



*For immediate release  
(16<sup>th</sup> May 2018)*

## **Introduction**

Situated in the northwest of Malaysia, Penang is a state that also includes an island connected to the mainland by two bridges. Often referred to as the 'Pearl of the Orient', Penang is where Malay, Indian and Chinese cultures have perfectly blended together creating a cultural fusion that offers countless food choices, architecture gems and vibrant festivals.

Penang has been enjoying renewed adoration both by local and foreign tourists ever since George Town, its capital, was inscribed onto UNESCO's World Heritage list in 2008. Visitors are especially charmed with its colonial buildings and century old trading shophouses that embrace the characteristics of past and present. Likewise, Penang's places of worship - displaying the peoples' diverse spiritual faiths, quirky street art - making international headlines, as well as non-stop festivals and celebrations - happening throughout the year, present an ideal destination for a truly unique experience.

## ***"GORGEOUS PENANG" AT ITB CHINA, 16-18 MAY 2018***

Themed "Gorgeous Penang", Penang Global Tourism, the state tourism bureau, collaborates for the first time with the Consulate General of Malaysia (Tourism Section) to participate at China's leading travel fair, ITB China from 16-18 May 2018, at Shanghai World Expo Exhibition & Conference Centre (SWECC), together with two other Penang partners, namely The Edison George Town and Discovery Overland Holidays.

Penang Global Tourism recently launched a tourism campaign called - Gorgeous Penang. The campaign aims to highlight all of Penang's splendour to visitors locally and abroad. The campaign not only encompasses Penang's beauty but also elements of fun, amusement, excitement and satisfaction. The Gorgeous Penang campaign will be a long-term campaign undertaken by PGT till the year 2021. During the travel fair, PGT will feature two of its newly launched tourism videos as well – 'Gorgeous Penang' and 'It's all in Penang'.

The Gorgeous Penang video showcases every aspect of Penang's amazing diversity in culture, heritage, arts, food as well as its natural surroundings of lovely sandy beaches and breathtaking hills. The video highlights Penang's local lifestyle; George Town UNESCO WHS; the famed street art; exciting new attractions and continuous events and festivals. The featured attractions include The Gravityz at KOMTAR - world's highest ropes course challenge, The Habitat's Canopy Walk - world's highest altitude stressed ribbon bridge, Tech Dome Penang - world's first free standing vertical drop, SPICE - world's first solar powered convention centre and more. The 'It's all in Penang' video on the other hand

encompass similar breathtaking shots with an additional element that highlights Penang's various accolades from international media.

Penang has been receiving continuous accolades from renowned international media over the years. The following are some of the more recent ones received on various topics on Penang:

- *LA Times listed Penang as 1 of 16 Must-Visit Destinations (2016)*
- *Penang ranked #1 in Forbes' Ten Best Budget Travel Destinations (2016)*
- *George Town ranked 4<sup>th</sup> in Lonely Planet's Top 10 Cities To Visit (2016)*
- *George Town listed as the only Asian destination in Lonely Planet's book "Street Art" (2017)*
- *CNN listed Penang as one of the 17 Best Places To Visit (2017)*
- *TIME listed Penang as one of the 10 Amazing Asian Vacations That Won't Cost a Fortune (2017)*
- *Penang Assam Laksa takes 7<sup>th</sup> place in CNN's list of the World's 50 Most Delicious Foods (2017)*

Penang Global Tourism, with the Consulate General of Malaysia (Tourism Section) will be organising a destination seminar on 17 May 2018 at a press conference room of SWEECC. The main objective of organising this seminar is to introduce and update the attendees about Penang as well as to enlighten them on how best to cater to their customers' needs when visiting Penang. It is also to provide a platform for the Penang tourism industry players to meet corporate buyers from Shanghai, and foster future business prospects. During this destination seminar, the Chairman of Malaysia Tourism Promotional Board, Dato' Dr Siew Ka Wei will be giving a presentation on Tourism Malaysia's latest campaign with Tencent China, in conjunction with Visit Malaysia 2020. The destination seminar is limited to 50 people comprising international buyers of ITB China, outbound agents and the local media in China. The event also includes a B2B session plus lucky draws comprising hotel stays, travel accessories from Penang Global Tourism and free entrance tickets to Penang attractions.

In the recent years, the Penang state tourism started off efforts to make Penang known to the markets in Guangzhou, Beijing, Chengdu, Xi'an and Sanya. For the past 5 years, number of arrivals from China to Penang has been consistently in the top three. The first direct flight to Penang was about a decade ago from Guangzhou and since then progressively extended to more cities from China as the demand increased. Presently there are six cities that have direct connectivity to Penang as follows:

No.	City	Airlines	No. of flights
1.	Guangzhou	China Southern Airlines	7x per week
2.	Hong Kong	Dragonair	10x per week
3.	Sanya	Malindo	1x per week
4.	Wuhan	Malindo	3x per week
5.	Kunming	Lucky Air	2x per week
6.	Haikou	Malindo	2x per week

Penang Global Tourism has been targeting the FITs mainly since two years ago via major OTAs such as Ctrip and Tuniu. Tactical and interactive campaigns have been undertaken via these OTAs to entice visitors to Penang where special deals and value added benefits are bundled with flights, hotel stays and attractions. The most recent campaign commenced on 1<sup>st</sup> May over a period of six months with Ctrip and five months with Tuniu where visitors to the site are directed to an exclusive landing page that introduces Penang more completely.

Apart from advertising via OTAs, Penang Global Tourism has also been reaching out to the mass Chinese market via its popular social media networks such as Weibo and Wechat (my\_Penang). Also, via these social media accounts, visitors to Penang may access to E-Coupon. E-Coupon is an ongoing effort of Penang Global Tourism whereby visitors may download offers such as discounts and value-added benefits to attractions, F&B outlets and other tourism-related products and services online. The E-Coupon is also accessible through Penang Global Tourism's website, [mypenang.gov.my/ecoupon](http://mypenang.gov.my/ecoupon) or on its mobile app called *Penang Tourist Info* available on both Android and iOS.

Penang Global Tourism has produced brochures especially catering to the Chinese market. Its trade booklet is given out to travel traders (B2B) and a more simplified foldable version is distributed to visitors at tradeshows during B2C sessions. Besides giving an overview of Penang, the trade booklet and foldable brochure contains information on what to expect when in Penang and prepares the tourists with useful tips such as suitable clothes to fit the climate, basic local languages to communicate easily, currency exchange and how to get around easily upon arriving in Penang. Suggested itineraries are also included in the content to help them plan their stay better.

During the 3-day travel fair at ITB China, Penang Global Tourism together with the Consulate General of Malaysia (Tourism Section) will undertake activities such as interactive games where special gifts will be given away. For some fun photo taking, there will be photo booths available at its stunningly set-up pavilion which itself would serve as a gorgeous backdrop for selfies and wefies.

- end -

---

*Media inquiries:*

*Joanne Khoo*

*Tourism Promotion Executive*

*E: [joannekhoo@penangglobaltourism.com](mailto:joannekhoo@penangglobaltourism.com)*

*Penang Global Tourism*

*8B, first floor, The Whiteaways Arcade*

*Lebuh Pantai, George Town, 10300 Penang, MALAYSIA*

*T: +604 264 3456 | F: +604 264 3455 | URL: [mypenang.gov.my](http://mypenang.gov.my)*

*[facebook.com/penangglobaltourism](https://facebook.com/penangglobaltourism) | [twitter.com/mypenangpgt](https://twitter.com/mypenangpgt) | [Instagram.com/mypenangpgt](https://Instagram.com/mypenangpgt)*