t say either way.” The percentage of males who expressed a desire to visit Brunei was higher than females, and people aged in their 40s had the highest intention to visit compared to other age groups.

### Intention to visit Brunei Darussalam (sightseeing)

Q. Would you like to travel to the following countries for sightseeing? Please give one applicable answer for each country. [Brunei]





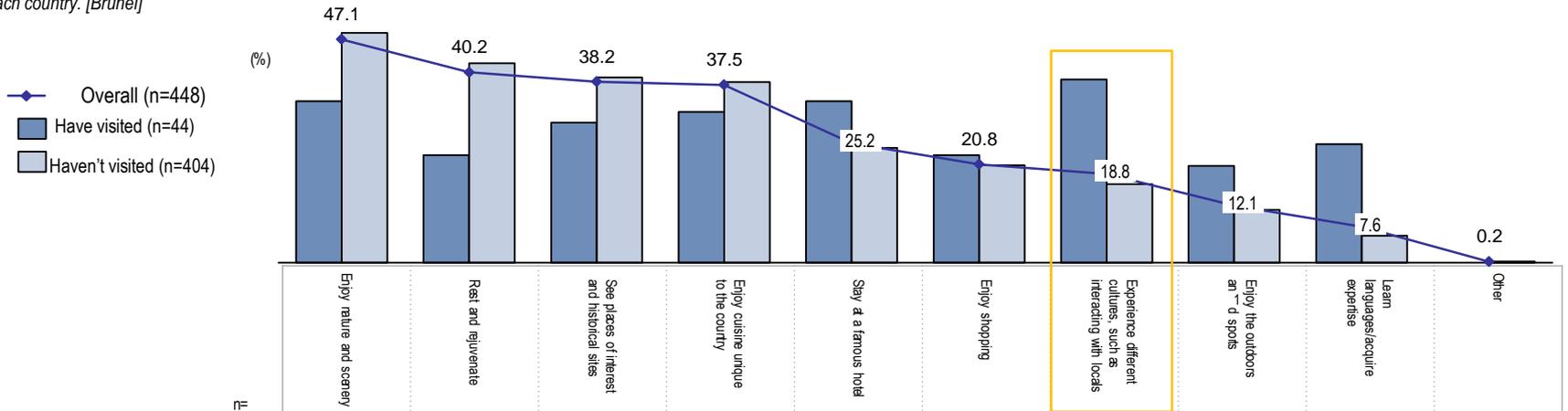
# Survey Results

## 9. [People with intention to visit] What respondent wants to do at destination

- When those respondents who answered "I definitely want to go" or "I want to go" in the previous question were asked what they want to do in Brunei, 47.1% answered "Enjoy nature and scenery."
- Of those respondents who had previously visited Brunei, the highest percentage answered that they wanted to "Experience different cultures, such as interacting with locals."

### [People with intention to visit] What respondent wants to do at destination

Q. This question is for respondents who answered "I definitely want to go" or "I want to go" in the previous question. What would you like to do if you take a sightseeing trip to the country? Please give all applicable answers for each country. [Brunei]



