

STA List of activities and programs 2025 (1st January -31st December 2025)

(In blue- Organized by STA Exco /STA Members)

Nos.	Date	Activities/Programs
1	19 th January 7.00pm	Asean Tourism Forum Dinner event hosted by STB at Tanjung Room, Shangri - La Resort Tg Aru
2	23 rd January 11.00am	Tourism Insight Day: -Launch of the Tourism Insight Analytical Dashboard - Talk on Understanding the Regional Satellite Tourism Account 2023 at Sabah Tourism Board Main lobby
3	30 January 7.00 pm	Chinese New Year Dinner Celebrations organized by KePKAS – STB at SICC
4	7 th February 5.00-11.00pm	Launch of Lampoopalooza Event at STB, Jalan Gaya
5	21 st February 4.15-6.30pm	Launch of the MyBHA Sabah Map and Directory 2025 at Flying Fox Bar, Kinabalu Yacht Club
6	26 th February 9.00-10.45am	Briefing on Product and Services by PERKESO at Dewan Sompoton, Wisma Perkeso Focus: On Housewives and Entrepreneurship Sectors. Invitation via Sabah Tourism Federation(STF)
7	27-28 February	Be-Forum at SICC (Open to all STA members)
8	1 st March 4.00-8.00pm	FAM Trip. Visit to Brighton Bay ,Sungai Kawang, Kinarut Sunset and Firefly Cruise inclusive of refreshments upon arrival and buffet dinner
9	5 th March 3.00-5.00 pm	STA Exco Meeting at Camp Borneo Office , D-07-06, Aeropod KK
10.	17 March (open to all STA members)	Tourism Malaysia Networking & Sungkai Reception 2025. Talks on latest tourism trends and presentation on Grants (GSSP, Gamelan and GSSK) Hilton Hotel
11	18 March 3.00-6.30pm	PDRM & KePKAS Dialog Session, Orchid Room, Promenade Hotel
12	28 March 9.00am-2.00pm	B2B Session- Association of Hungarian Travel Agencies (out-bound), Shangri-La Tg Aru Resort.
13	9-11 April 8.00am-5.00pm	Bornean Elephant Conservation Symposium, SICC
14	19 April 11.00am	Open invitation by STA member Volkswagen Kota Bumi S/B -for their Official Launch
15	28 April 2.00-4.30pm	ASEAN Homestay Standard Awards Event, Horizon Hotel
16	29 th April 9.00am-noon	Sabah Tourism Industry Players Engagement Session with STB 2025 Palace Hotel
17	2 nd May 3.00-6.00pm	48 th STA AGM- held at M2Kitchen -Warehouse, Donggongon, Penampang
18	21-22 May 9.00am-5.00pm	Workshop on Mapping the Expatriate Application Process and Malaysian Work Pass in Sabah (Session 1) – Menara Kinabalu
19	23 May 2.30-4.00pm	Launching of Treasured Memories at GAH, UMS- by STA member Lavinia private Art gallery (Christianne Goonting) All STA members invited.

