PENANG GLOBAL TOURISM SDN BHD
BUDGET FOR YEAR 2016
SUMMARY

	REVISED BUDGET 2016 RM	ACTUAL EXPENDITURE TILL MAY 2016 RM	VARIANCE BUDGET vs. ACTUAL RM	VARIANCE BUDGET vs. ACTUAL %	ACTUAL EXPENDITURE TILL DEC 2015 RM
Operating Expenditure (OPEX)	2,173,350	651,317	1,522,033	70%	1,718,011
Capital Expenditure (CAPEX)	77,000	528	76,472	99%	58,799
Marketing/Promotion	2,793,500	213,989	2,463,975	88%	1,100,542
Communications	2,930,150	448,465	2,481,685	85%	2,524,467
Events	2,096,000	1,397,157	698,843	33%	3,075,111
Tourism Services	960,000	279,039	680,961	71%	571,092
Penang Centre of Education Tourism	270,000	29,720	240,280	89%	194,406
Penang Centre of Medical Tourism	200,000	2,079	197,921	99%	-
GRAND TOTAL	**11,500,000**	**3,022,294**	**8,362,170**	**73%**	**9,242,427**
AD-HOC PROJECT					
- World Travel Mart Connect Asia	464,243	460,059	4,183	1%	-
- DC Justice League Run	-	-	-		1,200,000
	464,243	**460,059**	**4,183**	**1%**	**1,200,000**

PENANG GLOBAL TOURISM SDN BHD
BUDGET FOR YEAR 2016
DETAILS OF BUDGET

	REVISED BUDGET 2016 RM	ACTUAL EXPENDITURE TILL MAY 2016 RM	VARIANCE BUDGET vs. ACTUAL RM	VARIANCE BUDGET vs. ACTUAL %	ACTUAL EXPENDITURE TILL DEC 2015 RM
OPERATING EXPENDITURE (OPEX)					
Personnel - PGT					
- Salary	1,104,000	357,596	746,404	68%	821,108
- Allowance	10,800	3,100	7,700	71%	8,050
- Incentive / Bonus	191,000	-	191,000	100%	100,615
- EPF	173,810	45,413	128,397	74%	104,563
- Socso	12,000	3,855	8,145	68%	9,188
- Medical fee	5,100	789	4,311	85%	1,571
- Overtime	6,000	2,878	3,122	52%	3,862
- Insurance	35,000	36,264	(1,264)	-4%	33,484
- Trainer & Trainee Allowance	6,000	1,147	4,853	81%	2,880
- Mileage /Toll claims/Petrol	20,000	6,387	13,613	68%	16,443
- Gratuity	11,000	-	11,000	100%	7,735
	1,574,710	457,428	1,117,282	763%	1,109,498
Personnel - TIC (Whiteaways & Airport)					
- Salary	168,000	61,005	106,995	64%	168,768
- Allowance	2,400	-	2,400	100%	1,270
- Incentive / Bonus	20,000	-	20,000	100%	11,636
- EPF	24,440	4,727	19,713	81%	15,226
- Socso	3,000	659	2,341	78%	1,890
- Medical fee	1,600	251	1,349	84%	739
- Overtime	1,200	-	1,200	100%	-
- Trainer & Trainee Allowance	4,800	2,852	1,948	41%	2,501
- Mileage /Toll claims/Petrol	3,000	649	2,351	78%	2,086
	228,440	70,143	158,297	89%	204,116
SUB-TOTAL Personnel	**1,803,150**	**527,572**	**1,275,578**	**71%**	**1,313,614**
Utilities					
PGT					
- Telephone/Fax /Email	30,000	11,727	18,273	61%	33,711
- Electricity & Water	18,000	9,021	8,979	50%	15,812
	48,000	20,749	27,251	57%	49,524
Tourist Information Center					
- Telephone/Fax	10,600	4,449	6,151	58%	9,004
- Electricity & Water	9,000	4,399	4,601	51%	8,076
	19,600	8,848	10,752	55%	17,080
SUB-TOTAL Utilities	**67,600**	**29,597**	**38,003**	**56%**	**66,603**