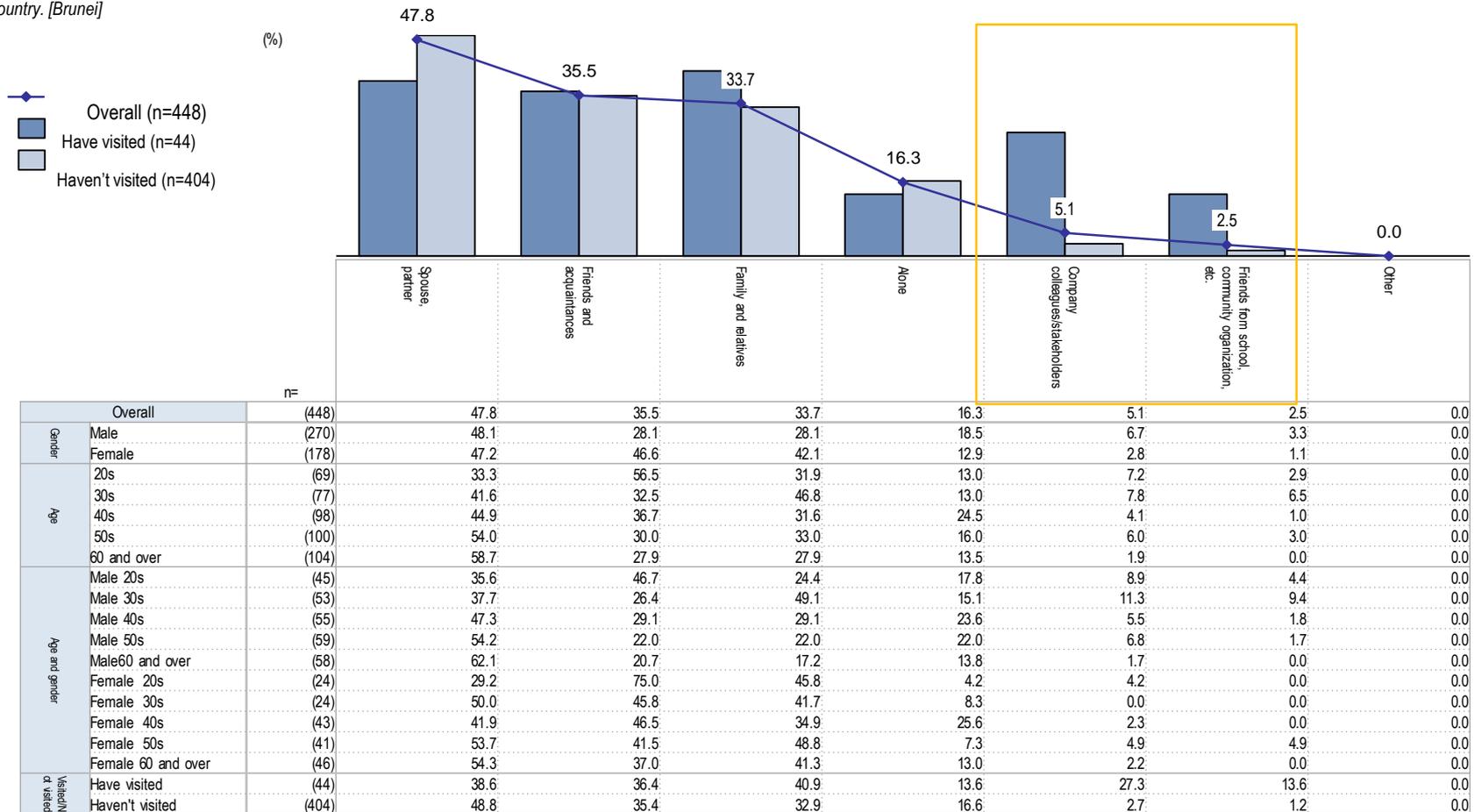
		n	Enjoy nature and scenery	Rest and rejuvenate	See places of interest and historical sites	Enjoy cuisine unique to the country	Stay at a famous hotel	Enjoy shopping	Experience different cultures, such as interacting with locals	Enjoy the outdoors and sports	Learn languages/acquire expertise	Other
Overall	Overall	(448)	47.1	40.2	38.2	37.5	25.2	20.8	18.8	12.1	7.6	0.2
	Male	(270)	39.3	40.0	34.4	33.3	24.1	18.5	20.4	14.8	9.3	0.4
Gender	Female	(178)	59.0	40.4	43.8	43.8	27.0	24.2	16.3	7.9	5.1	0.0
	20s	(69)	34.8	31.9	36.2	24.6	26.1	20.3	20.3	15.9	10.1	0.0
Age	30s	(77)	42.9	45.5	24.7	33.8	27.3	13.0	19.5	11.7	10.4	0.0
	40s	(98)	49.0	36.7	40.8	42.9	17.3	25.5	21.4	13.3	12.2	0.0
	50s	(100)	50.0	46.0	45.0	43.0	32.0	27.0	20.0	15.0	6.0	1.0
	60 and over	(104)	53.8	39.4	40.4	38.5	24.0	16.3	13.5	5.8	1.0	0.0