20	30 th May 1.30-3.00pm	“Majlis Sambutan Pelancong Sempena Pesta Kaamatan” 2025 @ KKIA
21	3 rd June 7.30am-5.00pm	Global Sustainable Tourism Council (GSTC) High-Level Workshop, Ballroom- Shangri-La Tanjung Aru
22	10 th June 8.00am-5.00pm	Development of Bayu Super Ap for Tourism Related Product- SICC Invitation via STF
23	11 th June 9.00am-12.00pm	Sabah Enhanced Travel Innovation Association (SETIA) will be organizing the LHDN E-Invoicing Briefing 2.0 Kinabalu Room, level 5 SICC
24	16-17 June	Workshop on Mapping the Expatriate Application Process and Malaysian Work Pass in Sabah (Session 2) Menara Kinabalu
25	18 th June 2.30-4.00pm	Briefing on Borneo Flora Fest 2025 Labuan by Perbadanan Labuan at the TM Office
26	21 June 9.30-5.30pm	CPR / Blood Donation Drive at Wisma Merdeka Lobby
27	24 June	Sustainable Wholistic Wellness International Conference & Expo (SWWICE2025), which will take place from 24–26 June 2025 at The Magellan Sutera Resort, for Expo 27-29 June 2025 at SICC Kota Kinabalu & retreat 1-3 July at Kota Kinabalu City, Sabah.
28	25 th June 9.30am - noon	Explore Sabah Promo at Borenos Lounge , Asia City , organized by TM
29	27 th June 3.30-5.30pm	STA Hike activity to Bukit Botak, Sepanggar, organized and led by Sta member Luke Yong, Borneo legend Travel S/B
30	28 June 4.00-6.00pm	B2B session- Community Based Tourism Conference and Expo 2025 Level 8 , Suria Shopping Mall followed by dinner
31	30 th June 1.30-4.00 pm	MOU signing Ceremony STB – Royal Brunei Airlines at the Pavillion, STAR
32	5 th July 2025 1.00-4.00pm	*Electrifying Tourism Tomorrow with BYD* BYD Kota Kinabalu – Regas EV Sabah Showroom
33	10 th July 2025	CEO Masterclass by KePKAS- SICC
34	2 nd August 11.00am	STA members-Visit to the Polygon Forest Exhibition Tinggi Tinggi Creative Hub, JQ building KK
35	4 th August 4.00 pm	MOU between DBKK and UMS- Sustainable Tourism and Innovation Engagement at Hilton Hotel
36	8 th August 9.00-11.30am	ESG Roundtable Discussion: “Meneroka Potensi ESG untuk PMKS Sabah”at the Kinabalu Room, Level 5, Sabah International Convention Centre (SICC)
37	12 th August 10.00-11.30am	Talk on Plastic Action by Malaysian Plastic Manufacturers, Horizon Hotel.
38	13 th August 3.00-4.30pm	STA Exco Meeting Focus: Upcoming Blood Donation Drive At M2 Kitchen
39	17 th August	Official Launch of the Sabah Landmark “Trees have Gold” Building
40	19-20 th August	STB Various Market Sectors Engagement Sessions at STB
41	27 th August	A New Evaluation Frame work by incorporating Chat GPT in Tourism Business – UMS and UUM
42	23 rd August	Press Conference for the Launch of Sabah Fest 2025- STB and SPS at SICC 12.30-2.30pm by Christina Liew
43	24 th August 8.00am-6.00pm	STA Blood Donation Drive , M2Kitchen, Donggongon, Penampang
44	28 th August 9.00am- noon	Product Briefing and Networking Session between Brunei Darussalam and Sabah Travel Agencies, Level 3, Hyatt Centric.

45	30 th August 6.30 pm	Sabah Fest Launch at Jalan Jati – organised by STB/SPS
46	31 st August 1.30pm	Presentation of the MyTQA Certificates and Plaques at Imago
47	12 th September 9.30am	“Impak Pelanggan Kaamatan- Kumpulan Berfokus Geran Penyelidik”, Faculty of Business and Economy, UMS.
48	12 th September 10.00am	Launch of the Hop on Hop Off Bus, KK Sentral
49	13 th September 3.00-5.30pm	Launch of IAKK 2025. Taman CTV- STA members and Art friends participated at this 5 day event.
50	16 th September	Malaysia Day Celebrations- Padang- (Cancelled due to Storm)
51	23 rd September	Tourism Tour- East Malaysia-Putrajaya -Melaka- TM- STA member Borneo Samudera participated.
52	23 rd September	Talk at STB -SPARK & F I Industry Networking Session and Dinner
53	28 th September	Briefing of fuel subsidies for tour operators at SICC
54	30 th September	Sabah Fest Extravaganza at SICC seaside, sunset time
55	13 th October	Launch of the KK Food Trail- Hyatt Hotel
56	19 th October 9.30am	Launch of Xplore Sabah Expo, SICC
57	22 nd October 9.30am	B2B Kedah experience- Cititel.
58	22 nd October 2.30pm	Bank Negara Engagement Talk on topics related to the quality, integrity and sustainable efforts in preserving banknotes and coins
59	1 st November	BIG Sabah Sale Opening Event at SICC
60	8 th November	My Gaya Sabah – Malaysia Bumiputra Designers Association , ITCC
61	10 th November	GSTC Sustainability Training Program by STB and SPS
62	11 th November 8.00am-5.00pm	“Sesi Libat Urus Mengenai Geran Gamelan dan GSSP” by MOTAC at KDCA
63	3 rd November	Mesra Malaysia Course at Hotel Seafest Semporna by MOTAC
64	15 th November	Launch of the STAR Karnival Cuti Cuti Malaysia at IMAGO
65	14 th November	Eco Voluntourism, Sepanggar Island - MOTAC
66	26 th November Noon -2.00pm	Engagements Session between Tourism Industry Players and the Government Agencies, Shangri la Tg Aru.
67	28 th November	MATTA Annual Dinner, Promenade Hotel
68	12-14 th December	Sabah Durian Tourism Bazaar, Segama Water Front- launch
69	19 th December	Tourism Malaysia Appreciation Dinner, Le Meridien Hotel