

PENANG GLOBAL TOURISM SDN BHD
BUDGET TRACKING FOR YEAR 2014
DETAILS OF BUDGET

OPERATING EXPENDITURE (OPEX)

Personnel - PGT

	BUDGET 2014 (APPROVED BY BOD) RM	ACTUAL EXPENDITURE JAN 2014 RM	VARIANCE BUDGET vs. ACTUAL RM	VARIANCE BUDGET vs. ACTUAL %	ACTUAL EXPENDITURE FOR 2013 RM
- Salary	804,580	52,084	752,496	94%	593,266
- Allowance	2,400	200	2,200	92%	2,400
- Incentive	138,480	-	138,480	100%	71,266
- EPF	122,598	6,636	115,962	95%	83,525
- Socso	9,000	575	8,425	94%	6,864
- Medical fee	4,000	-	4,000	100%	2,076
- Overtime	1,500	214	1,286	86%	1,324
- Insurance	24,000	-	24,000	100%	22,566
- Trainer & Trainee Allowance	3,000	1,050	1,950	65%	5,471
- Mileage /Toll claims/Petrol	20,000	536	19,464	97%	13,788
- Gratuity	9,300	-	9,300	100%	7,920
	1,138,858	61,295	1,077,562	95%	810,466

Personnel - TIC (Whiteaways & Airport)

- Salary	161,770	13,270	148,500	92%	150,443
- Allowance	1,200	100	1,100	92%	1,000
- Incentive	27,000	-	27,000	100%	16,707
- EPF	24,540	1,245	23,295	95%	17,485
- Socso	3,000	163	2,837	95%	1,859
- Medical fee	3,000	25	2,975	99%	58
- Overtime	1,000	-	1,000	100%	-
- Insurance	-	-	-	0%	-
- Trainer & Trainee Allowance	7,000	-	7,000	100%	-
- Mileage /Toll claims/Petrol	3,000	-	3,000	100%	1,741
	231,510	14,803	216,707	94%	189,293

SUB-TOTAL Personnel

1,370,368	76,098	1,294,270	94%	999,759
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Utilities

PGT

- Telephone/Fax /Email	20,000	1,685	18,315	92%	20,900
- Electricity & Water	12,000	-	12,000	100%	11,778
	32,000	1,685	30,315	95%	32,678

Tourist Information Center

- Telephone/Fax	10,000	884	9,116	91%	9,261
- Electricity & Water	6,000	-	6,000	100%	5,193
	16,000	884	15,116	94%	14,454

SUB-TOTAL Utilities

48,000	2,569	45,431	95%	47,132
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Rental

PGT

- Office Rental	96,480	8,040	88,440	92%	96,480
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Tourist Information Center

- Office Rental	18,000	1,493	16,507	92%	17,912
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Training & Development

- Team Building	15,000	-	15,000	100%	3,782
- Skills Development	20,000	160	19,840	99%	6,077
	35,000	160	34,840	100%	9,858

Office Expenses

- Postage & Courier	5,000	-	5,000	100%	4,123
- Stationery & Supplies	6,000	280	5,720	95%	4,009
- Photostating & Others/Photography	10,000	355	9,645	96%	10,884
- Newspapers/books	1,800	-	1,800	100%	1,688
- Office Upkeep & expenses	18,000	65	17,935	100%	14,167
- Refreshment & Food	1,200	17	1,183	99%	644
- Meeting expenses	1,000	-	1,000	100%	176
- Upkeep of M Vehicle	6,000	10	5,990	100%	4,356
- Staff Uniform	1,500	-	1,500	100%	-
- Miscellaneous Expenses	2,000	-	2,000	100%	217
- Advertisement - Vacancy	4,000	-	4,000	100%	6,262
	56,500	727	55,773	99%	46,526

Misc

- Audit Fee	5,000	378	4,622	92%	5,000
- Accounting fee & Payroll (Outsource)	9,032	-	9,032	100%	8,832
- Secretarial fee	3,000	-	3,000	100%	1,550
- Income tax consultancy fee	2,000	-	2,000	100%	2,272
- Bank charges	1,500	61	1,440	96%	1,065
- Filing fee	200	-	200	100%	150
- Legal & Professional Fees	1,000	-	1,000	100%	
- License Fee (TIC)	400	-	400	100%	330
- Taxation	-	-	-	0%	1
- Others	2,000	-	2,000	100%	-
	24,132	439	23,694	98%	19,200

