



SABAH TOURISM BOARD

MINISTRY OF TOURISM, CULTURE AND ENVIRONMENT State Government of Sabah, Malaysia

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SABAH TOURISM BOARD ANNOUNCES NEW BRANDING: ENCHANTING SABAH

Sabah Tourism Board (STB) is proud to announce its new branding: Enchanting Sabah which has been featured in promotional collateral since 1st January 2020. The ideas and concepts were conceptualized by STB's Communication and Digital Division.

"Sabah has always been known as an eco-destination way before the term eco became popularized and I believe we have achieved matured in this sense. The conservation efforts in Sabah should be commended from having the Sepilok Orang Utan Rehabilitation Center which has been in operation since 1964, Selingan Island Turtle Hatchery since 1977 and of course in the recent years the Bornean Sun Bear Conservation Center and soon to come, a Pangolin Sanctuary," comments Mr Ken Pan, Chairman of Sabah Tourism Board.

"Consistent branding helps with visibility in the sphere of marketing and advertising. Sabah Tourism constantly finds cost-effective yet impactful marketing activities in order to achieve our destination promotion. The move to create brand sentiment will help public recognize a Sabah advert when placed either in mainstream media or online. It's now time to showcase and highlight the Enchanting elements of Sabah," adds Pn Noredah Othman, General Manager of Sabah Tourism Board.

"The Sabah Tourism Board has been a very independent team marketing Sabah for the past 30 years making them one of the first National Tourism Organizations to promote tourism. STB continues to work close with Tourism Malaysia, Airlines, Hotel and all industry partners to shape and boost tourism for Sabah and the efforts are indeed visible. We will also promote Sabah in tandem with the Visit Malaysia 2020 campaign," added YB Datuk Christina Liew, Deputy Chief Minister cum Minister of Tourism, Culture and Environment Sabah.

Sabah Tourism Board is due to churn out a new promotional collateral throughout the year that will compliment and substantiate its marketing efforts.

Link to [Enchanting Sabah](#) video.

New Logo Design: Enchanting Sabah

Enchanting SABAH Malaysian Borneo

Collateral Example:



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