

BRUNEI TOURISM

Performance Report 2025

Updated on 24th January 2026

Prepared by:
Unit Statistics
Tourism Development Department
Ministry of Primary Resources and Tourism
Brunei Darussalam



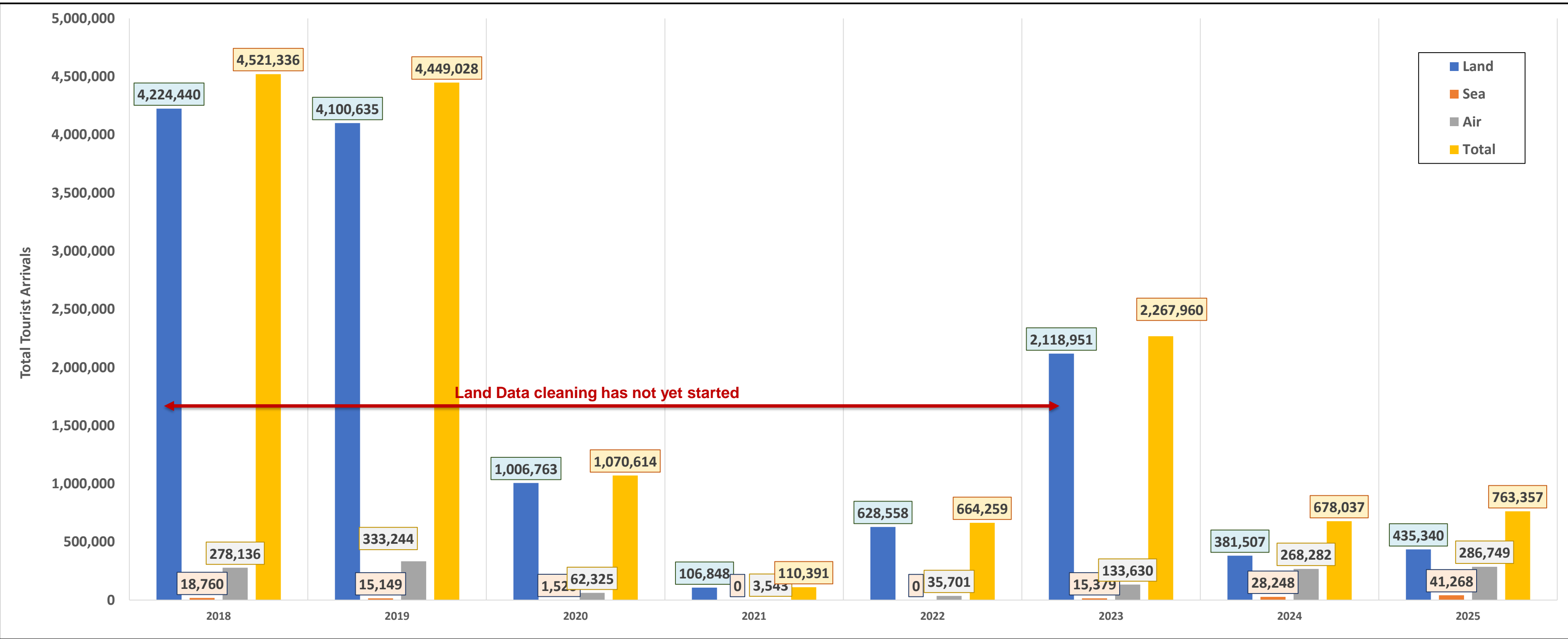
Total Arrivals and Compound Annual Growth Rate (Percentage Growth) of International Tourists by Land, Sea, and Air, 2018–2025

International Tourist Arrivals	2018	2019	2020	2021*	2022*	2023	2024	2025	Percentage Increase (2024-2025)
Land	4,224,440	4,100,635	1,006,763	106,848	628,558	2,118,951	381,507	435,340	14.1%
Sea	18,760	14,820	1,526	0	0	15,379	28,248	41,286	46.2%
Air	278,136	333,244	62,325	3,543	35,701	133,630	268,282	286,749	6.9%
Total	4,521,336	4,448,699	1,070,614	110,391	664,259	2,267,960	678,037	763,375	12.6%

Note:

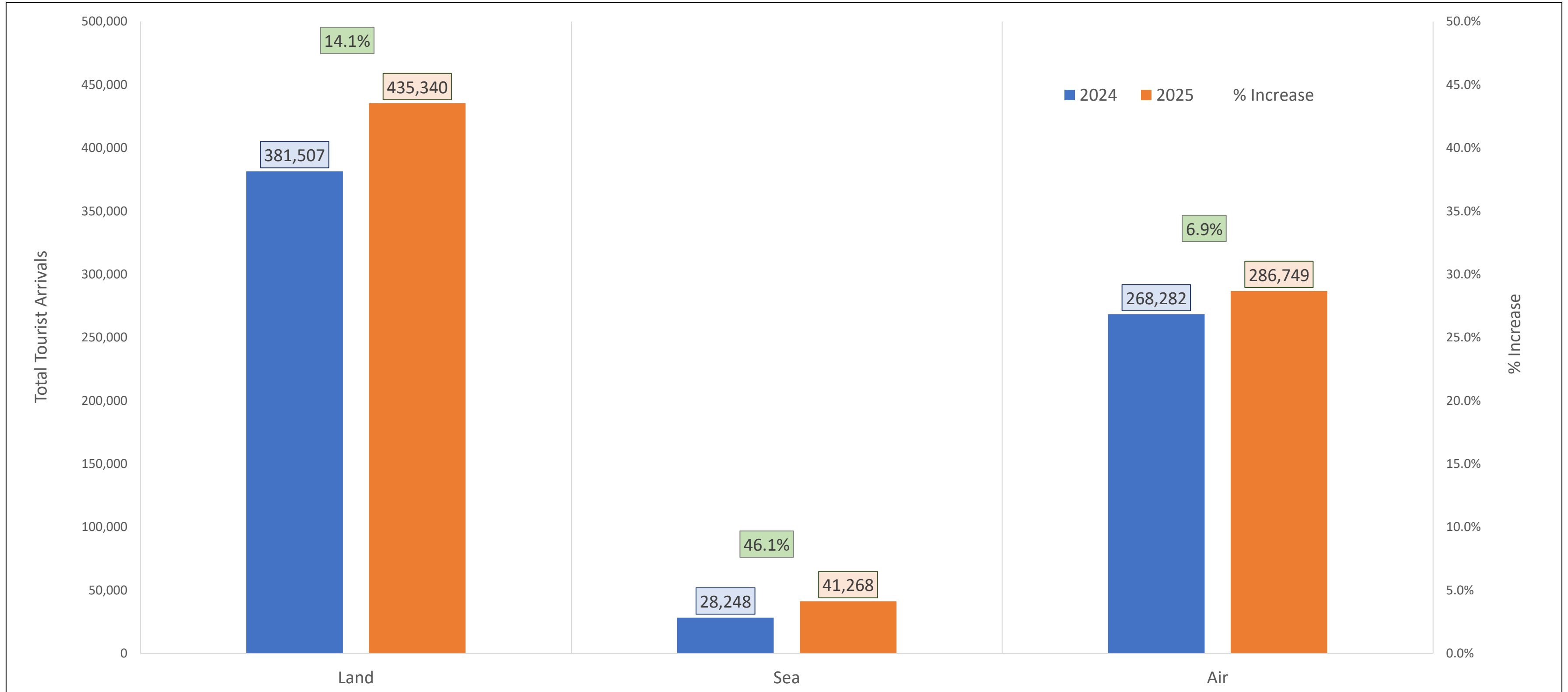
- Data for sea arrivals is derived from tourist arrivals via cruise ships and the Serasa Ferry Terminal.
- Due to the COVID-19 pandemic, no tourist arrivals were recorded in 2021 and 2022.
- The increase in sea arrivals is also attributed to a rise in cruise calls, with 15 cruise calls in 2025 compared to 11 in 2024.
- Starting from 2024, land arrival data refers to Genuine Tourists.

Comparison between Tourist Arrivals from Air, Land and Sea from 2018 to 2026



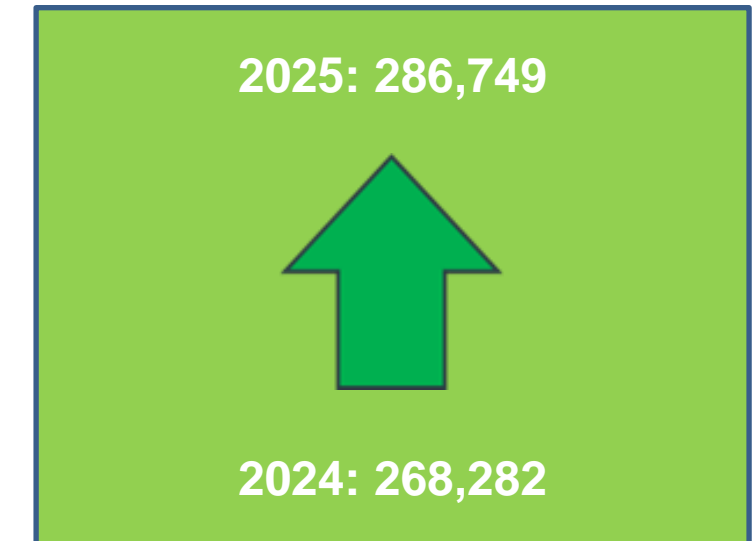
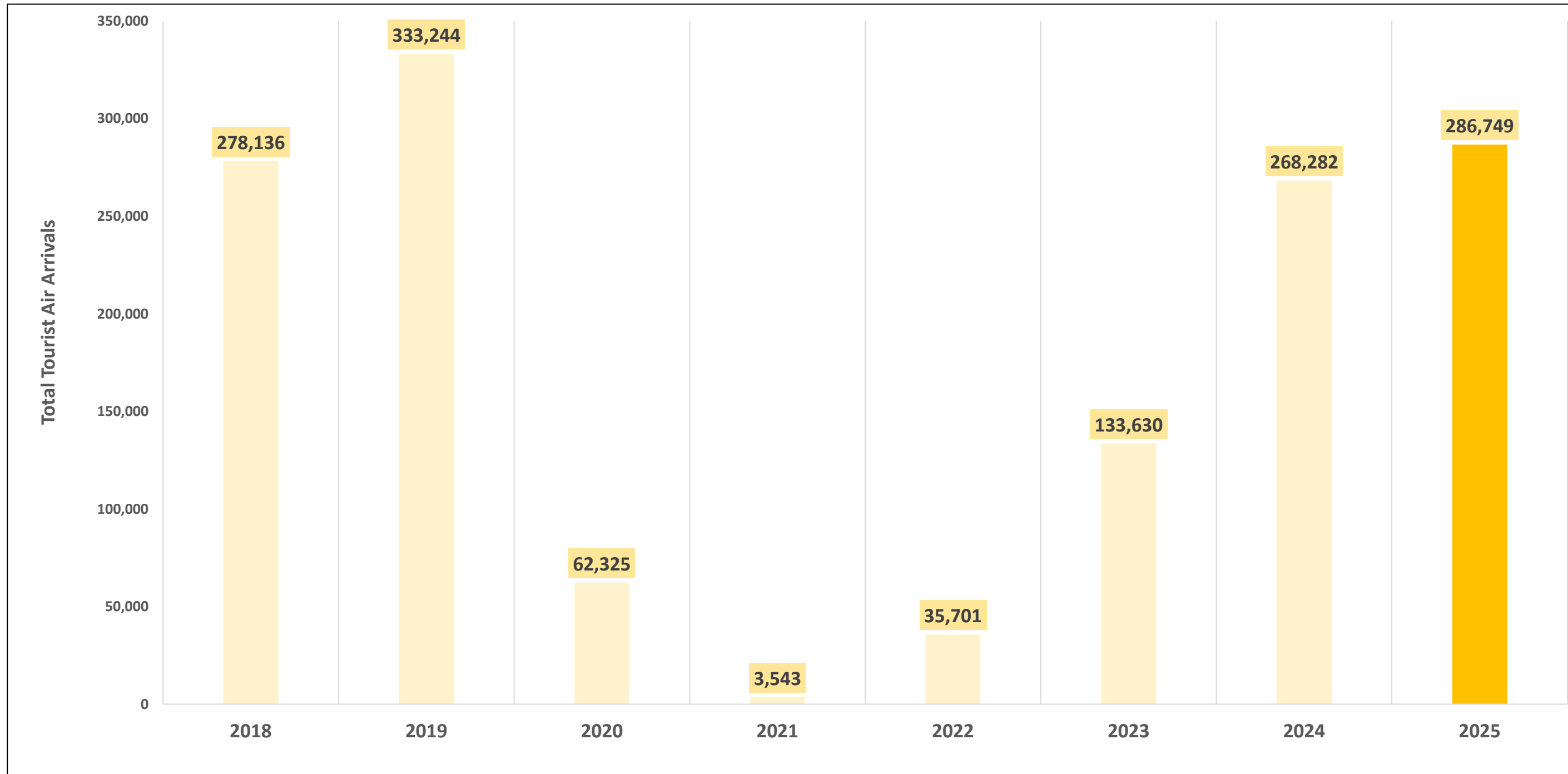
Source: Tourism Development Department, Ministry of Primary Resources and Tourism; Immigration and National Registration Department, Ministry of Home Affairs; and Shipping Agents of Brunei Darussalam.

