

GAMIFICATION IN DESTINATION MARKETING

MARY WAN MERING

ACTING CHIEF EXECUTIVE OFFICER
SARAWAK TOURISM BOARD

The integration of mechanics into a system that already exists to motivate participation, engagement and loyalty.



Rainforest World Music Festival

Sarawak



Excitement through cultural activities



Rainforest World Music Festival

KUCHING
SARAWAK, MALAYSIA
www.rwmf.net



DAY WORKSHOPS



NIGHT CONCERT



STB
SARAWAK TOURISM BOARD

Rainforest
World
Music
Festival

OBJECTIVES

*Promoting Sarawak as the region's premier destination
which emphasize on performing arts*

The leading music festivals in the world.

Catalyst for other economic sector

AWARDS



PATA Gold Awards 2006



Aseanta Awards for Excellence 2009

AWARDS



AWARDS



THE INAUGURAL
ASEAN PR EXCELLENCE AWARD 2015

Gold Award
Overall Champion

SONGLINES
MAGAZINE

25 OF
THE
BEST
INTERNATIONAL
FESTIVALS

2010

SONGLINES
MAGAZINE

25 OF
THE
BEST
INTERNATIONAL
FESTIVALS

2011

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MAGAZINE

25 OF
THE
BEST
INTERNATIONAL
FESTIVALS

2012

SONGLINES
MAGAZINE

25 OF
THE
BEST
INTERNATIONAL
FESTIVALS

2013

SONGLINES
MAGAZINE

25 OF
THE
BEST
INTERNATIONAL
FESTIVALS

2014

SONGLINES
MAGAZINE

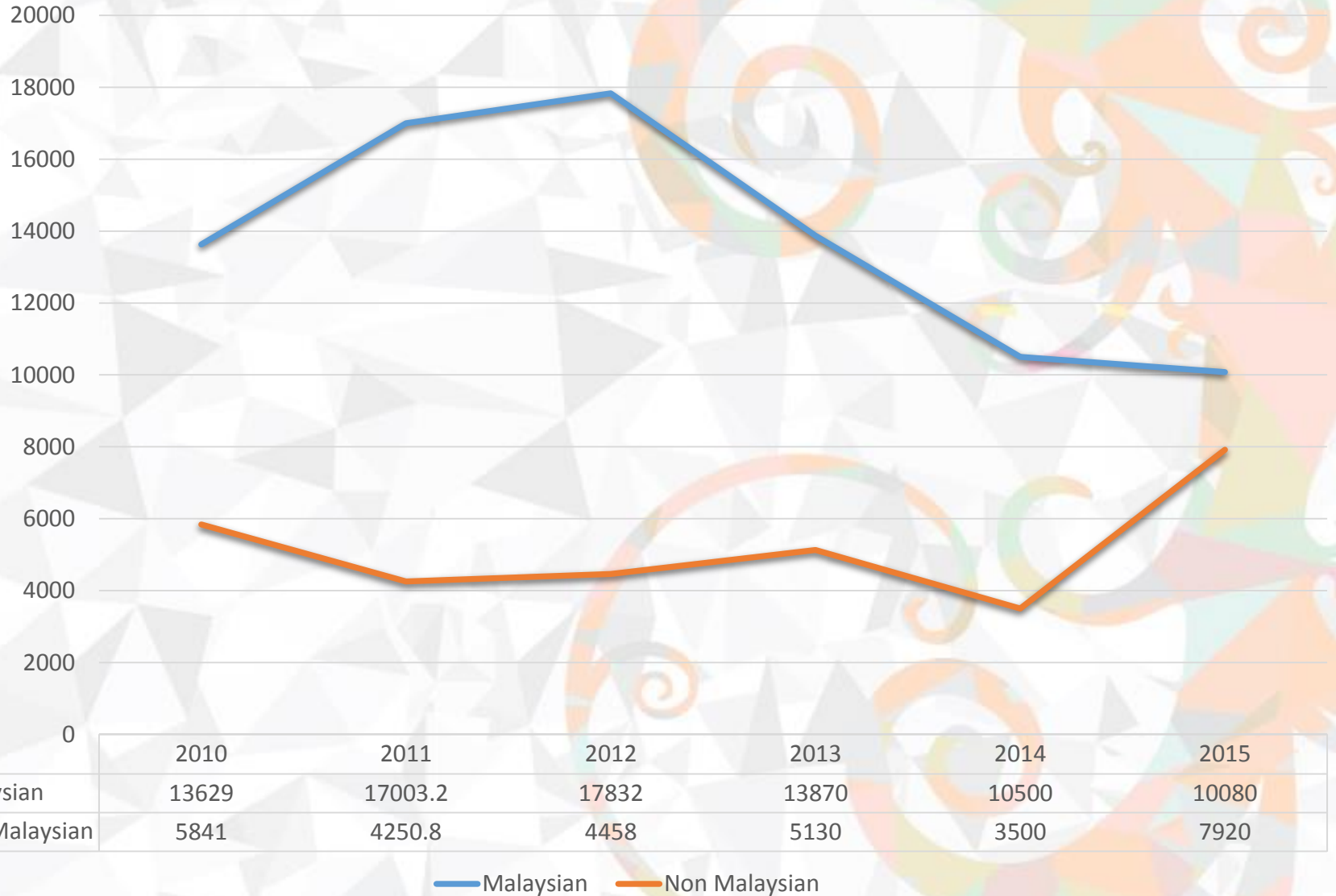
25 OF
THE
BEST
INTERNATIONAL
FESTIVALS

2015

For 6 Years

In Succession!

RWMF Visitors



FESTIVAL PROFILE

A 3-day program with:

- *interactive afternoon workshops*
- *afternoon shows on an indoor stage*
- *daily drum circles in the evenings*
- *night shows on 2 outdoor stages*



VOLUNTEERISM

BORNEO POST *online*
THE LARGEST ENGLISH NEWS SITE IN BORNEO

Home News Biz Sports Utusan Borneo thesundaypost Columns

Archive

Home - News - Sarawak

STB calling on volunteers for next year's festivals

