

China Malaysia Port Alliance Meeting on 10 November 2025

Presented by;
Mdm. Dollyn Aloysius
SABAH PORTS AUTHORITY





Strategic Development To Strengthen Sabah Cruise Tourism

Transforming port infrastructure and sea connectivity to unlock Sabah's potential as Southeast Asia's premier cruise tourism destination.



Sabah Tourism 2024



3.15M

Total Visitors

December 2024 arrivals

21.2%

**Year-over-Year
Growth**

Increase from 2.6M in 2023

388K

Ferry Passengers

Jesselton Point throughput

16.6K

Cruise Passengers

*International arrivals at
Kota Kinabalu Port in 2024*

Strategic initiatives and enhanced air connectivity from China and South Korea have positioned Sabah as a top-tier tour destination, with ferry and cruise operations contributing to this growth momentum.

Ship Call's Statistic at Kota Kinabalu Port

1

2013 Peak

40,371 passengers

54 ship calls

2

Downturn

Global market shifts

Pandemic impact

3

2023 Recovery

Industry rebound begins

4

2024 Growth

16,727 passengers

14 cruise ships



Carnival Panorama Cruise

Sabah's Cruise Port

Kota Kinabalu Port

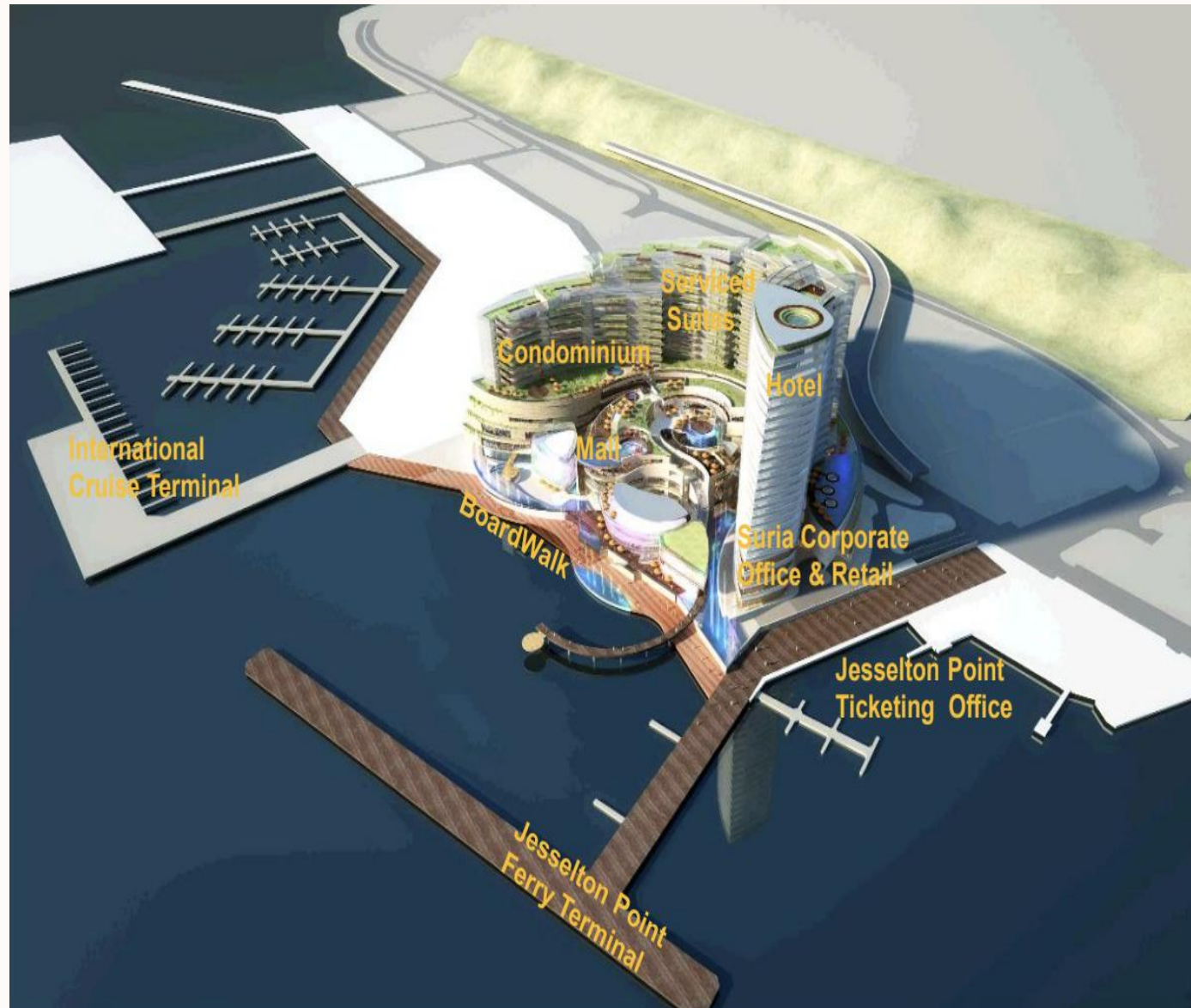
- *Primary port of call*
- *Gateway to Sabah's attractions*
- *Walking distance to City Centre*

Enchanting
SABAH
Malaysian Borneo

One of the main challenge for KK Port is the infrastructure limitations. KK Port is a make shift from Cargo Port and not Passenger Terminal. KK Port need to be upgraded and modernized to a Passenger Terminal.



Upgrade To Boost Cruise Tourism



Strategic Development

Recognising the potential and strategic location of Kota Kinabalu city, the Government has strategically plan for shifting the existing port operation at Kota Kinabalu Port to Sapangar Bay and allow for development of Kota Kinabalu Port into prime tourism terminal.

Maritime Infrastructure

Ferry and cruise terminals serve as critical gateways, connecting visitors to island destinations and regional attractions seamlessly.

The existing Kota Kinabalu Port will be developed into world class International Cruise Terminal to attract more cruise ships to Kota Kinabalu, thereby facilitating and boosting the Sabah's Cruise Tourism.

Jesselton Waterfront City

A Transformative Vision for Kota Kinabalu

JWC represents a bold reimagination of the former Kota Kinabalu Port into an integrated destination that seamlessly blends commercial excellence, retail innovation, residential sophistication, and world-class tourism infrastructure.

Suria Capital Holdings Berhad will be tasked to develop JWC.



The Future of Cruise Tourism in Sabah

A World-Class Cruise Terminal

The integrated cruise terminal within JWC is a long-term commitment to positioning Sabah as a premier destination in the regional cruise tourism market.

Designed to accommodate growing passenger volumes, the new facility will provide:

- *Enhanced processing capabilities for international arrivals;*
- *Sustainable operations aligned with global environmental standards;*
- *Seamless integration with retail, dining and cultural experience;*
- *Premium amenities and services for cruise passengers;*





Charting Sabah's Tourism Future

Through strategic infrastructure investment, thoughtful urban planning, and unwavering commitment to visitor experience, the Port Authority and its strategic partners are positioning Sabah as Southeast Asia's must-visit destination for the next generation of travelers.

01

Strategic Investment

Develop waterfront and convert port infrastructure to International Cruise Terminal

02

Build Momentum

Continue building and promote Cruise Tourism growth

03

Deliver Excellence

Launch world-class waterfront destination

THANK YOU



Except for illustrative images of Jesselton Waterfront Development, all photos are taken from Kota Kinabalu, Sabah, Malaysia.