PENANG GLOBAL TOURISM SDN BHD BUDGET FOR YEAR 2016 DETAILS OF BUDGET	REVISED BUDGET 2016 RM	ACTUAL EXPENDITURE TILL MAY 2016 RM	VARIANCE BUDGET vs. ACTUAL RM	VARIANCE BUDGET vs. ACTUAL %	ACTUAL EXPENDITURE TILL DEC 2015 RM
Rental					
PGT					
- Office Rental	103,000	42,612	60,388	59%	100,822
Tourist Information Center					
- Office Rental	26,000	10,727	15,273	59%	25,381
Training & Development					
- Team Building	5,800	-	5,800	100%	3,460
- Skills Development	25,500	-	25,500	100%	4,438
	31,300	**-**	**31,300**	**100%**	**7,898**
Office Expenses					
- Annual Dinner	11,000	-	11,000	100%	-
- Postage & Courier	30,000	9,660	20,340	68%	7,069
- Stationery & Supplies	6,000	2,843	3,157	53%	5,635
- Photostating & Others/Photography	18,000	10,796	7,204	40%	21,483
- Newspapers/books	2,000	536	1,464	73%	1,543
- Office Upkeep & expenses	32,000	8,397	23,603	74%	38,836
- Refreshment & Food	2,000	682	1,318	66%	1,681
- Meeting expenses	1,500	144	1,357	90%	774
- Upkeep of M Vehicle	5,500	2,095	3,405	62%	3,179
- Staff Uniform	3,000	-	3,000	100%	2,490
- Miscellaneous Expenses	1,000		1,000	100%	635
- Advertisement - Vacancy	5,300	-	5,300	100%	-
- Trade Mark Application	-	-	-	0%	4,302
	117,300	**35,153**	**82,147**	**70%**	**87,626**
Misc					
- Audit Fee	5,000	-	5,000	100%	5,000
- Accounting fee & Payroll (Outsource)	9,900	3,732	6,168	62%	10,180
- Secretarial fee	1,500	386	1,114	74%	1,593
- Income tax consultancy fee	2,000	-	2,000	100%	2,977
- Bank charges	1,500	358	1,142	76%	732
- Filing fee	200	-	200	100%	150
- Legal & Professional Fees	1,000	-	1,000	100%	-
- License Fee (TIC)	400	330	70	18%	330
- Taxation	1,500	-	1,500	100%	-
- Gain/Loss of Forex Exchange	1,000	851	149	0%	321
- Others	1,000	-	1,000	100%	-
	25,000	**5,657**	**19,343**	**77%**	**21,282**
Depreciation of Fixed Assets	**-**				**94,785**
TOTAL OPERATING EXPENDITURE (OPEX)	**2,173,350**	**651,317**	**1,522,033**	**70%**	**1,718,011**

PENANG GLOBAL TOURISM SDN BHD
BUDGET FOR YEAR 2016
DETAILS OF BUDGET

	REVISED BUDGET 2016 RM	ACTUAL EXPENDITURE TILL MAY 2016 RM	VARIANCE BUDGET vs. ACTUAL RM	VARIANCE BUDGET vs. ACTUAL %	ACTUAL EXPENDITURE TILL DEC 2015 RM
CAPITAL EXPENDITURE (CAPEX)					
CAPEX - Purchase of fixed assets					
PGT					
- Computers (Hardware & Software)	13,000	-	13,000	100%	10,923
- Office Equipment	6,000	528	5,472	91%	898
- Furniture & Fittings	5,000	-	5,000	100%	17,110
	24,000	528	23,472	98%	28,931
Tourist Information Center					
- Computers (Hardware & Software)	-				-
- Office Equipment	3,000	-	3,000	100%	2,868
- Furniture & Fittings	-	-	-	0%	27,000
- Renovation	50,000	-	50,000	100%	-
	53,000	-	53,000	100%	29,868
Sub-Total CAPEX - Purchase of fixed assets	**77,000**	**528**	**76,472**	**99%**	**58,799**
TOTAL OPEX & CAPEX	**2,250,350**	**651,845**	**1,598,505**	**71%**	**1,776,810**