Depreciation of Fixed Assets	-				103,855
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TOTAL OPERATING EXPENDITURE (OPEX)	1,648,480	89,525	1,558,955	95%	1,340,723
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CAPITAL EXPENDITURE (CAPEX)					
CAPEX - Purchase of fixed assets					
<u>PGT</u>					
- Computers (Hardware & Software)	5,000	-	5,000	0%	238
- Office Equipment	5,000	-	5,000	0%	2,365
- Furniture & Fittings	3,000	-	3,000	0%	3,032
- Renovation	2,500	-	2,500	0%	2,250
	15,500	-	15,500	0%	7,885
<u>Tourist Information Center</u>					
- Computers (Hardware & Software)	3,600	-	3,600	0%	-
- Furniture & Fittings	-	-	-	0%	10,508
- Renovation	-	-	-	0%	12,000
	3,600	-	3,600	0%	22,508
Sub-Total CAPEX - Purchase of fixed assets	19,100	-	19,100	0%	30,393
TOTAL OPEX & CAPEX	1,667,580	89,525	1,578,055	0%	1,371,116

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MARKETING/PROMOTION

	BUDGET 2014 (APPROVED BY BOD) RM	ACTUAL EXPENDITURE JAN 2014 RM	VARIANCE BUDGET vs. ACTUAL RM	VARIANCE BUDGET vs. ACTUAL %	ACTUAL EXPENDITURE FOR 2013 RM
- Banner Streamers & artwork	10,000	210	9,790	98%	2,450
- Printing of Business Card	5,000	-	5,000	100%	2,936
- FAM Trip	105,000	5,219	99,781	95%	92,432
- Welcoming reception	23,000	3,000	20,000	87%	18,040
- Lunch/Dinner hosting	12,000	-	12,000	100%	5,941
- Incentive for MICE	30,000	-	30,000	100%	16,038
- PATA membership fee (USD 2,400)	8,000	-	8,000	100%	-
	193,000	8,429	184,571	96%	137,837
Trade Fairs & Roadshows					
- Local					
- Local Travel	10,000	405	9,595	96%	6,443
- Product updates & Networking for KL	8,000	-	8,000	100%	4,642
- Tourism Malaysia (Business to Business)	10,000	-	10,000	100%	-
	28,000	405	27,595	99%	11,085
- International					
• International Travel	-				8,943
- Europe					
• ITB Berlin (Germany)	38,000	-	38,000	100%	-
• Hotelbeds Wholesaler Promotion Campaign	40,000	-	40,000	100%	-
- China					
• Dr Wu Lien Teh Conference, Penang	18,000	-	18,000	100%	18,594
• Tactical Campaign + Mass Media Publicity	30,000	-	30,000	100%	-
• AirAsia Chengdu's destination marketing	-	-			14,000
- Hong Kong					
• Hong Kong Travel Fair with TM	15,000	-	15,000	100%	-
• Hong Kong Tactical Campaign	50,000	-	50,000	100%	33,721
• Hong Kong Travel Agent Appreciation Dinner	-	-			31,927
- Singapore					
• NATAS Singapore (TM pavilion)	5,000	-	5,000	100%	-
• Marketing Campaign with AirAsia	30,000	-	30,000	100%	-
• Singapore Travel Agent Networking Session & wholesaler promotion	40,000	-	40,000	100%	35,417
• ITB Asia	140,000	-	140,000	100%	98,758
- Australia					
• MYCEB Sydney & Melbourne Roadshow	20,000	-	20,000	100%	-
• AIME Melbourne (M.I.C.E)	11,000	3,000	8,000	73%	10,960
• Australia Tactical Promotion	50,000	-	50,000	100%	-
• TM Sales Mission to Australia	-	-			17,949
• Joint Campaign with Grand Travel & MAS in Perth	-	-			20,030