Posted on December 11, 2013, Wednesday



APPLICATION NOW OPEN: Festivals project coordinators Fiza (left) and Mona showing the volunteer forms.

KUCHING: The 17th Rainforest World Music Festival (RWMF) to be held here, the Ninth Borneo Jazz and the Second Asia Music Festival, both to be held in Miri, are currently accepting applications for volunteers.

The 2014 RWMF will be held on June 20 to 22, while the Borneo Jazz 2014 and Asia Music Festival 2014 will

unteers-selected-for-rwmf-16th-edition/

Rainforest
World
Music
Festival

HOME INFO MEDIA CENTRE PROGRAM TICKETS PHOTOS VIDEO ARCHIVE

One of Top 25 International Music Festival 2015 | Countdown clock: 297 days, 01

135 Volunteers Selected For RWMF 16th Edition

KUCHING, Sunday – 16th edition of Rainforest World Music Festival (RWMF) are welcoming 135 volunteers among the public. The volunteers will get an opportunity to gain experience, working at this annual music festival that ranked among the best 25 international festivals in the world.



FINAL TEAM SELECTED – The RWMF Artistic Director, Jun Lin (left) and Narawi Rashidi of Sarawak Cultural Village (right) at the volunteers briefing session this afternoon at Sarawak Tourism Board office.

RWMF FRINGE EVENTS



WATERFRONT
MUSIC FEST
2016

14th - 16th July 2016

Godown Amphitheater,
Kuching Waterfront

Feel the Rhythm of the World

Open to all bands/musicians
(must consist of at least 1 traditional
musical instrument)

Find us on  [f](#)
Kuching Waterfrontwaterfrontofficial
Contact: 011-33339019





4TH **Borneo Tattoo Expo**
RAINFOREST MUSIC + INK

5-7TH AUG 2016
DAMAI CRAFTWORLD & EVENT CENTRE
SANTUBONG, SARAWAK


Contact: +6 019 888 0676 Email: bungaterung@hotmail.com
Website: www.facebook.com/tattoo.expo.borneo