Land, Sea and Air Tourist Arrivals Comparison between 2024 and 2025



Note: Sea arrivals data is derived from tourist arrivals via Cruise Ships and the Serasa Ferry Terminal.

Total International Tourist Arrivals by Air, 2018–2025



Year to year percentage increase (%)		
2017-2018	278,136	7.4%
2018-2019	333,244	19.8%
2019-2020	62,325	-81.3%
2020-2021	3,543	-94.3%
2021-2022	35,701	907.6%
2022-2023	133,630	274.3%
2023-2024	268,282	100.8%
2024-2025	286,749	6.9%

Note:

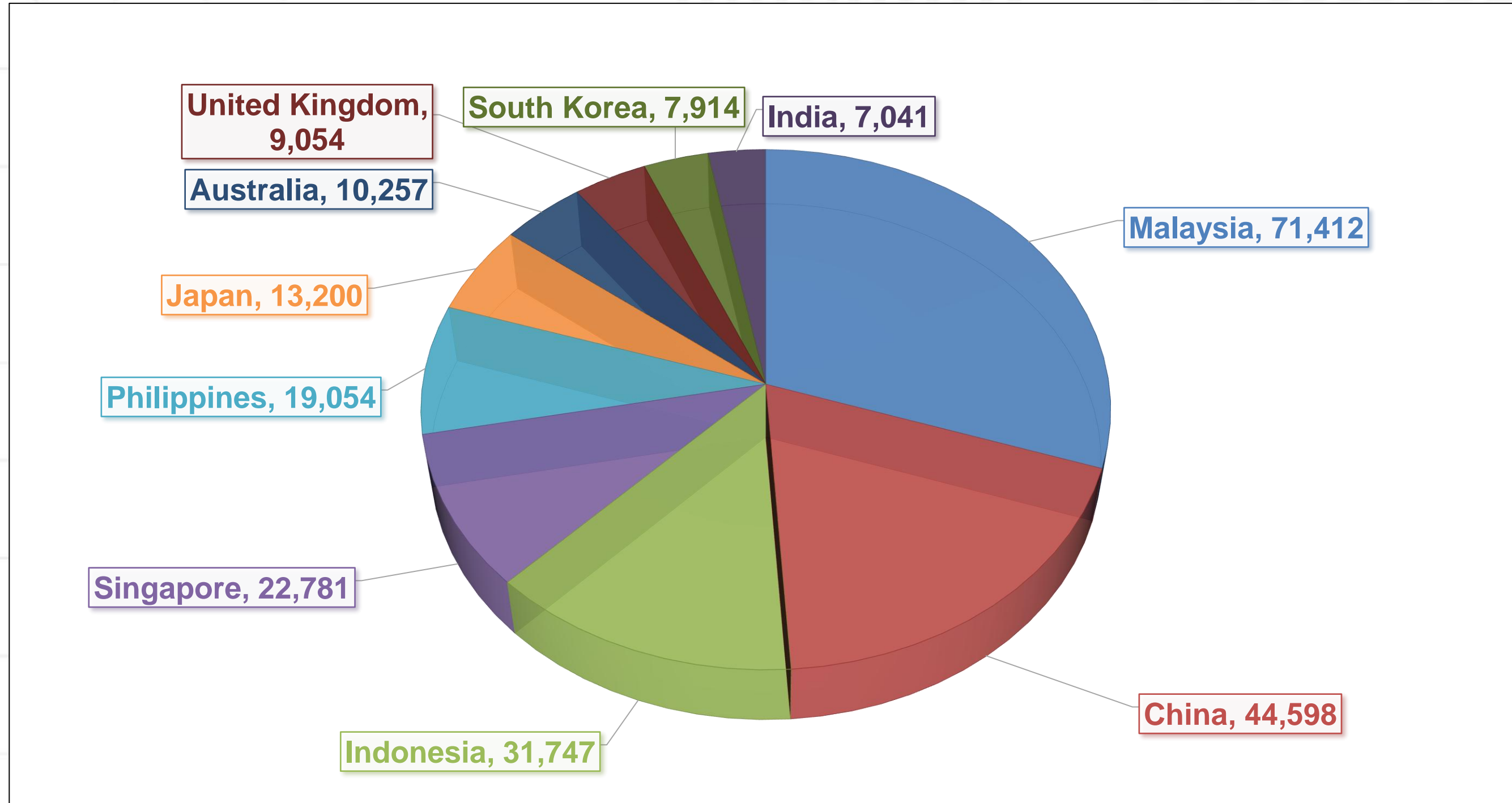
With the COVID-19 situation becoming more controlled and travel restrictions gradually eased beginning early 2022, tourist arrivals showed a positive upward trend, increasing from 35,701 visitors in 2022 to 268,282 visitors in 2024, representing an increase of approximately 651.47% between 2022 and 2024. Meanwhile, from 2024 to 2025, the percentage increase recorded was 6.9%.

Total Tourist Air Arrivals to Brunei Darussalam from the Top 10 Countries, 2018–2025.

	2018	2019	2020	2021	2022	2023	2024	2025
1	China	Malaysia	Malaysia	United Kingdom	Malaysia	Malaysia	Malaysia	Malaysia
	65,563	82,876	16,869	604	12,175	34,534	73,653	71,412
2	Malaysia	China	China	Malaysia	Singapore	China	China	China
	59,981	74,551	11,329	568	4,193	17,008	39,007	45,858
3	Indonesia	Indonesia	Indonesia	Singapore	United Kingdom	Indonesia	Indonesia	Indonesia
	27,462	33,626	6,262	430	3,075	13,672	25,974	31,747
4	Philippines	Philippines	Philippines	China	Australia	Philippines	Singapore	Singapore
	22,319	24,584	4,562	320	2,175	9,963	19,664	22,781
5	Singapore	South Korea	United Kingdom	Indonesia	Philippines	Singapore	Philippines	Philippines
	14,091	15,767	3,407	135	1,914	9,203	18,228	19,054
6	United Kingdom	Singapore	Australia	India	Indonesia	United Kingdom	Japan	Japan
	11,966	14,789	2,597	119	1,596	5,452	11,555	13,200
7	Australia	United Kingdom	Singapore	Philippines	India	Japan	United Kingdom	Australia
	9,702	14,198	2,226	118	1,263	5,100	9,661	10,257
8	South Korea	Japan	Japan	Nepal	USA	Australia	South Korea	United Kingdom
	9,125	10,680	2,135	118	968	4,932	8,323	9,054
9	India	Australia	South Korea	USA	China	South Korea	Australia	South Korea
	8,635	10,188	1,939	110	891	4,671	7,887	7,914
10	Thailand	India	India	Germany	Japan	India	US	India
	5,828	8,925	1,750	97	792	3,555	6,193	7,041

- In 2025, tourists from Malaysia recorded the highest number of air arrivals, totaling 71,412 visitors (TABLE 2).
- Since the resumption of flights from Japan in October 2022, from South Korea in November 2022, and from China in July 2023, tourist arrivals from these countries have consistently remained among the top 10 source markets to Brunei Darussalam.
- Overall, as shown in TABLE 2, these top 10 countries contributed 83.1% (238,318) of the total air tourist arrivals in 2025, out of 286,749 visitors recorded, and registered an increase of 8.3% compared to the total arrivals from the top 10 tourist markets in 2024.

Total Tourist Arrivals to Brunei Darussalam from the Top 10 Countries, 2025



Note:
In 2025, Malaysia, China and Indonesia recorded the highest number of tourist arrivals.

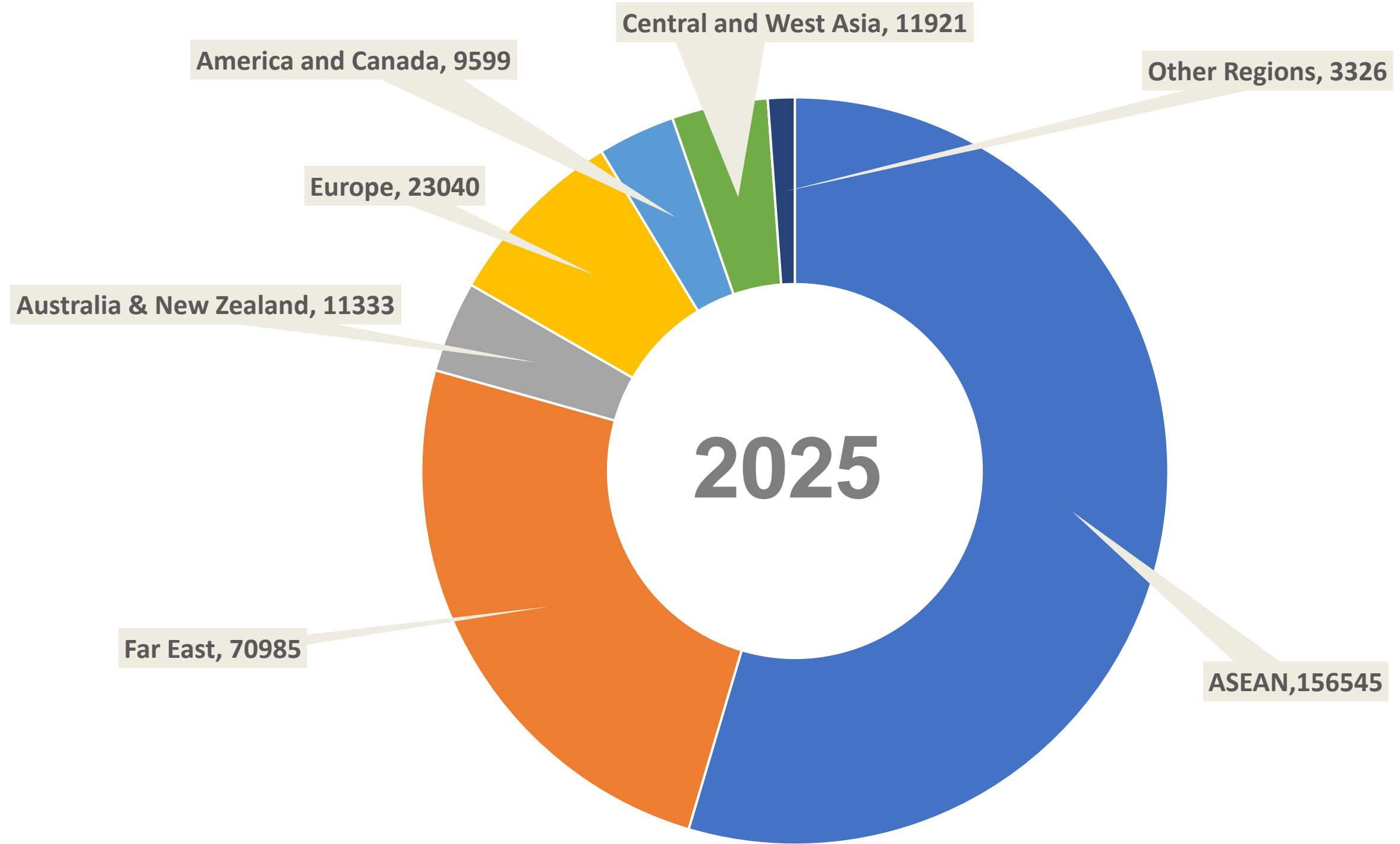
Comparison of Tourist Arrivals by Region and Market, 2024 and 2025

Rantau Pasaran	Tourist Arrivals 2024	Tourist Arrivals 2025	Tourist Increase	Percentage Increase (%)
ASEAN	148,934	156,545	7,611	5.1%
Far East	63,228	70,985	7,757	12.3%
Australia & New Zealand	9,029	11,333	2,304	25.5%
Europe	23,219	23,040	-179	-0.8%
America and Canada	9,078	9,599	521	5.7%
Central and West Asia	10,851	11,921	1,070	9.9%
Other Regions	3,943	3,326	-617	15.7%