	Male 20s	(45)	37.8	26.7	33.3	22.2	22.2	24.4	22.2	20.0	13.3	0.0
Age and gender	Male 30s	(53)	35.8	45.3	22.6	34.0	26.4	13.2	22.6	13.2	13.2	0.0
	Male 40s	(55)	34.5	36.4	32.7	36.4	23.6	27.3	25.5	20.0	14.5	0.0
	Male 50s	(59)	37.3	49.2	39.0	39.0	28.8	16.9	18.6	16.9	5.1	1.7
	Male 60 and over	(58)	50.0	39.7	43.1	32.8	19.0	12.1	13.8	5.2	1.7	0.0
	Female 20s	(24)	29.2	41.7	41.7	29.2	33.3	12.5	16.7	8.3	4.2	0.0
	Female 30s	(24)	58.3	45.8	29.2	33.3	29.2	12.5	12.5	8.3	4.2	0.0
	Female 40s	(43)	67.4	37.2	51.2	51.2	9.3	23.3	16.3	4.7	9.3	0.0
	Female 50s	(41)	68.3	41.5	53.7	48.8	36.6	41.5	22.0	12.2	7.3	0.0
	Female 60 and over	(46)	58.7	39.1	37.0	45.7	30.4	21.7	13.0	6.5	0.0	0.0
	Visited/Not visited	Have visited	(44)	34.1	22.7	29.5	31.8	34.1	22.7	38.6	20.5	25.0
Haven't visited		(404)	48.5	42.1	39.1	38.1	24.3	20.5	16.6	11.1	5.7	0.2