ORGANIZERS:  BYEX,  MONKEY TATTOO STUDIO,  MOTIF IKHLAS SDN BHD

MAIN SPONSOR:  MINISTRY OF TOURISM SARAWAK

CO-SPONSORS:  MR. LOPEZ & MR. CHUCK BMF ENTERPRISE,  BAXX JORDAN TATTOOS,  our youth my

IN CONJUNCTION WITH:  Rainforest World Music Festival



 Rainforest
World
Crafts
Bazaar
2016



Pustaka  ^{TM ©}
Festival of Children's Literature

FAMILY FRIENDLY FESTIVAL

Working towards a more friendly oriented festival by having

- 1) Family packages*
- 2) More activities for the children through collaboration with **Pustaka Bookaroo** by having special workshops for children*



CORPORATE SOCIAL RESPONSIBILITY

Greening Initiatives

- *Treeplanting at the wetlands*
- *Use of ecofriendly tableware at the food mart*
- *Encourage the use of shuttle bus thus reducing carbon emission*



- *Recycling and Waste Management (recyclables & food waste collection & handling)*



PUBLICITY DRIVE

RAINFOREST WORLD MUSIC FESTIVAL

The Rainforest World Music Festival is more than music, it is an exciting gathering of an eclectic group of performers from around the world who share their music and their culture with the audience. The Festival is also a stage for Malaysian talent to introduce their culture to the world.

A WORLD-CLASS EVENT

The Rainforest World Music Festival is a world-class event that for the past six years has been voted among the top 25 international music festivals by Songlines, a renowned world music magazine based in the United Kingdom.

The Rainforest World Music Festival was the first and is the largest event of its kind in Malaysia, with 26 bands from throughout Borneo sharing their culturally-rich music. Some of the local bands that will be performing are Gendang Melayu Sri Buana from Sarawak, Alena Murang from Sarawak, Band Girls of Sabah State Cultural Board from Sabah, The Thunder Beats of Nanyang Wushu Drums from Sarawak, Mathew Ngau Jau from Sarawak as well as the Sarawak Cultural Village themselves.

LOCAL & INTERNATIONAL PERFORMERS

Other bands from Malaysia, as well as all around the world include 1Drum.org from Malaysia, Unique Arts Academy from Malaysia, Dya Singh from Malaysia/Australia, Téada from Ireland, Lan Dieu Viet from Vietnam, Pat Thomas & Kwashibu Area Band from Ghana, Broulkar from Syria and Derek Gripper from South Africa.

Also performing will be Shanren from China, Auli from Latvia, Torgeir Vassvik from Norway, Chouk Bwa Libete from Haiti, Cimarron

from Colombia, Dol Arastra Bengkulu from Indonesia, Krar Collective from Ethiopia, Naygayiw Gig Dance Troupe from Australia, Nukariik from Canada, Stelios Petrakis Cretan Quartet from Greece, Vocal Sampling from Cuba as well as Violons Barbares from Bulgaria, Mongolia and France.

INTERACTIVE EVENTS

Aside from the nightly performances, there will be informative and interactive afternoon workshops throughout the three-day festival, revolving around the theme of ethno-musical significance.

Fringe events such as the Rainforest World Craft Bazaar and the Food and Village Mart, where you can buy the local arts, crafts and cuisine of Borneo, as well

as the Borneo Tattoo Expo at Damai Central, where you can see the traditional tattoos of the indigenous tribes of Sarawak add to the excitement and colour of the Festival.

FOR ALL AGES

Another event being held this year is the Pustaka Bookaroo, which combines music, stories and crafts from around the world in workshops for children aged between seven and 12.

Every year, the event organisers host a tree planting ceremony wherein members of the organising committee, media, sponsors, artists and volunteers will plant dozens of saplings in nearby nature reserves in order to ensure the environmental sustainability of the event as well as to increase environmental awareness among the public.