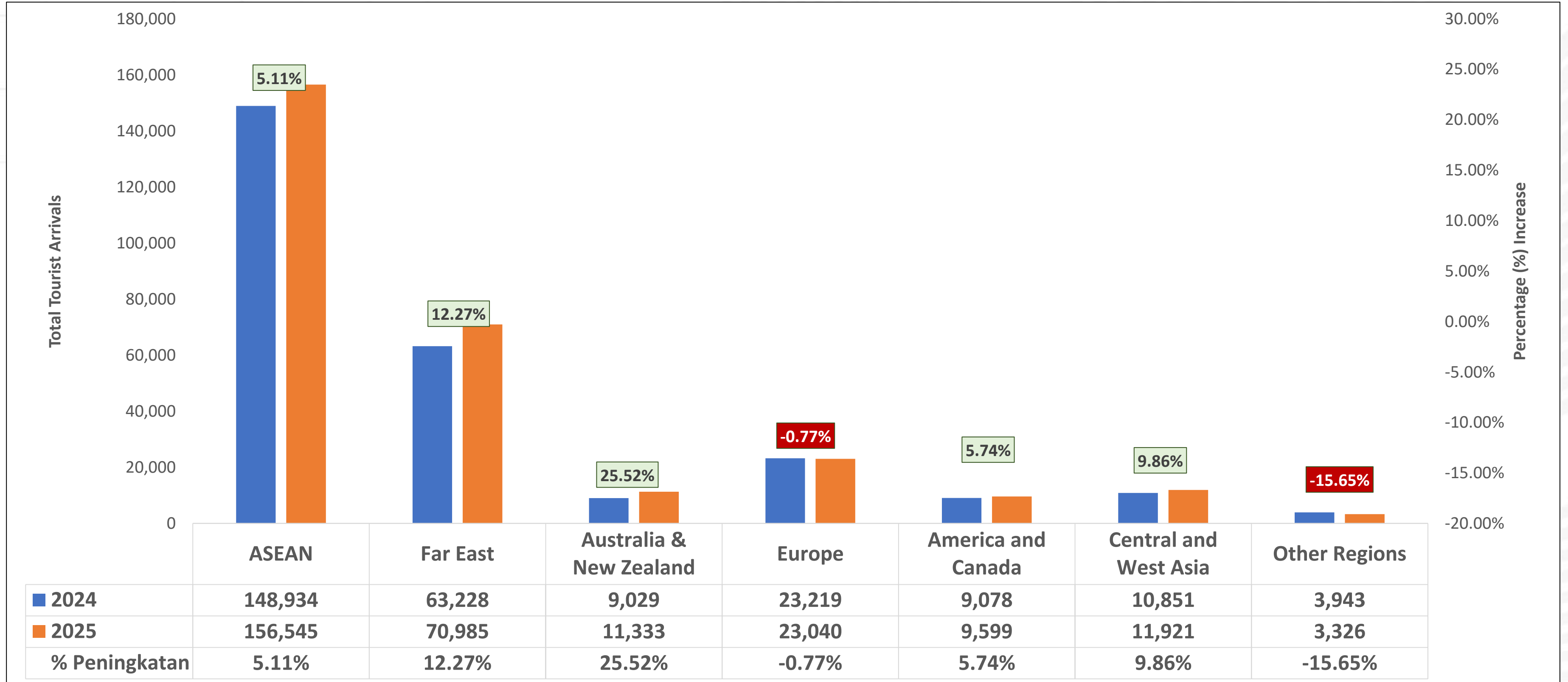
Note:

Arrivals from Europe include: 1) United Kingdom (highest); 2) Germany; 3) France; and others.

Tourist Arrivals by Region and Market, 2025



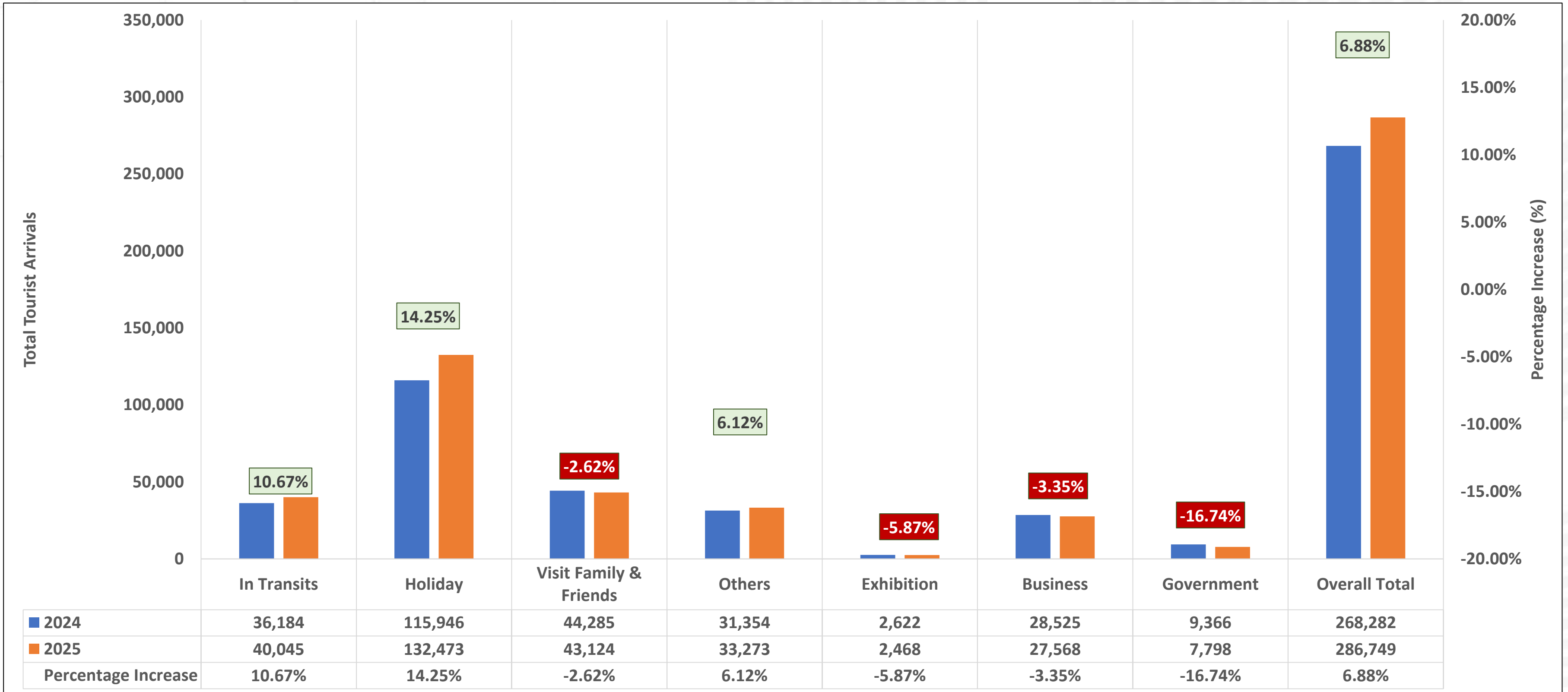
Comparison of Tourist Arrivals by Region and Market, 2024–2025



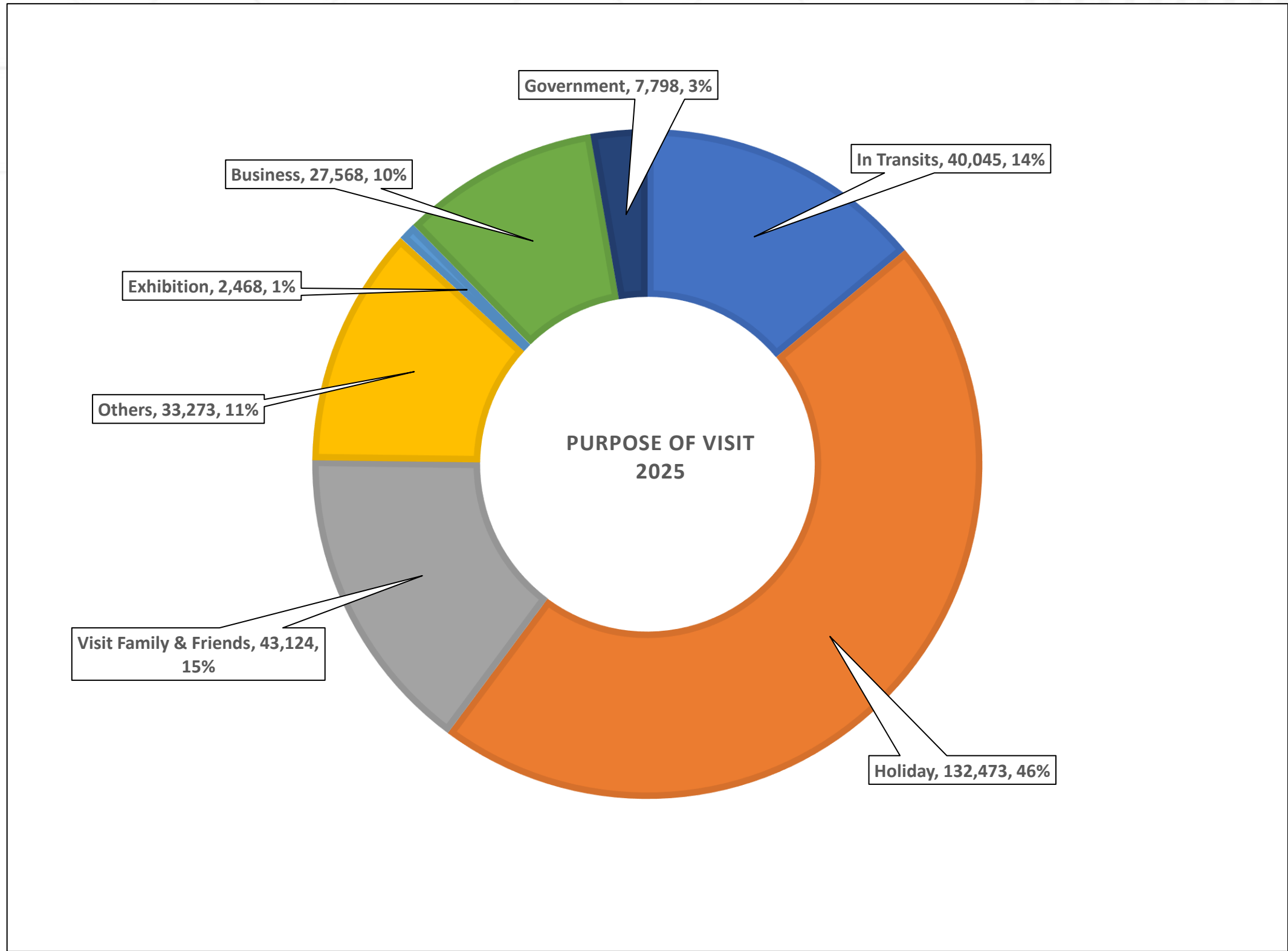
Total Air Tourist Arrivals by Purpose of Visit, 2024 compared to 2025

Purpose of Visits	Tourist Arrivals 2024	Tourist Arrivals 2025	Increase in Tourist Arrivals	Percentage Growth (%)	Percentage Contribution to 2025 (%)
In Transits	36,184	40,045	3,861	10.67%	13.97%
Holiday	115,946	132,473	16,527	14.25%	46.20%
Visit Family & Friends	44,285	43,124	-1161	-2.62%	15.04%
Others	31,354	33,273	1,919	6.12%	11.60%
Exhibition	2,622	2,468	-154	-5.87%	0.86%
Business	28,525	27,568	-957	-3.35%	9.61%
Government	9,366	7,798	-1568	-16.74%	2.72%
Total	268,282	286,749	18,467	6.88%	100.00%

Comparison of Tourist Arrivals by Region and Market, 2024–2025



Tourist Purpose of Visits, 2025



Business
27,568 Tourist
(10%)



Holiday
132,473 Tourist
46%



Visiting Family and Friends
43,124 Tourist
15%



In Transit
40,045 Tourist
14%



Government
7,798 Tourist
3%



Exhibition
2,468 Tourist
1%



Others
33,273 Tourist
11%

Total Visitors to Tourist Attractions by District in Brunei Darussalam, 2024 and 2025

Daerah	Total Visitors 2024	Total Visitors 2025	Visitors Increase/Decrease	Percentage Increase (%)
Brunei Muara	256,009	273,967	17,958	6.55%
Tutong	0	346	346	-
Belait	8,405	5,649	-2,756	-48.79%
Temburong	10,364	9,037	-1,327	-14.68%
Overall Total	274,778	287,372	12,594	4.38%

List of Places of interest that are monitored from each Districts

Brunei Muara

1. Muzium Alat Kebesaran Diraja
2. Muzium Teknologi Melayu
3. Muzium Maritim Brunei Darussalam
4. Taman Arkeologi Kota Batu
5. Hab Tenaga Brunei Dermaga Diraja
6. Galeri Kebudayaan dan Pelancongan Kg Ayer
7. Balai Khazanah Islam Sultan Haji Hassanal Bolkiah
8. Pusat Pengajian Kesenian dan Kaligrafi Islam Yayasan Sultan Haji Hassanal Bolkiah
9. Jerudong Park
10. Pusat Sejarah Brunei
11. Galeri Sukan