- When asked who they'd like to travel to Brunei with, the highest percentage of respondents answered "Spouse/partner" (47.8%) followed by "Friend/acquaintance" at 35.5%.
- A high percentage of respondents who had visited Brunei before answered they'd like to travel with "Company colleagues/stakeholders" and "Friends from school, community organization, etc."

### [People with intention to visit] Preferred travel companion to Brunei Darussalam

Q. This question is for respondents who answered "I definitely want to go" or "I want to go" in the previous question. If you were to make the trip, who would you like to travel with? Please give all applicable answers for each country. [Brunei]





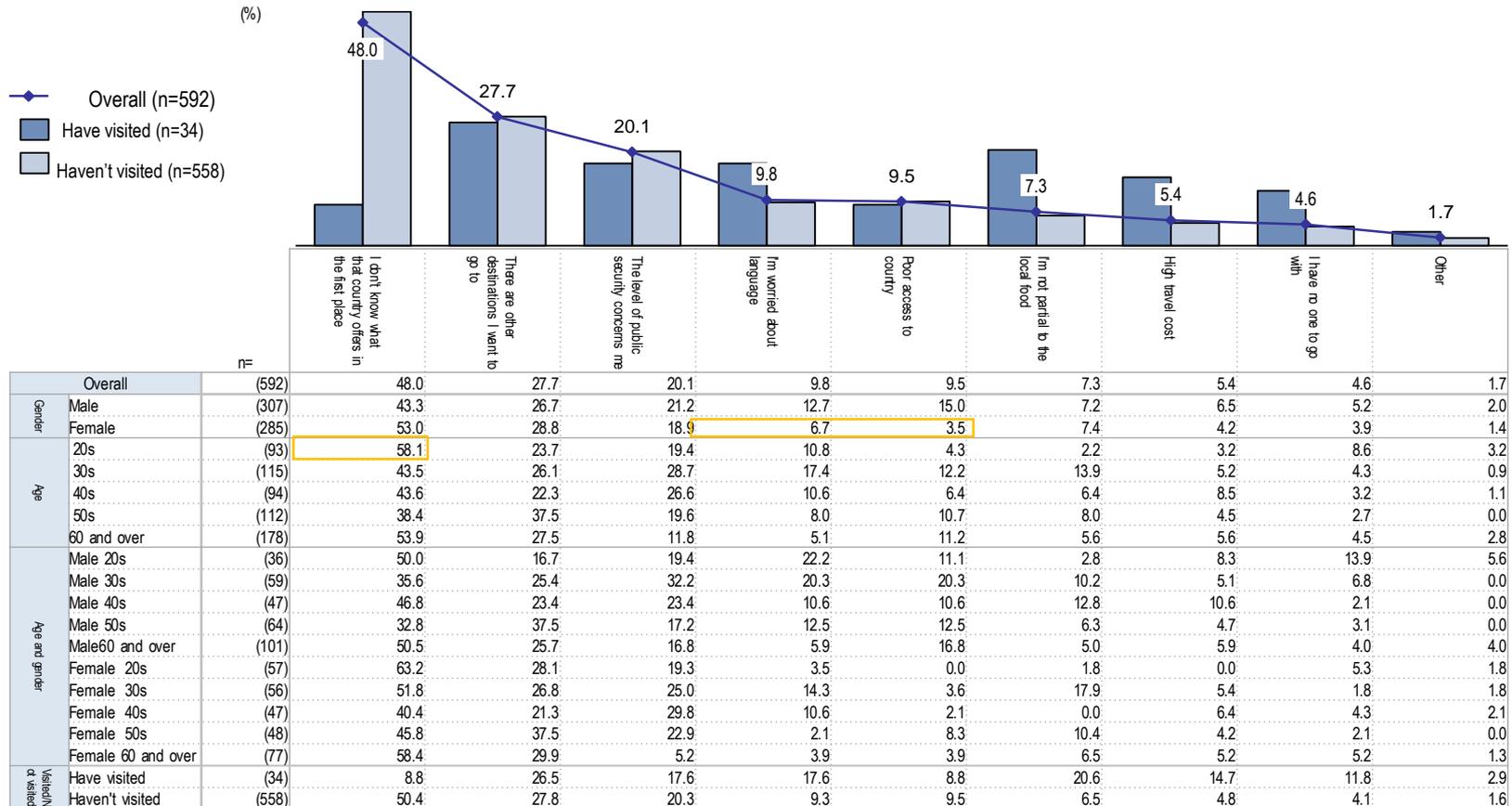
# Survey Results

## 11. [People with no intention to visit] Reasons for having no intention to visit

- When respondents who answered "I can't say either way," "I don't want to go that much," or "I don't want to go at all" regarding their intention to visit Brunei were asked the reason why, the highest percentage answered "I don't know what that country offers in the first place." (48.0%).
- Gender-wise, males were mostly concerned with poor access and the language barrier, while females stated the lack of information as the reason.

### [People with no intention to visit] Reasons for having no intention to visit Brunei Darussalam

Q. This question is for respondents who answered "I can't say either way," "I don't want to go that much," or "I don't want to go at all" in the previous question. Why don't you want to take a sightseeing trip to that destination? Please give all applicable answers for each country.[Brunei]





- When asked their level of awareness of the five major Brunei tourism resources, the highest percentage of respondents (9.3%) answered “I've heard of it and I know what kind of place it is” for The Empire Brunei (hotel). However, more than 70% answered “I've never heard of it, I don't know” for all 5 tourism resources, indicated that awareness overall is low. Moreover, a higher percentage of males were aware of each tourism resource, and the percentage of females who answered “I've never heard of it, I don't know” for all five tourism resources was 10 percentage points or higher than males.

### Awareness of tourism resources

Q. Do you know the following places and tourist spots? Please give one applicable answer for each. [Brunei]

(%)