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- Taiwan					
• Taipei International Travel Fair		-			8,561
• Sales Mission in Taiwan (Taipei, Taichung & Hsinchu) with TM	100,000	-	100,000	100%	-
• Taiwan Tactical Campaign + Mass Media Campaign		-	-		2,025
• Taiwan Media Campaign	-	-	-		-
- Indonesia					
• Aceh Promotion	5,000	-	5,000	100%	4,697
• Medan Fair - PDC	5,000	-	5,000	100%	4,214
• Jakarta & Surabaya TTC Travel Mart	15,000	-	15,000	100%	10,058
• Airlines - Destination Promotion	40,000	-	40,000	100%	-
• Malaysia Medical Expo, Semarang	-	-			-
• Penang Showcase in Surabaya	-	-			73,233
- Thailand					
• IT & CMA 2014, Bangkok - MICE	45,000	-	45,000	100%	43,487
• Billboards at Phuket	90,000	-	90,000	100%	
• Phuket Old Town Festival	-	-			2,474
• PLG Program - Marketing Projects	-	-			28,029
- Korea					
• MyCEB Korea Roadshow	20,000	-	20,000	100%	21,938
• Korea Tactical Campaign - Airlines	30,000	-	30,000	100%	-
- Philippines					
• Philippines Travel Agents Networking Session	20,000	-	20,000	100%	-
- Japan					
• Japan Sales Mission	-	-			24,436
- South Asia					
• SATTE New Dehli (India)	-	-			4,969
- Provisional	50,000	-	50,000	100%	-
		-			
Total for Trade Fairs & Roadshows (International)	907,000	3,000	904,000	100%	518,421
Total for Trade Fairs & Roadshows (Local & International)	935,000	3,405	931,595	100%	529,507
TOTAL MARKETING/PROMOTION	1,128,000	11,834	1,116,166	99%	667,343

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COMMUNICATIONS

- General

• Trade Show Booklet - Eng + Malay + Chinese(Simplified & Traditional) 2013 Project	50,000	-	50,000	100%	3,500
• Ad-Hoc Copy writing (as and when)	20,000	-	20,000	100%	6,700
• Photo/Video Archiving	30,000	-	30,000	100%	27,839
• 3 pillars video (shooting of additional footages to complete the videos)	32,500	-	32,500	100%	43,500
• My Penang, Unforgettable' website development	40,000	-	40,000	100%	27,100
• Website in Malay & Chinese	28,000	-	28,000	100%	-
• Advertisement in magazines	60,000	-	60,000	100%	38,779
• Peranakan Brochures - Malay + Chinese	-	-	-	-	52,500
• MICE - Korean and Chinese version (2,000 copies each version)	-	-	-	-	8,750
- Production cost of ads on Billboards / CAT buses / CUBE	30,000	-	30,000	100%	19,420
- Ads - Time Out Penang Magazine	-	-	-	-	8,480
- Ads - The Penang International by Expat	-	-	-	-	6,360
- Media Campaign (Advertising & Promotion)	-	-	-	-	-
- Singapore Media Campaign	180,000	-	180,000	100%	415,616
• George Town Festival	-	-	-	-	180,000
• Designing Fees	-	-	-	-	30,000
- Hong Kong Advertising Campaign (outdoor)	30,000	-	30,000	100%	-
- Taiwan Advertising Campaign (through PR agency)	30,000	-	30,000	100%	-
- Advertising & Promotion of Events	-	-	-	-	-
• '10 Days 3 Festivals' - GTLF, TIBF & Jazz Festival	100,000	-	100,000	100%	62,488
• Penang Yosakoi Parade	15,000	2,500	12,500	83%	-
• Tropfest SEA	-	5,050	(5,050)	0%	-
• George Town Festival - Radio advertising (* New)	-	-	-	-	38,543
• George Town Literary Festival - Radio advertising (Nationwide)	-	-	-	-	40,732
• Opera - Die Fledermaus	-	-	-	-	16,871
• World Press Photo Exhibition	-	-	-	-	1,386
• New Year Countdown	-	-	-	-	43,409
- TV Advertising	-	-	-	-	-
- Asian Food Channel - 6 Episode Series (USD\$180,000)	600,000	-	600,000	100%	66,150
- Asian Food Channel - talent & mics costs for the 6 Episode Series	60,000	-	60,000	100%	-
- Others	-	-	-	-	-
- Radio Advertising (ASTRO - LiteFM, Mix, Sinar & Melody) - whole year advertising	200,000	-	200,000	100%	-
- Outdoor / Airport Advertising - LED / Billboards / Lightbox Billboards	174,550	174,550	-	0%	-
- Google AdSense (Indonesia, HK, Phillipnes & Singapore)	200,000	-	200,000	100%	-
- Online Advertising & Promotion (Facebook)	-	-	-	-	249
- Penang E-Guide (Air Asia)	-	-	-	-	24,910
- AirAsia Singapore Media Campaign	-	-	-	-	41,506
- AirAsia Indonesia Media Campaign	-	-	-	-	-
- Provisional	20,000	-	20,000	100%	-
	1,900,050	182,100	1,717,950	90%	1,204,789