Tutong

1. Tasek Merimbun (Baru dibuka semula, 7 April 2025)

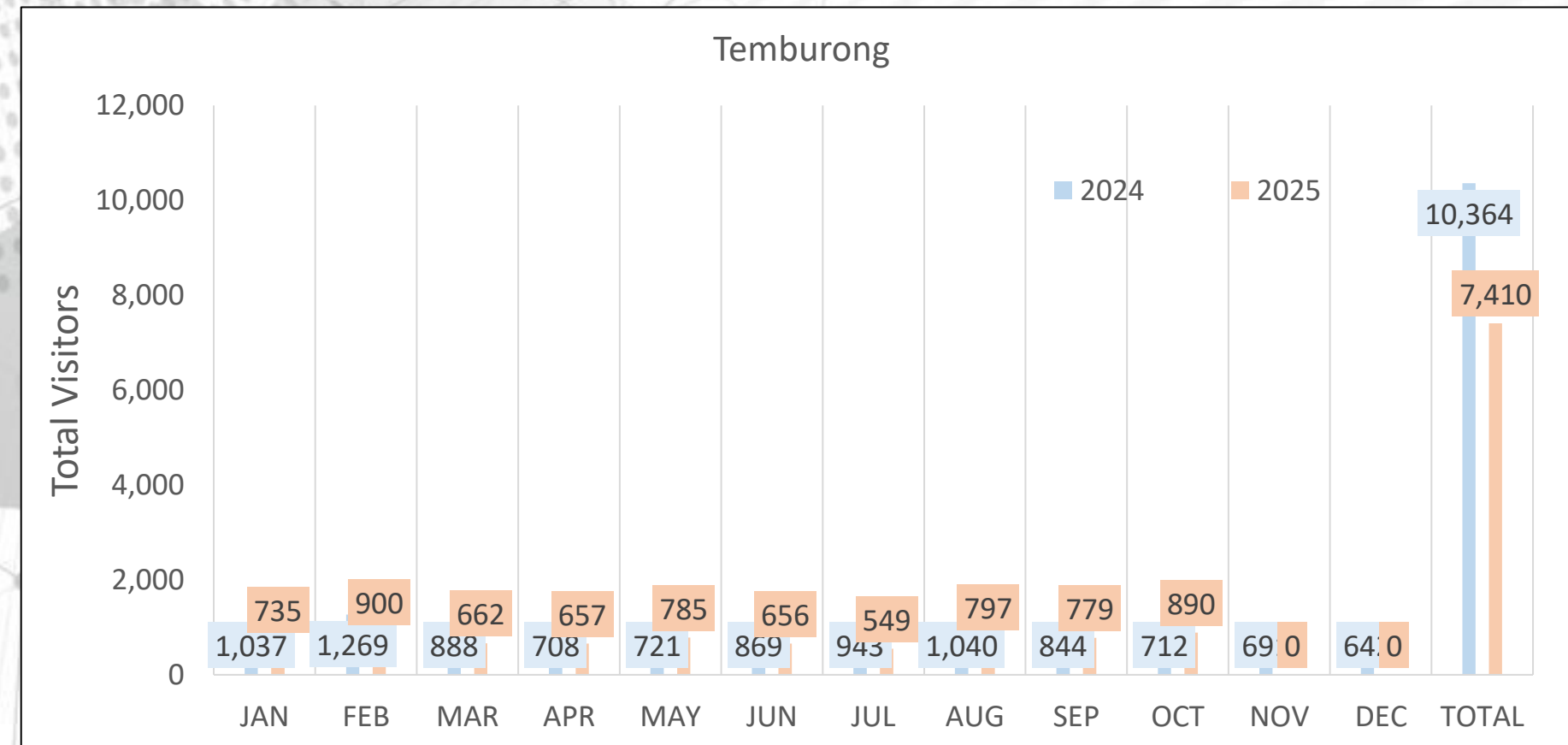
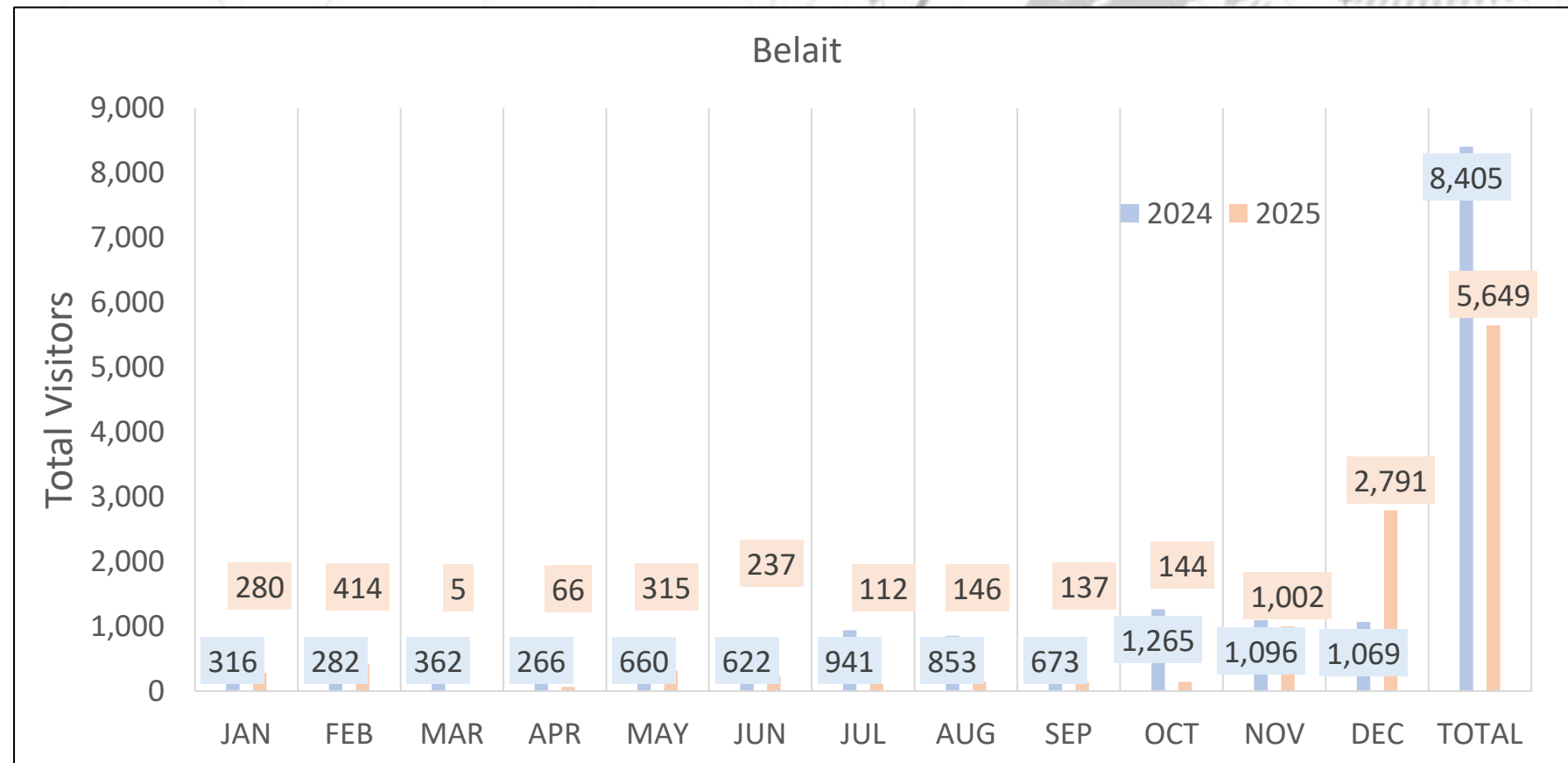
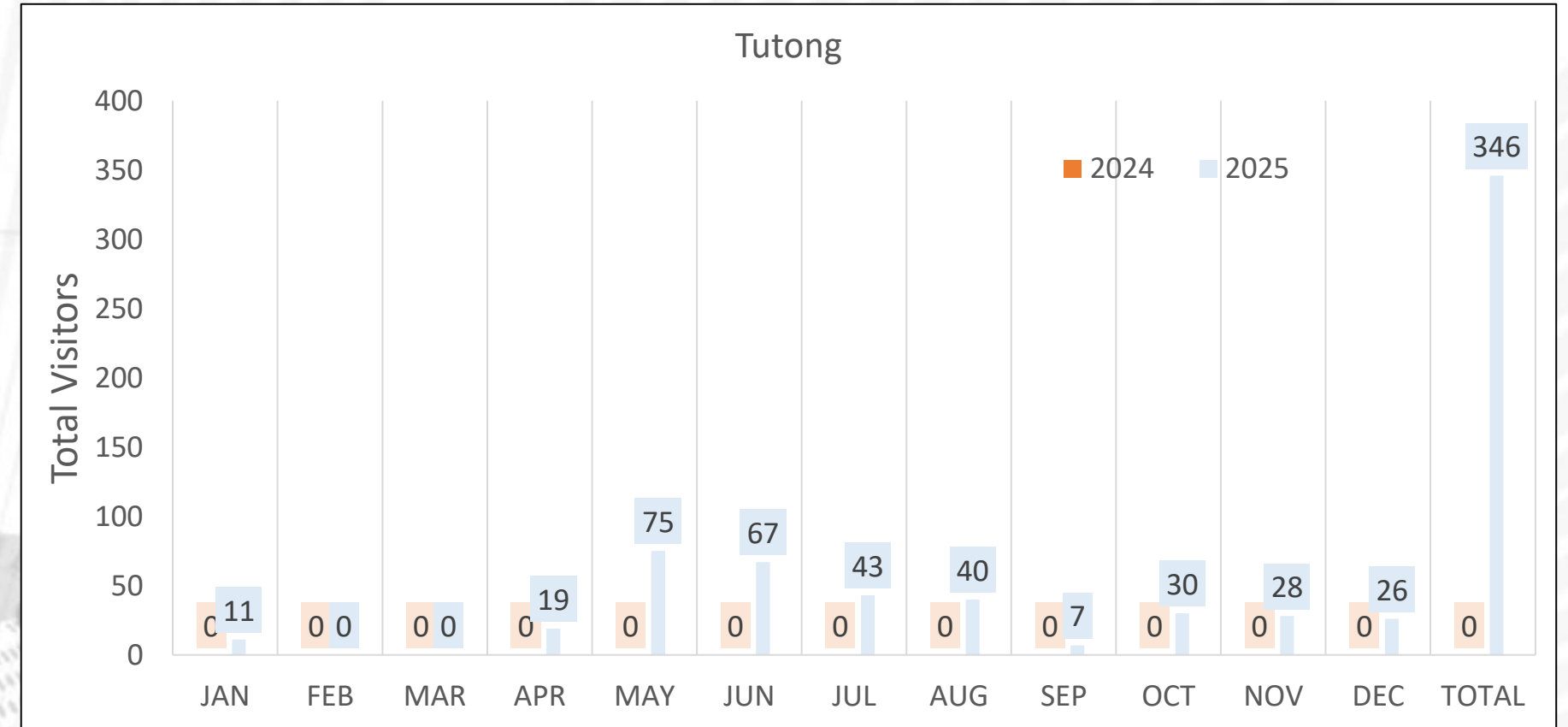
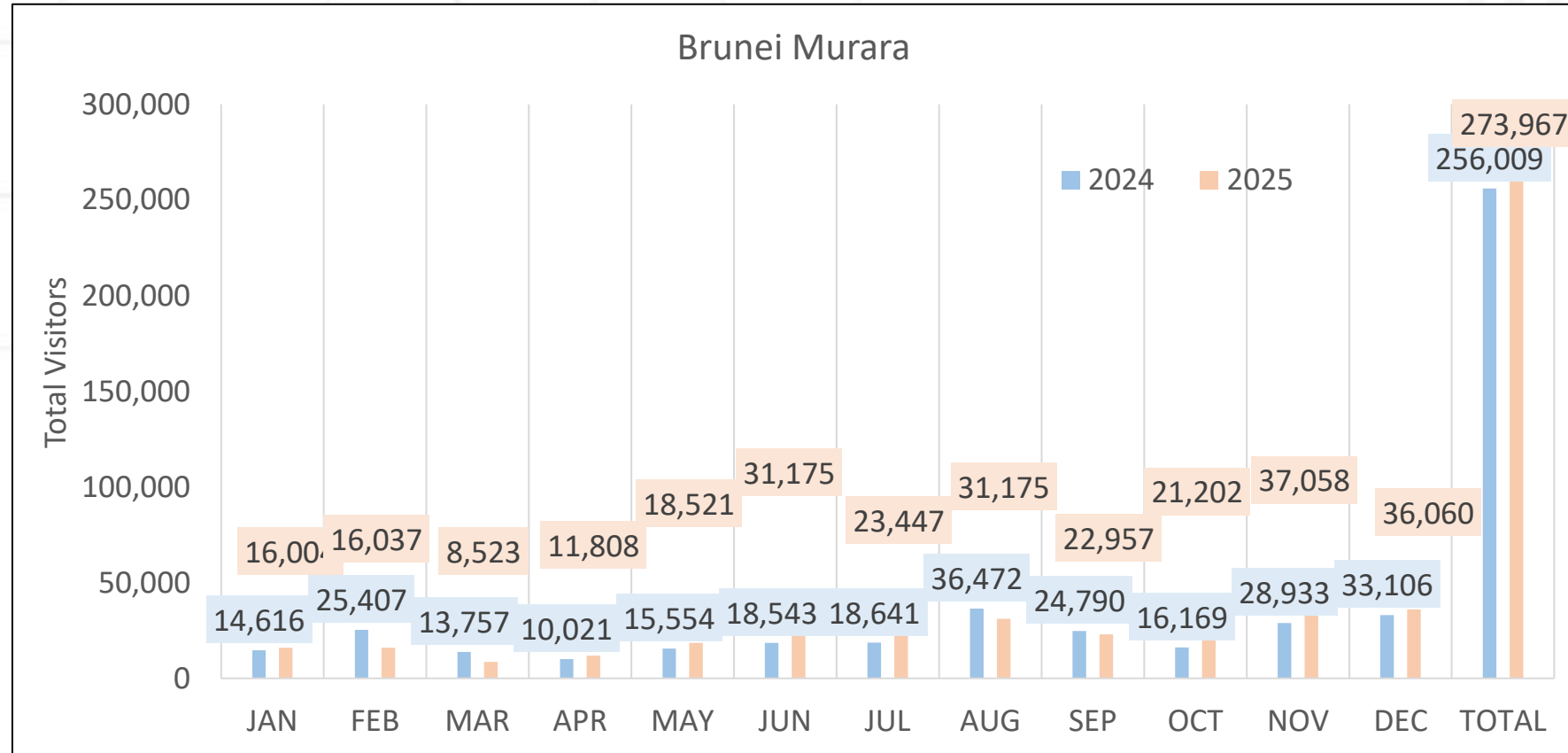
Belait