LIVING MUSEUM

In conjunction with this effort, all vendors within the festival are required to use reusable or recyclable cutlery and plates during sales.

Sarawak Cultural Village, the venue of the festival, is popularly known as the 'living' museum which takes up a sprawling 17 acres of land at the foot of Mount Santubong, roughly 35km north of Kuching.

Festival tickets and updates are now available online or from the ticketing agents listed at www.rwmf.net, with pre-sale prices available until August 4. ♦



PHOTO CREDITS: KRAR COLLECTIVE; JACOB GRAMMEL; WWW.RWMF.NET; DOLAR; LOU WOOD; VIOLONS BARBARES AND GLO GARY; OSTWALD / 57 STUDIO; (P) WINE; (P) IS BALAGANKE; LAOMIE

June/July 2016 AsianJourneys

Sarawak holidays pack an almighty environmental punch in the form of 30 national parks, each alive with everything from coastal swamps to gigantic cave systems that protect and nurture some of the world's most diverse ecosystems. Travel within two hours of Kuching and you'll reach some of the Earth's most ancient rainforest jam-packed with proboscis monkeys, primordial flora, endangered fauna, and indigenous tribes living in longhouses.

SARAWAK HOLIDAYS TRAVEL GUIDES ▾ REVIEWS ACTIVISM

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RAINFOREST WORLD MUSIC FESTIVAL

SARAWAK'S GLASTONBURY IN THE JUNGLE 5TH -7TH AUGUST



If the late, great Ella Fitzgerald were still singing on our mortal coil, she would almost



BORNEO WILDLIFE HOLIDAY, SARAWAK

A light trekking and jungle adventure holiday in Sarawak

From **£2695** 14 Days inc UK flights

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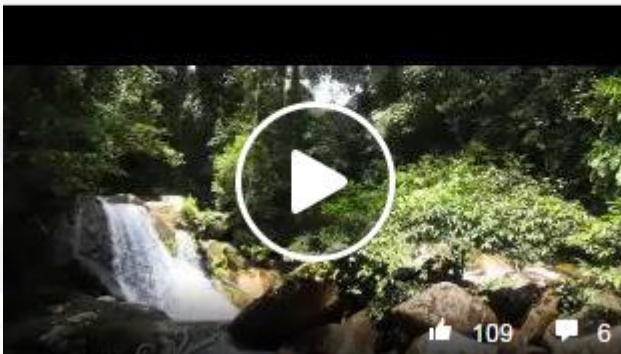
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Rozana Rosli and 177 other friends



Invite friends to like this Page

ABOUT



109 6

SARAWAK

The Official FB Page for places to see and things



Sarawak Travel, Malaysia, Borneo

Published by Daniella Lupi Balan [?] · 1 July at 09:39 ·

Get the latest updates and developments on the upcoming Rainforest World Music Festival at <http://rwmf.net/category/latest-updates/>

Don't miss a beat and don't miss out. The festival is just one month away!



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844FOLLOWERS
6,407LIKES
533LISTS
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Sarawak, Malaysia

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Media

**Visit Sarawak** @SarawakTravel · Jun 8

Rainforest World Music Festival Instagram photo contest. At participating malls in Kuching [ow.ly/zDVR100b8Nx](#) #rwmf2016



Rainforest World Music Festival Instagram photo contest

KUCHING: A Rainforest World Music Festival (RWMF) Instagram Contest is being held in which participants stand a chance to win tickets to the ... [theborneopost.com](#)



3



3

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Read how our Japanese intern, Kenta found adventure in Sarawak...thru food. What else! [sarawaktourism.com/blog/visiting-...](#)

Rainforest World Music Festival

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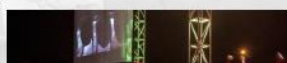
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GET READY FOR RWMF 2016