			Kampong Ayer (Water Village)			Omar Ali Saifuddien Mosque (Old Mosque)			Jerudong Park			Ulu Temburong National Park			The Empire Brunei (hotel)		
		n	I've heard of it and I know what kind of place it is.	I've heard of it, but I don't know what kind of place it is.	I've never heard of it, I don't know.	I've heard of it and I know what kind of place it is.	I've heard of it, but I don't know what kind of place it is.	I've never heard of it, I don't know.	I've heard of it and I know what kind of place it is.	I've heard of it, but I don't know what kind of place it is.	I've never heard of it, I don't know.	I've heard of it and I know what kind of place it is.	I've heard of it, but I don't know what kind of place it is.	I've never heard of it, I don't know.	I've heard of it and I know what kind of place it is.	I've heard of it, but I don't know what kind of place it is.	I've never heard of it, I don't know.
	Overall	(1,040)	9.0	18.8	72.1	8.8	16.4	74.7	7.5	13.4	79.1	7.5	16.0	76.5	9.3	18.5	72.2
Gender	Male	(577)	11.3	20.8	67.9	10.9	19.2	69.8	9.9	17.2	73.0	9.5	20.3	70.2	12.1	21.3	66.6
	Female	(463)	6.3	16.4	77.3	6.3	13.0	80.8	4.5	8.6	86.8	5.0	10.6	84.4	5.8	14.9	79.3
Age	20s	(162)	8.6	21.6	69.8	11.7	19.1	69.1	9.3	16.0	74.7	7.4	15.4	77.2	11.7	15.4	72.8
	30s	(192)	8.9	23.4	67.7	12.0	23.4	64.6	9.9	17.7	72.4	9.9	25.0	65.1	11.5	25.0	63.5
	40s	(192)	10.9	17.2	71.9	9.9	15.1	75.0	8.9	15.1	76.0	8.3	17.2	74.5	9.9	18.8	71.4
	50s	(212)	8.5	18.9	72.6	8.5	14.2	77.4	6.1	13.2	80.7	7.1	14.2	78.8	8.5	19.8	71.7
	60 and over	(282)	8.5	15.2	76.2	4.6	12.8	82.6	5.0	7.8	87.2	5.7	10.6	83.7	6.7	14.5	78.7
Age and gender	Male 20s	(81)	16.0	28.4	55.6	18.5	28.4	53.1	16.0	27.2	56.8	13.6	25.9	60.5	18.5	29.6	51.9
	Male 30s	(112)	12.5	28.6	58.9	15.2	30.4	54.5	15.2	22.3	62.5	13.4	33.9	52.7	14.3	32.1	53.6
	Male 40s	(102)	13.7	17.6	68.6	14.7	15.7	69.6	11.8	17.6	70.6	11.8	21.6	66.7	12.7	22.5	64.7
	Male 50s	(123)	8.9	19.5	71.5	7.3	14.6	78.0	4.9	15.4	79.7	6.5	16.3	77.2	10.6	13.0	76.4
	Male 60 and over	(159)	8.2	14.5	77.4	4.4	12.6	83.0	5.7	9.4	84.9	5.7	10.1	84.3	8.2	15.1	76.7
	Female 20s	(81)	1.2	14.8	84.0	4.9	9.9	85.2	2.5	4.9	92.6	1.2	4.9	93.8	4.9	1.2	93.8
	Female 30s	(80)	3.8	16.3	80.0	7.5	13.8	78.8	2.5	11.3	86.3	5.0	12.5	82.5	7.5	15.0	77.5
	Female 40s	(90)	7.8	16.7	75.6	4.4	14.4	81.1	5.6	12.2	82.2	4.4	12.2	83.3	6.7	14.4	78.9
	Female 50s	(89)	7.9	18.0	74.2	10.1	13.5	76.4	7.9	10.1	82.0	7.9	11.2	80.9	5.6	29.2	65.2
	Female 60 and over	(123)	8.9	16.3	74.8	4.9	13.0	82.1	4.1	5.7	90.2	5.7	11.4	82.9	4.9	13.8	81.3
Visited/Not visited	Have visited	(78)	35.9	44.9	19.2	33.3	47.4	19.2	39.7	39.7	20.5	35.9	42.3	21.8	37.2	43.6	19.2
	Haven't visited	(962)	6.9	16.7	76.4	6.9	13.9	79.2	4.9	11.2	83.9	5.2	13.8	81.0	7.1	16.4	76.5



# Survey Results

## 13. Photo preference

- When we asked respondents to choose the photo of Brunei they like the most out of three photos, ① Omar Ali Saifuddien Mosque was the most popular overall at 71.0%.
- The trend differed completely depending on whether or not the respondent had visited Brunei before, with those who had visited preferring the photographs of ② Omar Ali Saifuddien Mosque and ③ Ambuyat more than 10 percentage points greater than the overall group.

### Photo preference (Brunei Darussalam)

Q. There are 3 photos for each of the following 10 countries. Which photo do you like the most? Please tell us which photo you like the most for each country. [Brunei]

① Omar Ali Saifuddien Mosque



② Ulu Temburong National Park



③ Ambuyat



If n > 30  
[Difference in ratio]

Total -10 points  
Total +5 points  
Total -5 points  
Total -10 points

		n=	① Omar Ali Saifuddien Mosque	② Ulu Temburong National Park	③ Ambuyat	(%)
Overall		(1,040)	71.0	17.4	11.6	
Gender	Male	(577)	68.1	18.9	13.0	
	Female	(463)	74.5	15.6	9.9	
Age	20s	(162)	69.1	20.4	10.5	
	30s	(192)	62.5	24.0	13.5	
	40s	(192)	75.0	15.1	9.9	
	50s	(212)	71.2	16.0	12.7	
	60 and over	(282)	74.8	13.8	11.3	
	Age and gender	Male 20s	(81)	61.7	25.9	12.3
Male 30s		(112)	54.5	29.5	16.1	
Male 40s		(102)	73.5	13.7	12.7	
Male 50s		(123)	69.1	16.3	14.6	
Male 60 and over		(159)	76.7	13.2	10.1	
Female 20s		(81)	76.5	14.8	8.6	
Female 30s		(80)	73.8	16.3	10.0	
Female 40s		(90)	76.7	16.7	6.7	
Female 50s		(89)	74.2	15.7	10.1	
Female 60 and over		(123)	72.4	14.6	13.0	
Visited/Not visited	Have visited	(78)	39.7	38.5	21.8	
	Haven't visited	(962)	73.5	15.7	10.8	