1. Pusat Biodiversiti Hutan Tropika
2. Seria Energy Lab (Recently opened at 28th November)
3. Kuala Belait Muzeum (Close drom 29th January until September 2025)

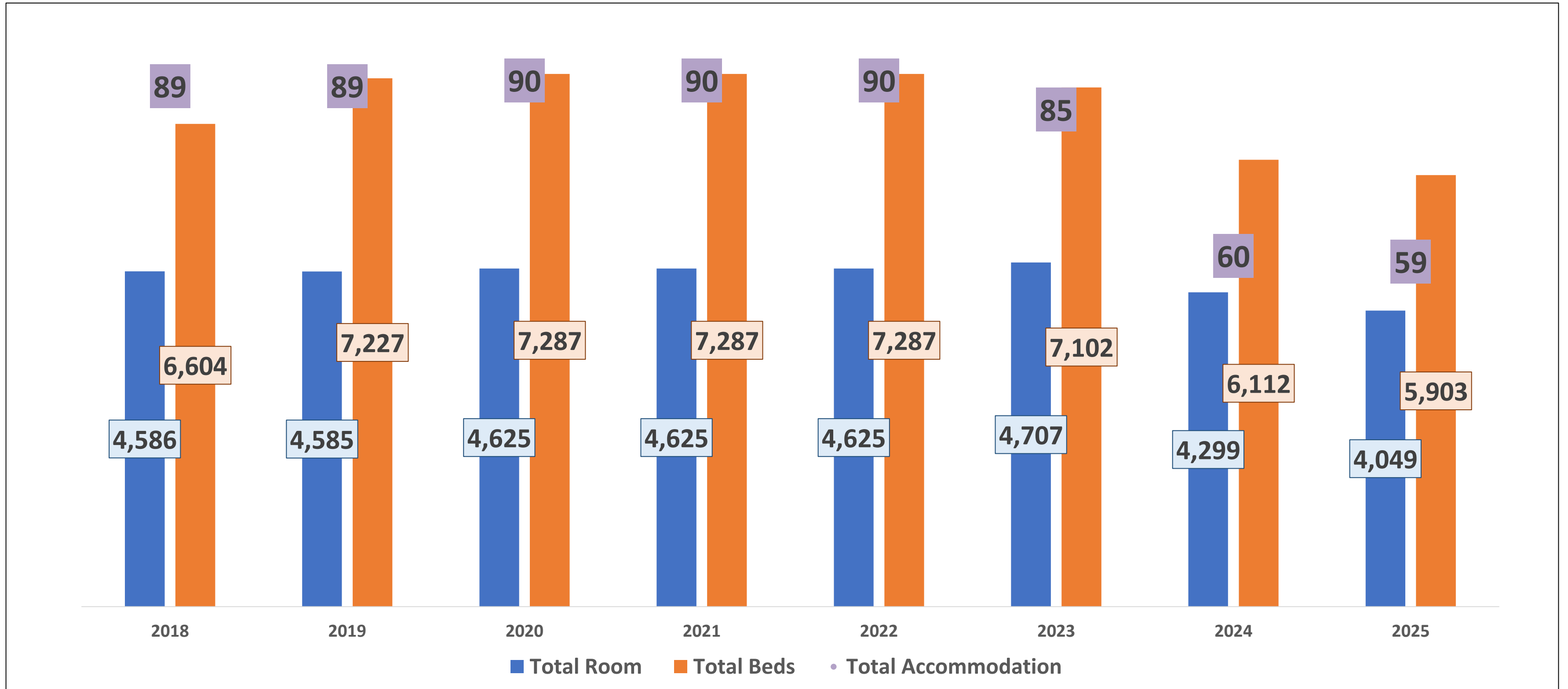
Temburong

1. Taman Negara Ulu Temburong

Total Visitors to Tourist Attractions by District in Brunei Darussalam, 2024 and 2025

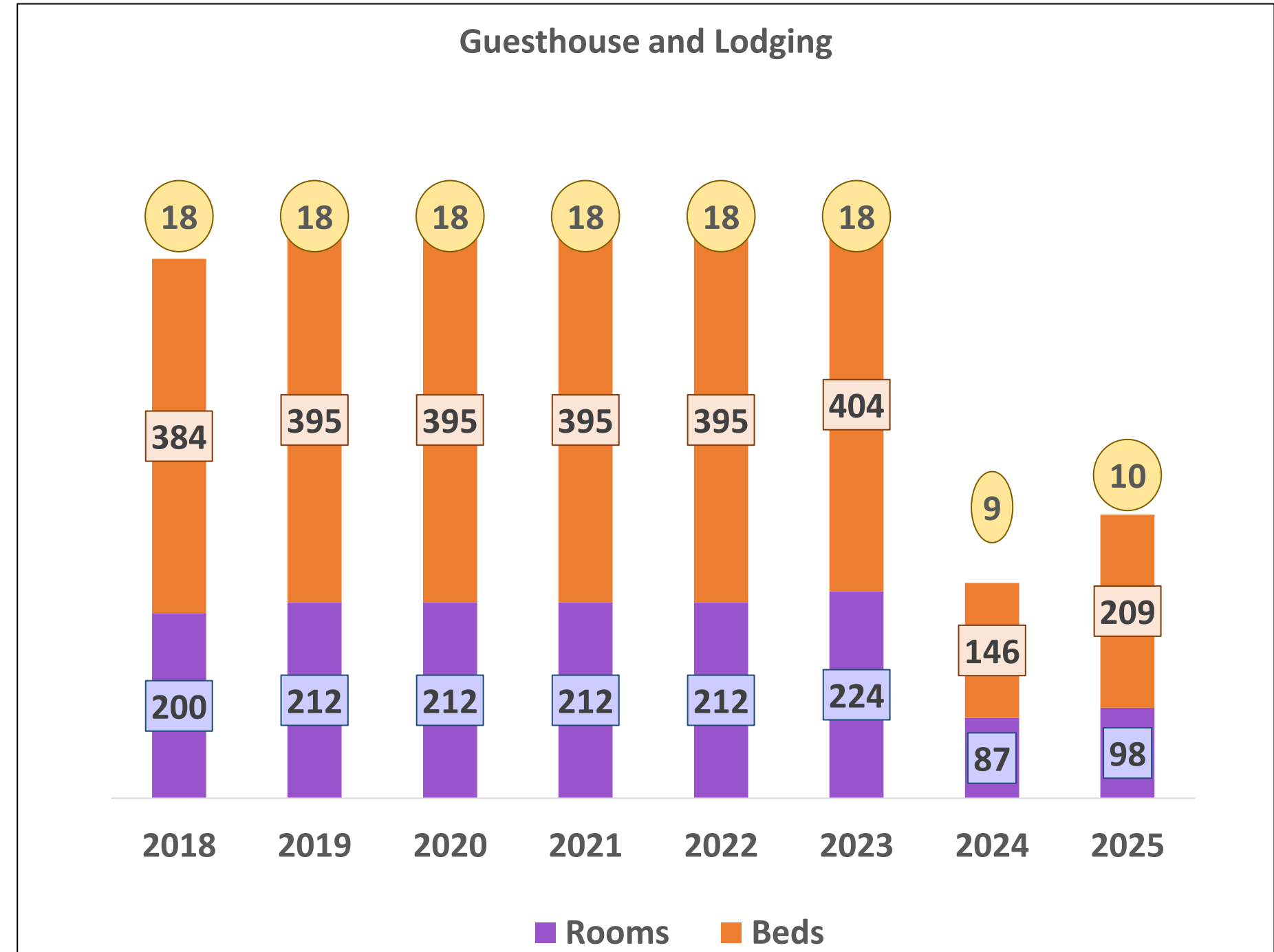
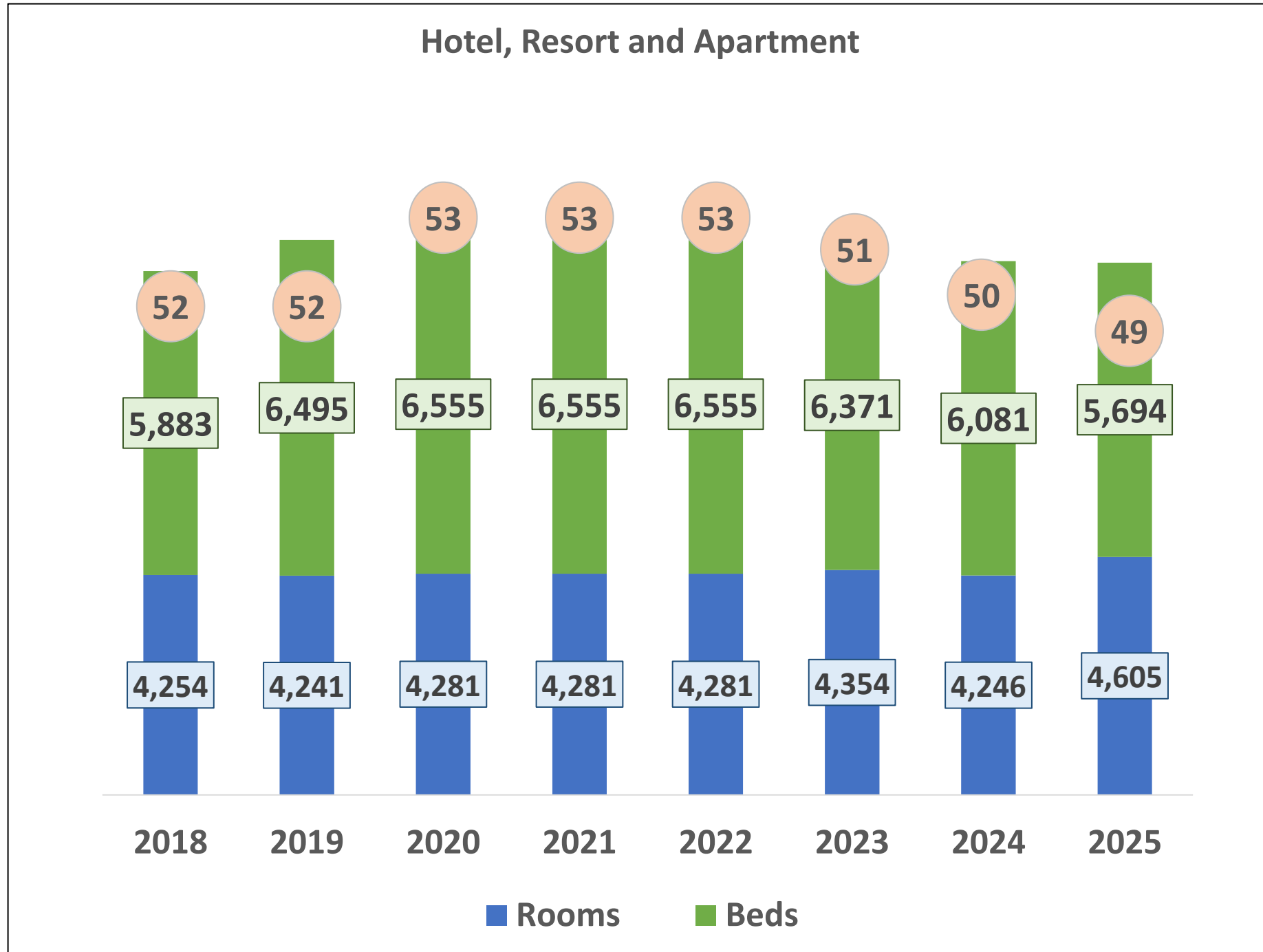