TOTAL COMMUNICATIONS	1,900,050	182,100	1,717,950	90%	1,204,789
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EVENTS					
- Contribution/sponsor	10,000	-	10,000	100%	6,000
- Last Fri, Sat & Sun for the month	120,000	1,217	118,783	99%	91,632
- GT Literary Festival	120,000	-	120,000	100%	110,042
- In Between Art Festival	20,000	-	20,000	100%	20,000
- Penang Island Jazz Festival	120,000	-	120,000	100%	80,000
- Culture Japan Convention	100,000	-	100,000	100%	88,459
- Culture Japan Night Penang	-	-	-	-	4,654
- World Press Photo Exhibition	35,000	-	35,000	100%	-
- Raja Muda S'gor International Regatta	4,000	-	4,000	100%	4,000
- Spring FestoRama	10,000	12	9,988	100%	-
- Mid Autumn FestoRama	10,000	-	10,000	100%	-
- Willma Budke's 5000th Room Night	-	-	-	-	6,006
- Penang Economic Conference	-	-	-	-	6,102
- Facebook Photo Contest - Thai Airways	-	-	-	-	559
- Provisional	10,000	-	10,000	100%	-
	560,229	1,229	559,000	100%	417,454
TOTAL EVENTS	560,229	1,229	559,000	100%	417,454
TOURISM SERVICES					
- Souvenirs/Gifts	100,000	345	99,655	100%	82,109
- Heritage walk & tour / Car Free Day Event	9,600	(375)	9,975	104%	5,772
- Printing of publication/brochures (Reprint)	-	-	-	-	-
• Heritage Walkabout Map & Brochure	6,500	-	6,500	100%	515
• Discovery Balik Pulau	10,000	-	10,000	100%	-
• Marking Georgetown Brochure	40,000	17,580	22,420	56%	19,201
• Peranakan Brochure	35,000	-	35,000	100%	-
• Mirai Map	-	-	-	-	3,380
- DVD Duplication	8,000	-	8,000	100%	8,209
- Professional fee for Brochure Distribution	27,600	2,300	25,300	92%	27,600
- PGT Networking with Tourism Players	10,000	-	10,000	100%	3,869
- Facilities for Tourism Product	-	-	-	-	9,340
- Development of surveys	300,000	-	300,000	100%	-
- Provisional	10,000	-	10,000	100%	-
	556,700	19,850	536,850	96%	159,996
TOTAL TOURISM SERVICES	556,700	19,850	536,850	96%	159,996
PENANG CENTRE OF TOURISM EXCELLENCE					
- Pg Centre of Tourism Excellence	-	-	-	0%	10,947
	-	-	-	0%	10,947
TOTAL PENANG CENTRE OF TOURISM EXCELLENCE	-	-	-		10,947
PROVISIONAL	50,000	-	50,000	100%	-
TOTAL (PGT)	5,862,559	304,538	5,558,021	95%	3,831,645

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STATE EXCO EXPENDITURE					
- Sponsorships	-	-			888,255
- Advertisement	-	-			176,694
- Video production	-	-			41,000
- Printing/brochures	-	(1,200)			221,626
- Tourism Promotion (Trade Fairs)	-				159,208
• Asean Tourism Forum 2014	-	85,590			
- Hosting of Events	-				1,654,465
• Plenitude World Music Festival	-	4,615			
- MISC	-	-			-
- Welcome Reception	-	4,800			11,274.15
- FAM Trip	-	1,000			73,526.04
- Advertisement - Billboard	-	-			1,600.00
- Lunch/Dinner Hosting	-	-			19,546.45
- Souvenirs/Gifts	-	-			58,300.00
- Web Hosting	-	-			5,000.00
- Allowances (Car Free Day)	-	7,158			137,035.00
TOTAL STATE EXCO	-	101,963			3,447,529
TOTAL PGT & STATE EXCO	5,862,559	406,501			7,279,174