

Press Release

FOR IMMEDIATE RELEASE
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Borneo Eco Tours Awarded First Place in Responsible Tourism

NEW YORK – Borneo Eco Tours based in Sabah, Malaysia has been awarded the first place honor in the 2015 Responsible Tourism Showcase by the Educational Travel Community (ETC), an organization that is committed to supporting partners that diligently champion the implementation of sustainable initiatives.

Responsible tourism has a positive economic impact on a destination while minimizing ecological, social and cultural impact. Sustainable visitors experiences include volunteerism, engagement with the local community, traveler philanthropy and becoming a steward of the environment.

Founded in 1991, Borneo Eco Tours offers exotic cultural elements, bird watching tours and wildlife river safaris. Owner Albert Teo believed that “an eco tour without an ecolodge is not complete,” thus the 20-room Sukau Rainforest Lodge was created. The ecolodge has won multiple international awards and has hosted groups focused on the mission of sustainability such as the World Ecotourism Conference and the WWF Annual Conference.

“Ecotourism is about the people and their culture, when tourists come here they want to experience the wildlife and the people, and what better way than to have the local people tell their interpretation,” said Albert.

Borneo has a vast array of biodiversity including 10 species of primates and 8 species of hornbills and is home to the oldest rainforest in the world. This unique environment is what brings visitors from all over the world to Malaysia. Borneo Eco Tours respects the traditions of the indigenous people, encourages minimal impact to the wildlife and environment while making community-based tourism a priority through the employment of local guides.

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For more information, please contact Lauren Halley at lhalley@saeshe.com.

Malaysia Tourism Promotion Board or Tourism Malaysia is an agency under the Ministry of Tourism & Culture, Malaysia. Tourism Malaysia's objective is to promote Malaysia as an outstanding tourism destination and aims to showcase Malaysia's unique wonders, attractions and cultures.