Total Accommodation Establishments (Including Rooms & Beds), 2018–2025

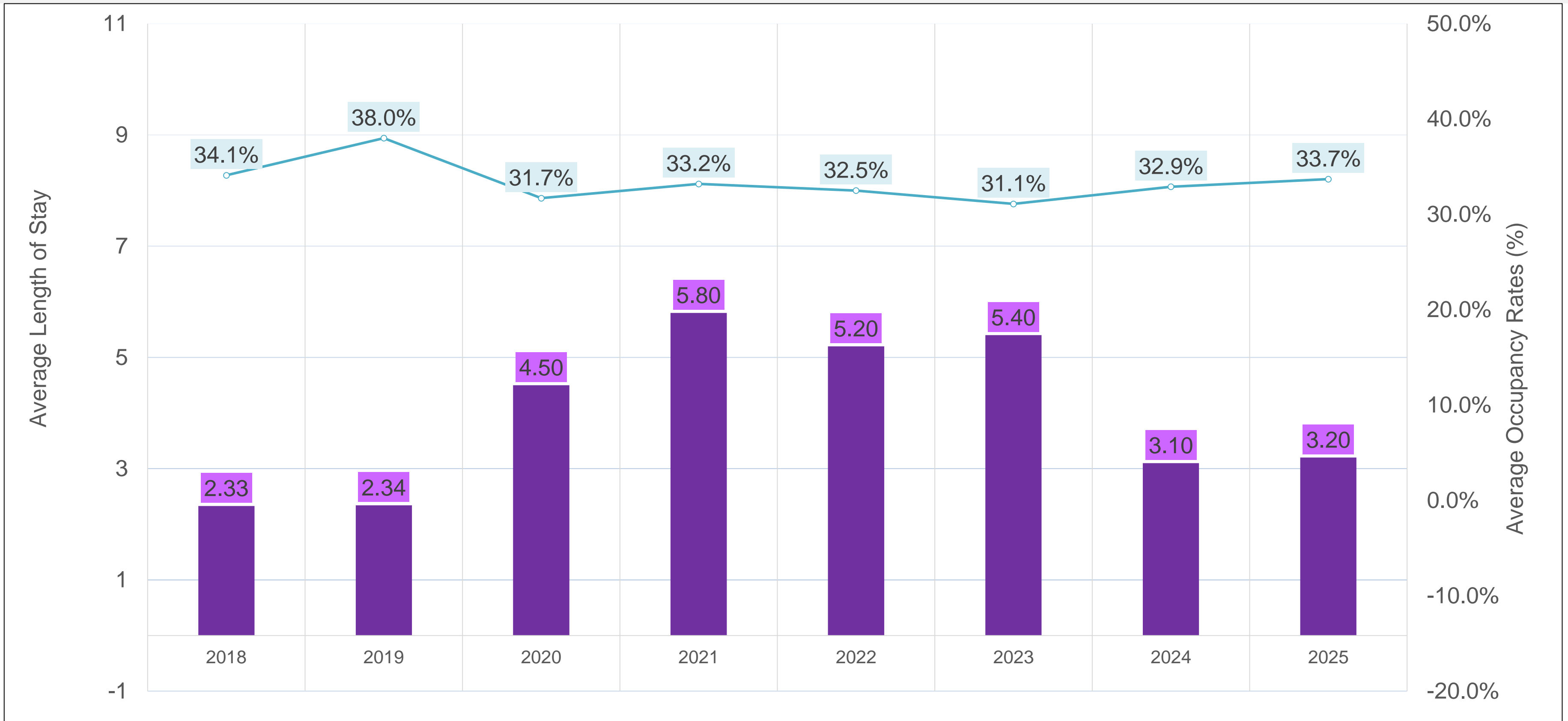


Note:
 Nsey Hotel & Apartment did not renew its registration; The Maison Hotel and Serviced Apartments is temporarily closed; and Rimbung Suites and Residences has been converted into long-term rental accommodation. The Guest Houses & Lodges category includes Binturong Lodge Sdn Bhd and Teratak MFF Guesthouse.

Total Accommodation Establishments by Type of Accommodation, 2018–2025



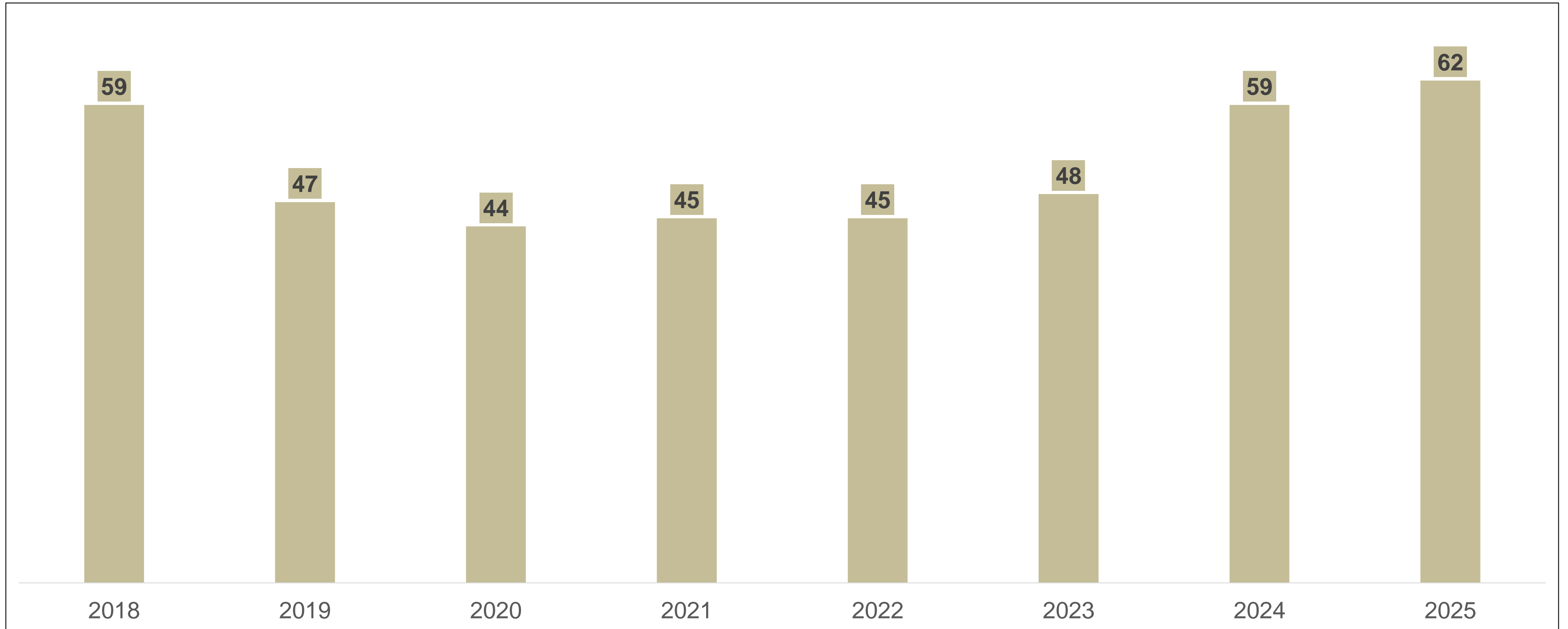
Avg Length of Stay & Occupancy Rate Tahun 2018-2025



Length of Stay, Average Occupancy Rate and Sales 2024 vs 2025

Accommodation Sectors	2024	2025	Difference	% Increase	COMMENTARY ON INCREASE/DECREASE
Average Occ Rate (%)	32.86%	33.68%	0.82%	2.50%	More people visit / stay during events held in Brunei Darussalam.
Avg Length of Stays (days)	3.10	3.20	0.10	3.23%	No significant changes observed.
Accommodation Sales (B\$ Million)	38.15	34.61	-3.54	-9.28%	This may be due to a decrease in RevPAR, which could be a result of sales promotion strategies and discounted pricing. Revenue per Available Room (RevPAR) refers to the revenue generated per available room.