PENANG GLOBAL TOURISM SDN BHD
BUDGET FOR YEAR 2016
DETAILS OF BUDGET

	REVISED BUDGET 2016 RM	ACTUAL EXPENDITURE TILL MAY 2016 RM	VARIANCE BUDGET vs. ACTUAL RM	VARIANCE BUDGET vs. ACTUAL %	ACTUAL EXPENDITURE TILL DEC 2015 RM
MARKETING/PROMOTION					
- Banner Streamers & artwork	4,500	260	4,240	94%	2,850
- Printing of Business Card	2,000	3,593	(1,593)	-80%	1,058
- FAM Trip	170,000	73,786	96,215	57%	165,290
- Lunch/Dinner hosting	8,000	2,573	5,427	68%	10,554
- Incentive for MICE	-		-	0%	89,966
	184,500	**80,211**	**104,289**	**57%**	**269,719**
Trade Fairs & Roadshows					
- Local					
- Local Travel	10,000	4,248	5,752	58%	15,150
- Product updates & Networking for KL	10,000	-	10,000	100%	13,466
- Tourism Malaysia (Business to Business)	8,000	-	8,000	100%	-
- Domestic Campaign (KL)	200,000	-	200,000	100%	-
	228,000	**4,248**	**223,752**	**98%**	**28,615**
- Europe/US					
• ITB Berlin (Germany)	36,000	18,879	17,121	48%	27,932
• Seatrade Cruise Global, Miami US	36,000	25,815	10,185	28%	29,509
• Tactical Campaign - Airlines/Wholesaler	58,000	1,737	56,263	97%	47,432
- Hong Kong					
• Tactical Campaign (1st half & 2nd half)	18,000		18,000	100%	-
• ITE Hong Kong (New)	150,000	(8,800)	158,800	106%	-
• Hong Kong Sales Mission	-	-	-	0%	55,387
• Hong Kong Summer Holidays Promotion	-	-	-	0%	949
- Singapore					
• NATAS Singapore - Promotion campaign with wholesaler	13,000	-	13,000	100%	-
• Tactical Campaign with Airlines	54,000	120	53,880	100%	-
• ~~ITB Asia~~ ** Budget allocated to ITE HK, ITE HCM & WTM Connect Asia*	-	(6,000)	6,000	0%	231,519
• Singapore Travel Agent Networking Session	-	-	-		64,635
- Australia					
• Australia Tactical Promotion - OTA/Wholsaler ** RM25k allocated for souvenirs*	65,000	-	65,000	100%	57,879
• Support TM Travel Fairs/Campaigns	54,000	-	54,000	100%	59,717
• Tourism Malaysia Roadshow (2015 : Perth & Adelaide)	36,000	-	36,000	100%	16,193
• Official visit to South Australia		9,118	(9,118)	0%	-
• AIME Melbourne (M.I.C.E)	-		-	0%	8,666
- Taiwan					
• Taipei International Travel Fair	19,000	-	19,000	100%	10,493
• TM Sales Mission & Sales Mission in Taiwan	15,000		15,000	100%	11,629
• Taiwan Tactical Campaign with Taiwan Travel Agents/Airlines(1st half & 2nd half)	64,000	16,230	47,770	75%	20,124
• Marketing Proposal with Taiwan University	-		-	0%	-