August 5-7
23 days, 07:29:20

Latest News : neo Blog : 'Sarawak Movie in the Rainforest

PERFORMERS 2016

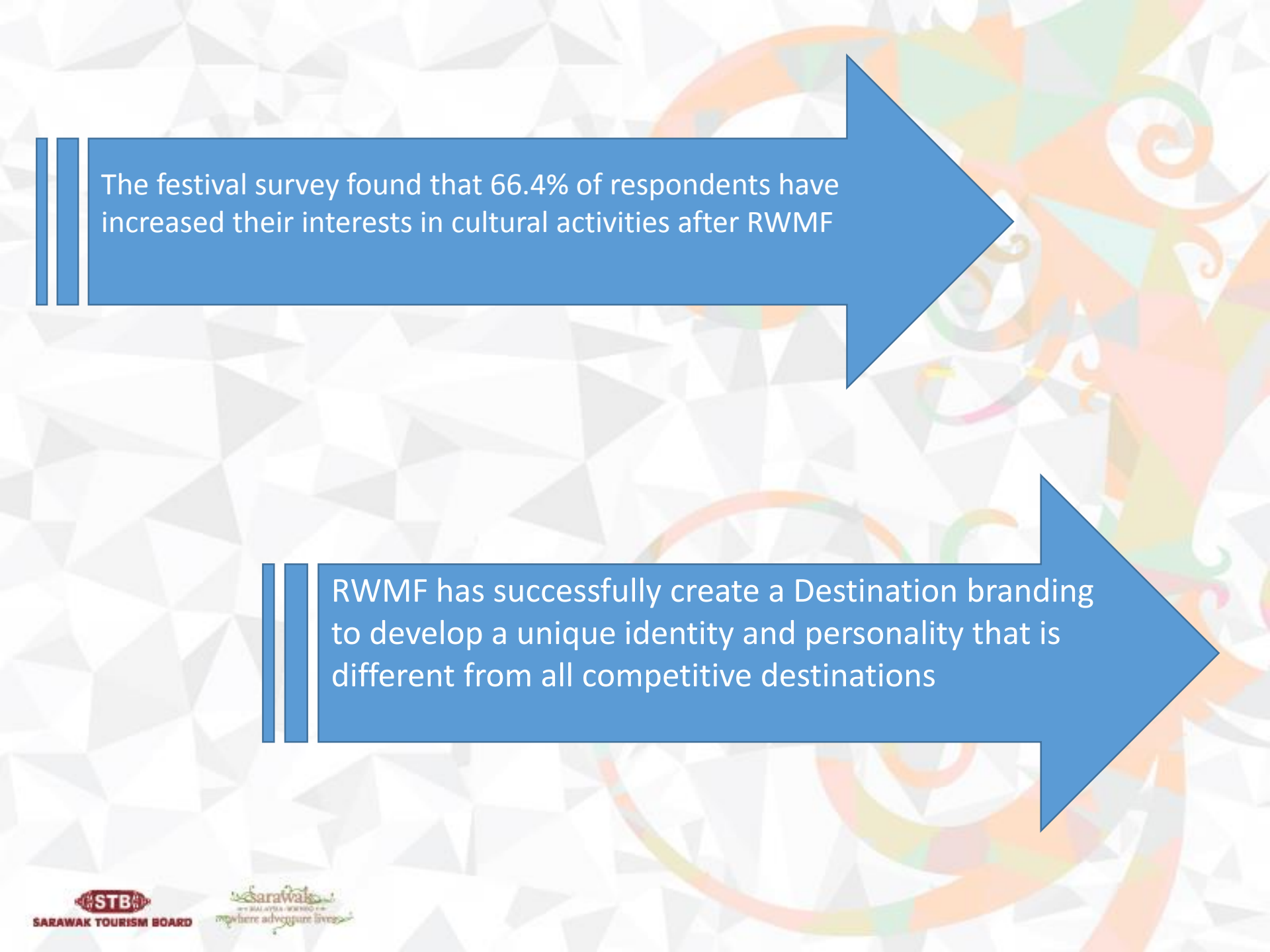


HIGHLIGHTS

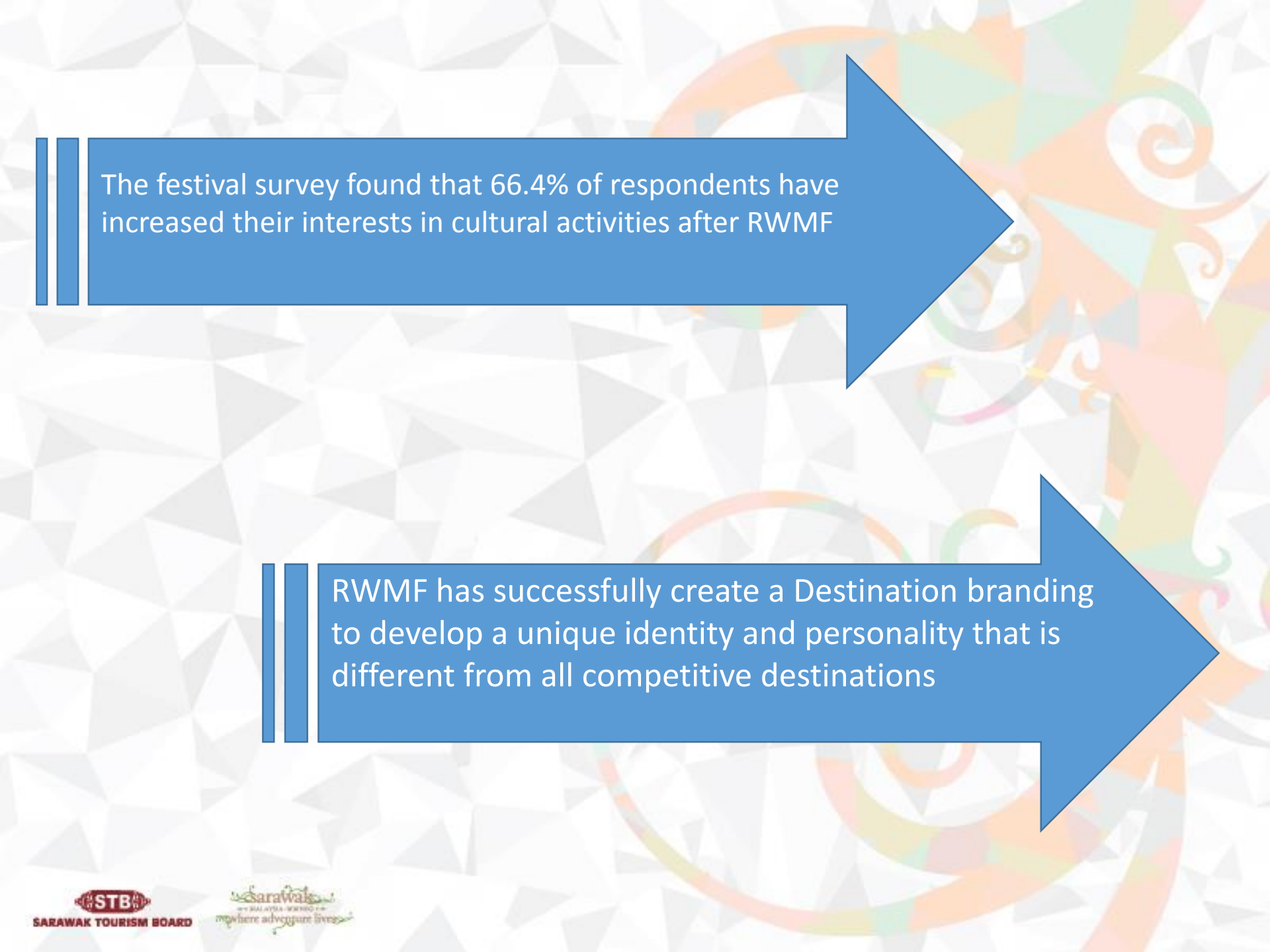


FREE TICKETS CONTEST





The festival survey found that 66.4% of respondents have increased their interests in cultural activities after RWMF



RWMF has successfully create a Destination branding to develop a unique identity and personality that is different from all competitive destinations



Rainforest World Music Festival

From Zero to Hero

THANK YOU