Total Registered Travel Agents, 2018-2025

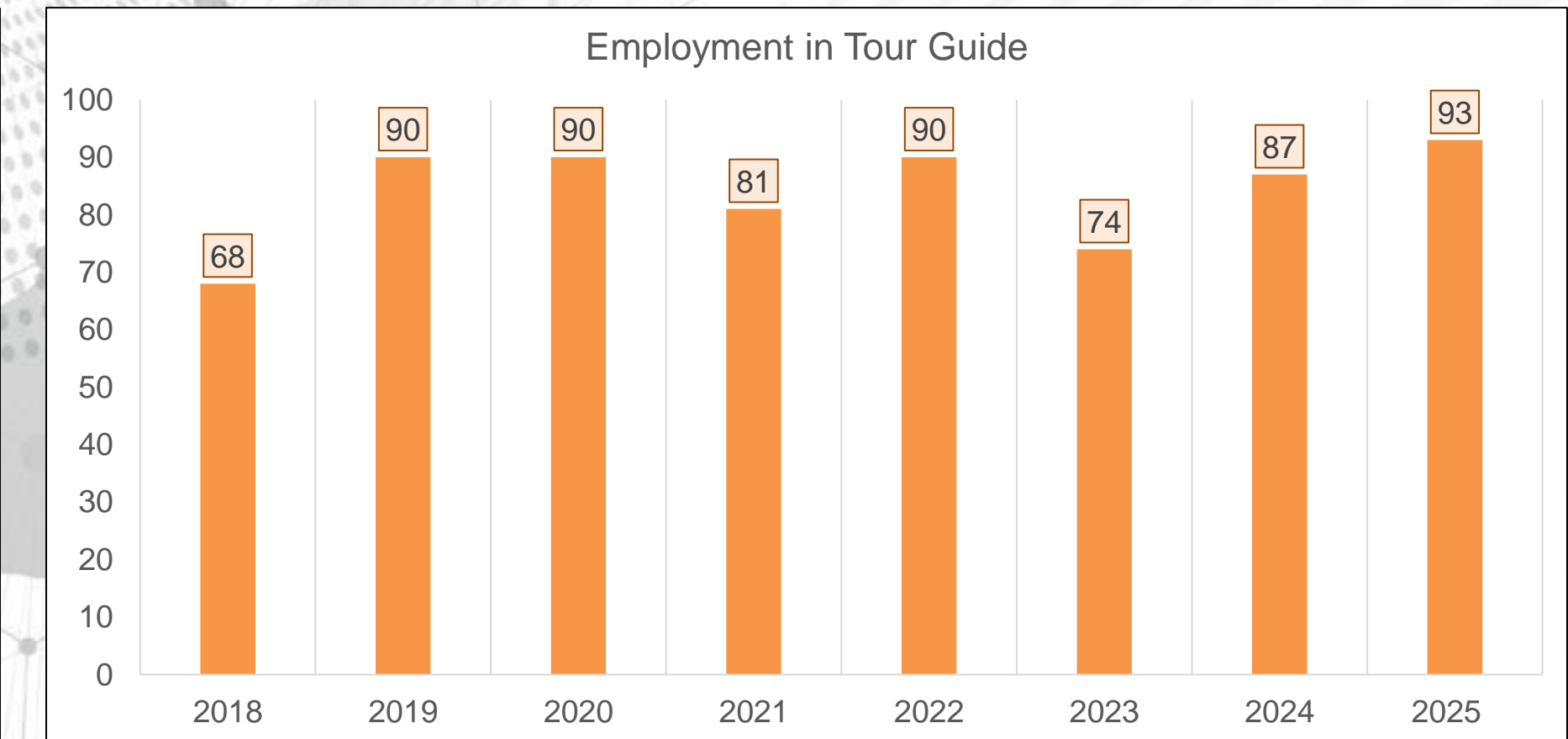
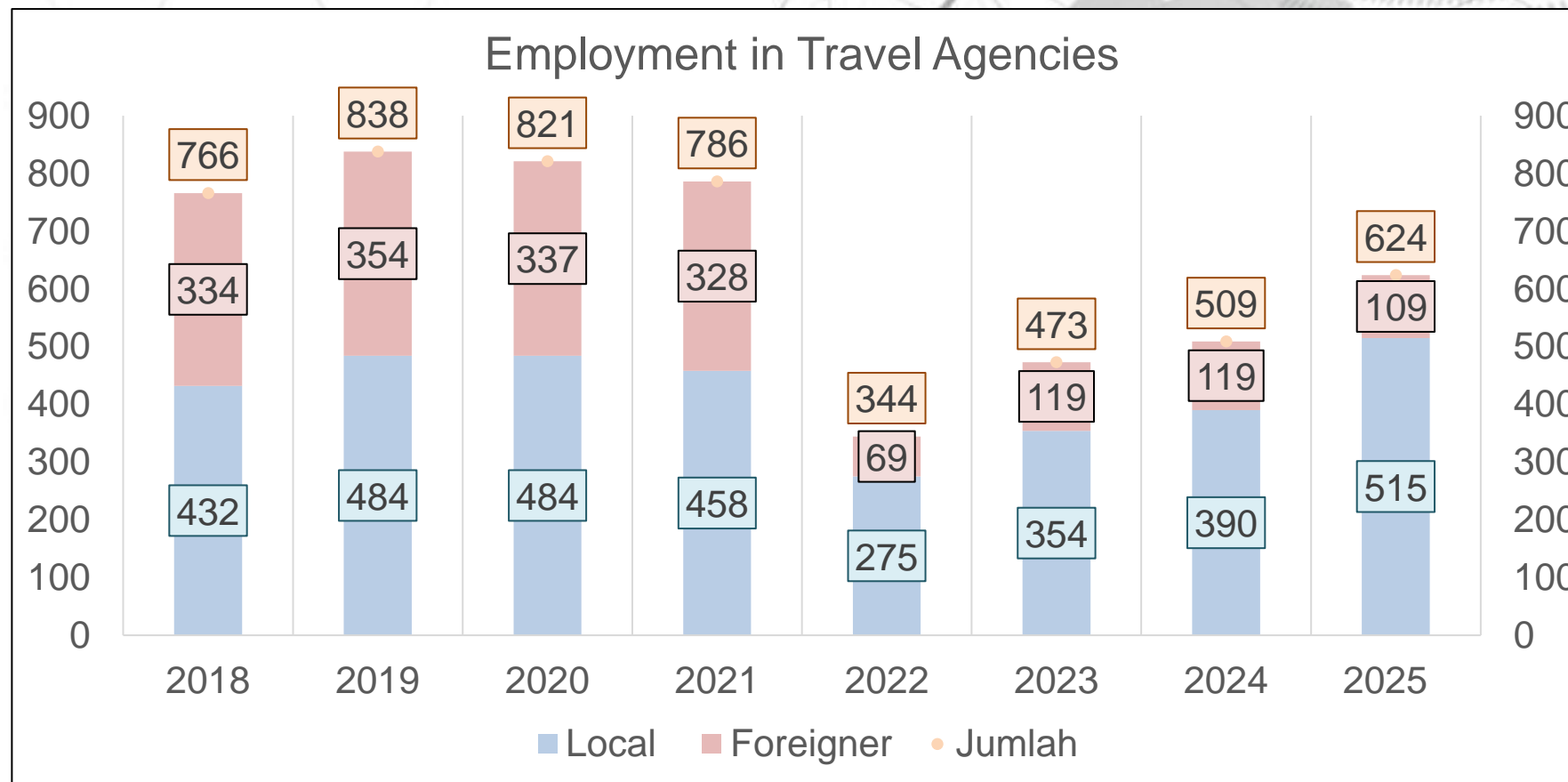
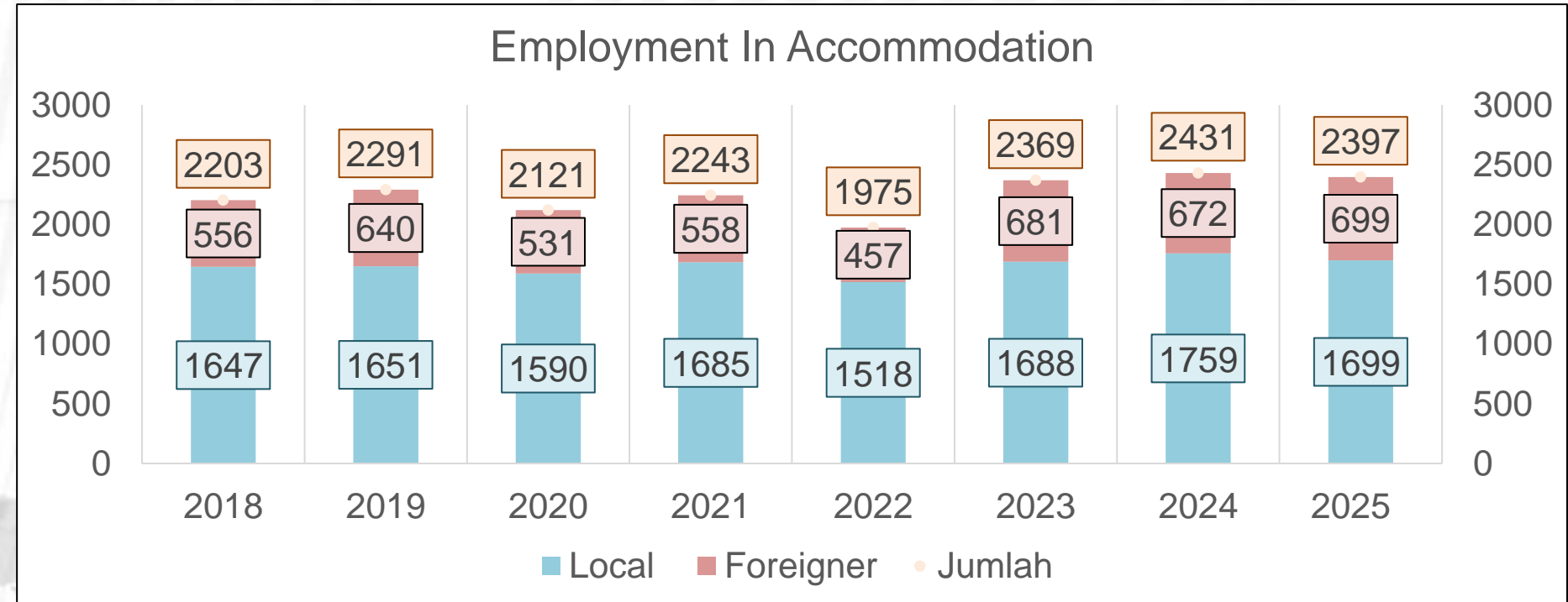
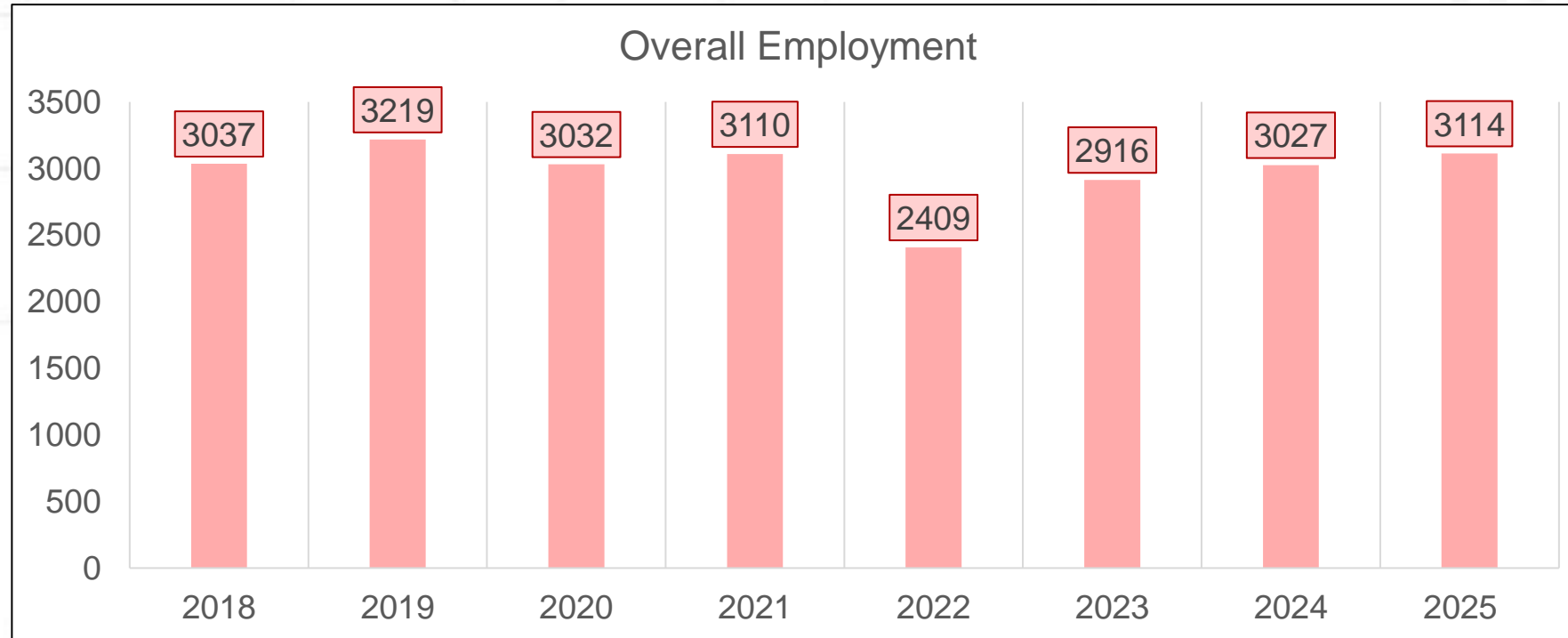


Note:
 A total of 5 new Travel Agency registrations were recorded in 2025, namely: Al-Kheira Travel & Tours Sdn Bhd; Ikhlas Global Tours Sdn Bhd; An-Nur Al-Khayr Travel & Tours Sdn Bhd; Al-Hambra Travel & Tours Sdn Bhd; and Darul Rahman Travel Sdn Bhd.

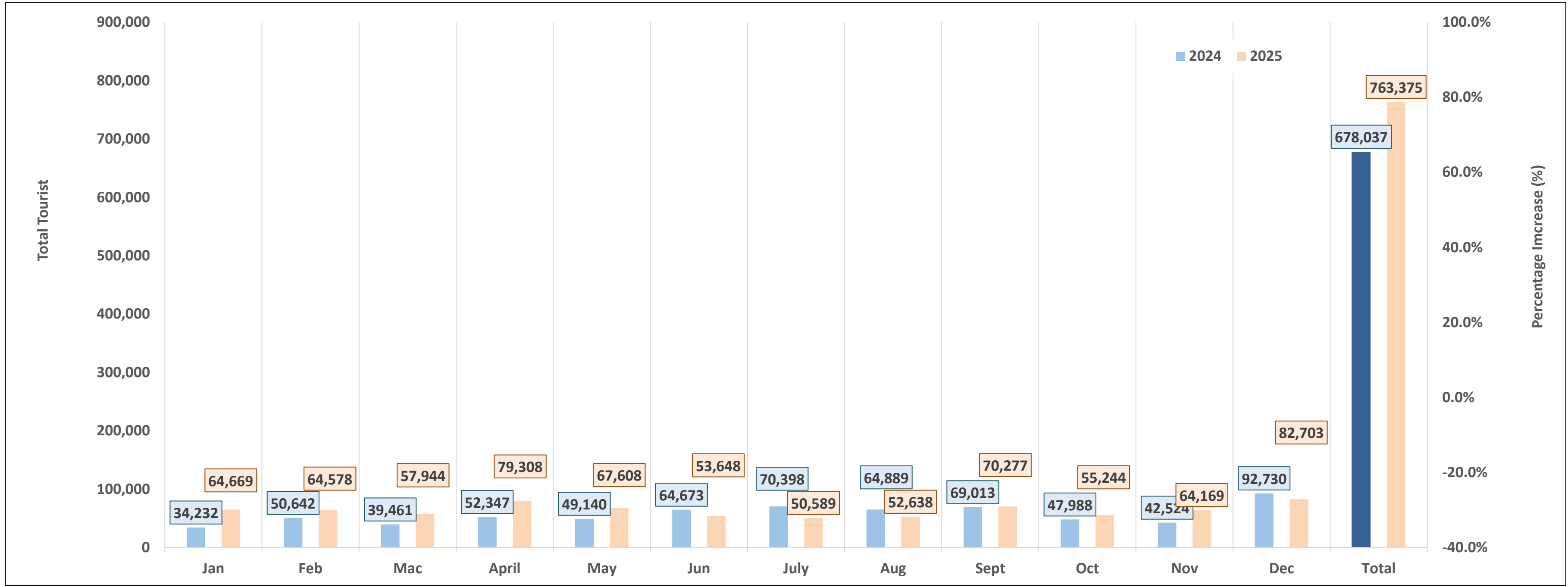
Total Employment in the Tourism Industry, 2024 and 2025

Employment in Tourism Industries	2024	2025	Increase / Decrease in total Employment	Percentage Increase (%)
Accommodation	2,431	2,397	-33	-1.42%
Travel Agents	509	624	115	18.43%
Freelance Tour Guide	87	93	6	6.45%
Overall Total	3,027	3,114	87	2.79%
Overall Total Local Employment	2,236	2307	71	3.08%

Employment in Tourism Industries 2018-2025

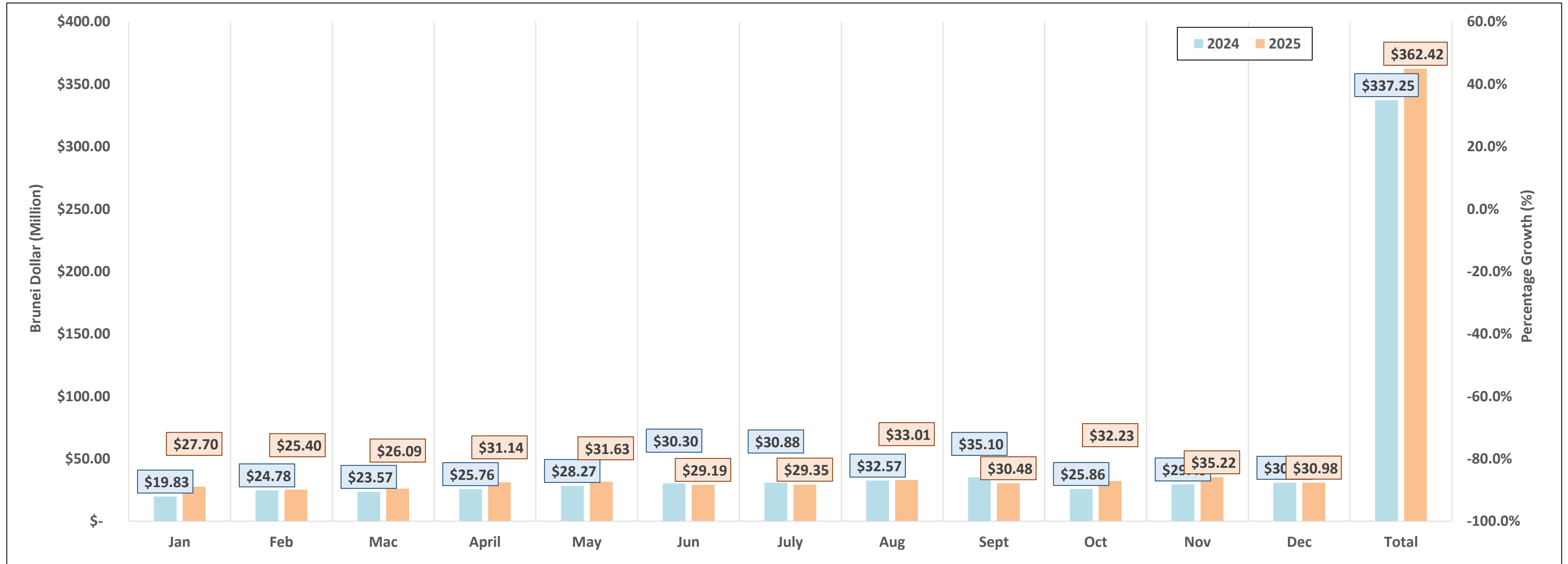


Comparison of Monthly Tourist Arrival Trends for 2024 and 2025 by Air, Sea, and Land.



Note:
The comparison of monthly tourist arrival trends shows an increase compared to 2024.

Comparison of Monthly Tourism Receipts Trends for 2024 and 2025 by Air, Sea, and Land.

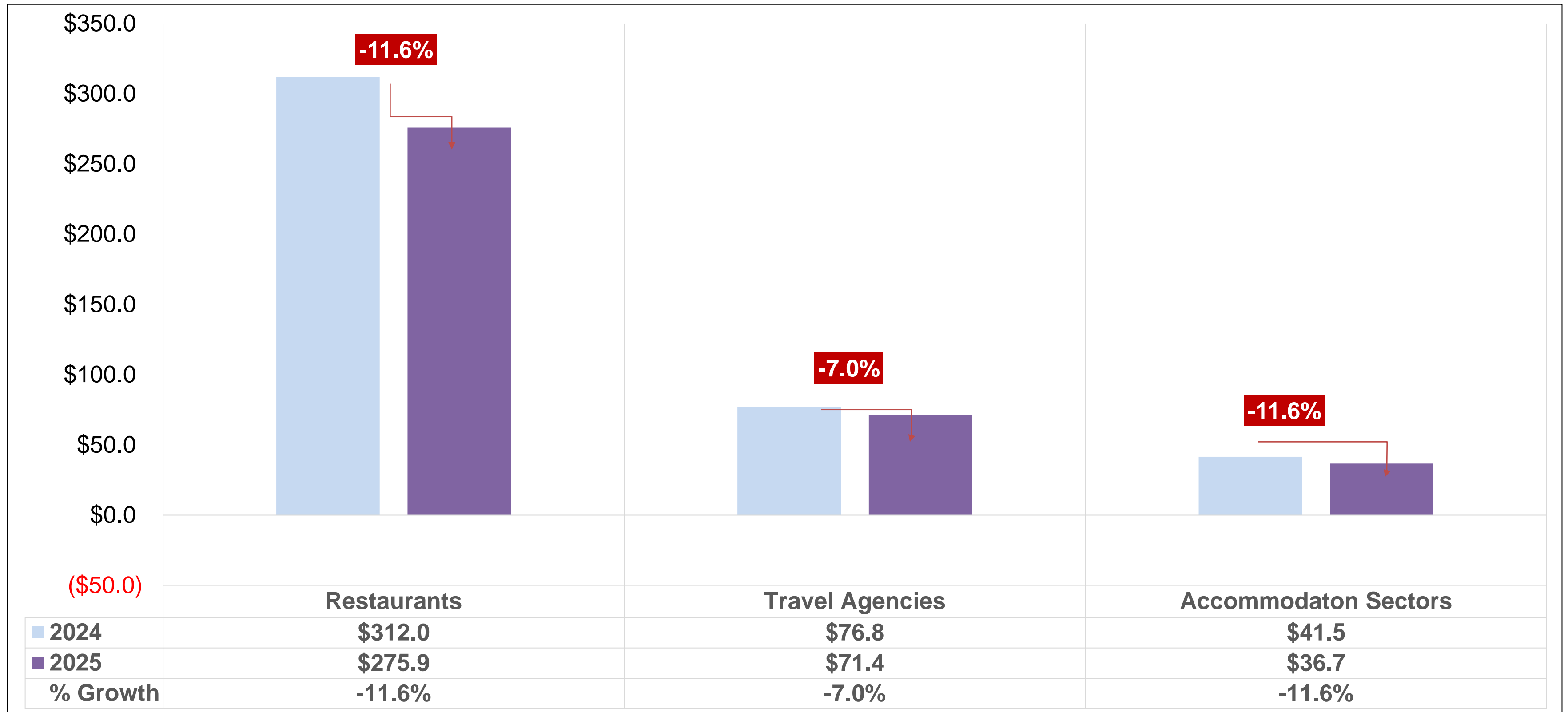


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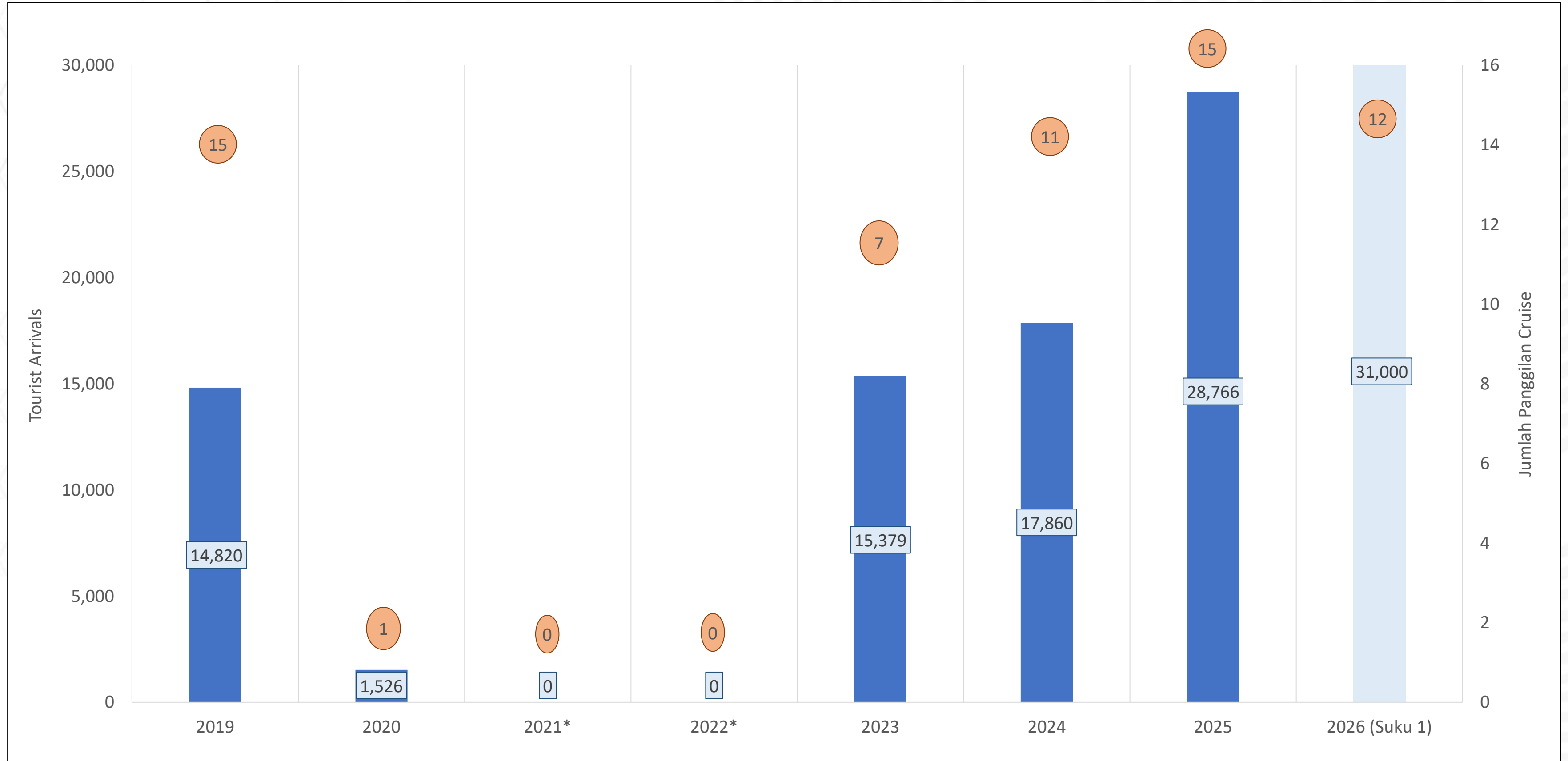
Tourism receipts for 2024 and 2025 are based on:

An expenditure of \$295.00 per day and an average length of stay of 4.0 days for each air tourist arrival.

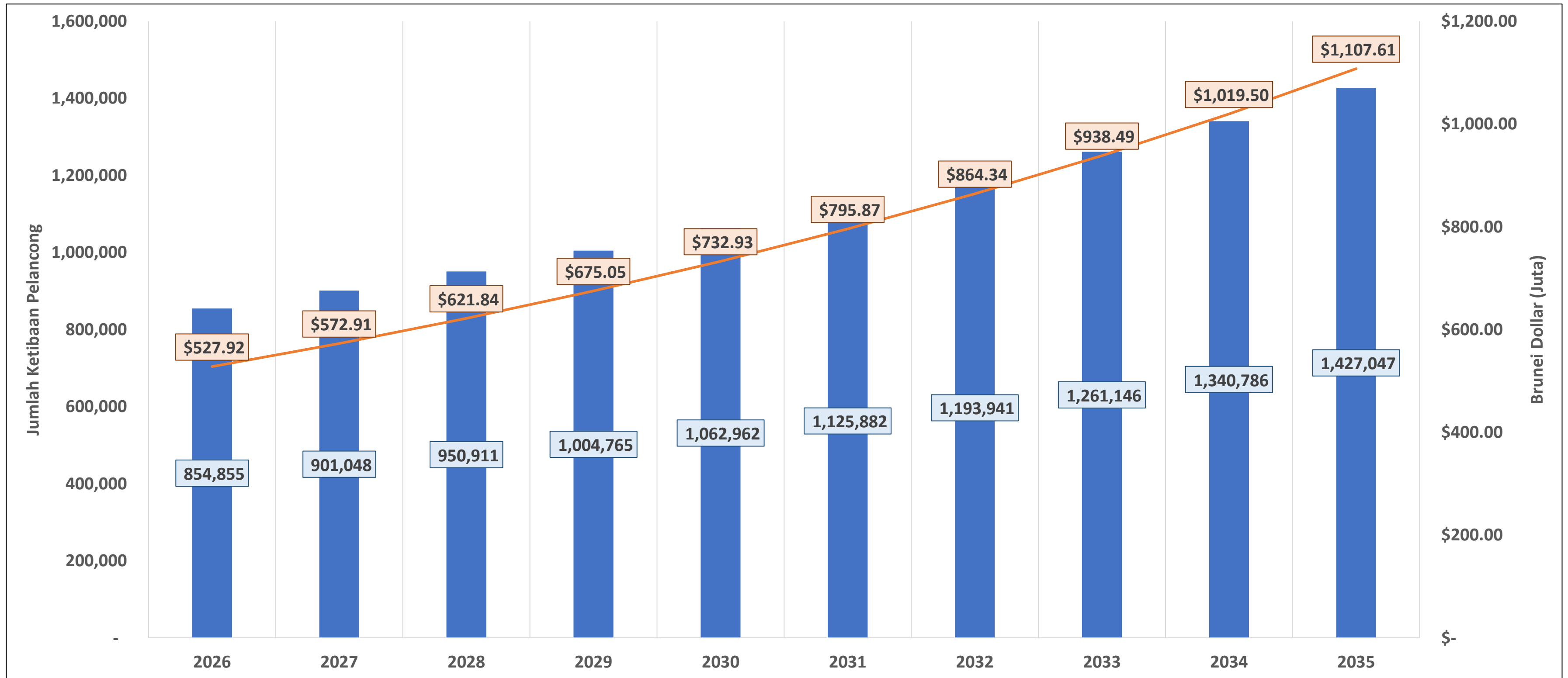
Tourism and Hospitality Industry Receipts, 2024 and 2025



Total Cruise Calls and Passenger/crews arrivals



Projeksi Bagi Ketibaan dan Pendapatan Pelancong Melalui Udara, Darat dan Laut bagi Tahun 2026-2035



Sumber: Jabatan Perancangan Ekonomi dan Statistik, Kementerian Kewangan dan Ekonomi.



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