PENANG GLOBAL TOURISM SDN BHD BUDGET FOR YEAR 2016 DETAILS OF BUDGET	REVISED BUDGET 2016 RM	ACTUAL EXPENDITURE TILL MAY 2016 RM	VARIANCE BUDGET vs. ACTUAL RM	VARIANCE BUDGET vs. ACTUAL %	ACTUAL EXPENDITURE TILL DEC 2015 RM
- Indonesia					
• Surabaya & Medan Sales Mission (2015: Jakarta & Aceh)	70,000	-	70,000	100%	-
• Jakarta Shopping Mall Campaign (2015: Surabaya Shopping Mall)	50,000	-	50,000	100%	7,633
• Tactical Campaign (1st half & 2nd half)	45,000	2,136	42,864	95%	
• Medan Fair		4,464			
• Invest & Promotion Mission to Aceh	-	2,960	(2,960)		1,593
- Thailand					
• Bangkok & Phuket Sales Mission	65,000	-	65,000	100%	-
• TM Bangkok Travel Fair	18,000	-	18,000	100%	-
• Tactical Campaign (1st half & 2nd half)	54,000	-	54,000	100%	-
- Korea					
• Seoul & Busan Sales Mission / Hana Tour Fair	90,000	21,097	68,903	77%	68,710
• Tactical Campaign (1st half & 2nd half)	90,000	-	90,000	100%	17,589
• Korea Travel Guide Book	-	-	-		30,934
- Philppines					
• TM Travel Madness	15,000	-	15,000	100%	-
• Tourism Malaysia Manila Food Festival	-		-		4,482
• Tactical Campaign (1st half & 2nd half)	50,000	-	50,000	100%	
- Japan					
• Tactical Campaign	20,000	255	19,745	99%	-
- Vietnam					
• ITE Vietnam **RM30k from ITB Asia*	75,000	(2,000)	77,000	103%	-
• AirAsia Marketing Campaign -HCM City	60,000				
- Myanmar					
• AA Marketing Campaign Yangoon ** New*	60,000				
• ~~Yangon Sales Mission~~ **Project cancelled, Budget allocated to AA Marketing Campaign - HCM*	-	-	-	0%	-
- South Asia					
• ~~Satte New Delhi Sales Mission, India~~ **Project cancelled, Budget allocated to AA Marketing Campaigı*	-	-	-	0%	9,537
- China					
• Tactical Campaign (1st half & 2nd half)	25,000	-	25,000	100%	233
- UAE					
• Arabian Travel Mart, Dubai	25,000	18,455	6,545	26%	16,732
• Tactical Campaign (1st half & 2nd half)	32,000	-	32,000	100%	-
- New Zealand					
• ~~Tactical Campaign With Airlines & Agents~~ **Project cancelled, Budget allocated to AA Marketing Ca*	-	-	-	0%	-
- Wedding Tourism					
• Wedding Tourism - Asia	39,000	13,496	25,504	65%	-
- Regional Marketing Campaign (Digital Campaign)					
• Online Regional Campaign	750,000	-	750,000	100%	-
- Additional Project					
• WTM Connect Asia *(supported by PGT)*	40,000	3,710	36,290	0%	-
State Exco - Trade fairs & Roadshow	30,000	7,859	22,141	74%	2,699
- Provisional	60,000	-	60,000	100%	-
Total for Trade Fairs & Roadshows (International)	2,381,000	129,530	2,135,934	90%	802,208
Total for Trade Fairs & Roadshows (Local & International)	**2,609,000**	**133,778**	**2,359,686**	**90%**	**830,824**
TOTAL MARKETING/PROMOTION	**2,793,500**	**213,989**	**2,463,975**	**88%**	**1,100,542**

PENANG GLOBAL TOURISM SDN BHD
BUDGET FOR YEAR 2016
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	REVISED BUDGET 2016 RM	ACTUAL EXPENDITURE TILL MAY 2016 RM	VARIANCE BUDGET vs. ACTUAL RM	VARIANCE BUDGET vs. ACTUAL %	ACTUAL EXPENDITURE TILL DEC 2015 RM
COMMUNICATIONS					
- General					
• New Brochures	84,800	(978)	85,778	101%	6,014
• Ad-Hoc Copy writing/Translation	127,200	21,923	105,277	83%	43,335
• Photo/Video Archiving	106,000	3,940	102,061	96%	10,820
- **Video Production** (2015 : Year Of Festival & World Curry Festival)	-	12,296	(12,296)	0%	194,920
- **Website (New Look)**	53,000	-	53,000	100%	22,488
- Mobile App - D.I.E (New)	106,000	4,770	101,230	96%	-
- Ebuzz - EDMs/Newsletter	636	-	636	100%	
- Advertisement in Magazines	127,200	31,774	95,426	75%	111,054
- Production cost of ads on Billboards / CAT buses / CUBE	106,000	30,304	75,696	71%	51,147
- Media Campaign (Advertising & Promotion)			-		
• Hong Kong Media Campaign	500,000	216,110	283,890	57%	364,276
• Singapore Media Campaign	400,000	-	400,000	100%	484,176
• UK Online Media Campaign (2 months)	120,000	-	120,000	100%	-
• Japan Online Media Campaign (2 months)	100,000	-	100,000	100%	-
• South Korea Online Media Campaign (2 months)	100,000	-	100,000	100%	-
• Thailand Media Campaign	-	-	-		47,424
• Indonesia Media Campaign	-	-	-		76,190
- Advertising & Promotion of Events					
• '10 Days 3 Festivals' - GTLF, TIBF & Jazz Festival	100,000	-	100,000	100%	82,870
• Hot Air Balloon Fiesta 2017 (2015: Publicity for VPY & PAM)	100,000	14,247	85,753	86%	106,036
• Penang Yosakoi Parade	15,000	12,559	2,441	16%	-
- Outdoor / Airport Advertising (domestic) - LED / Billboards / Lightbox Billboards					
• Billboard	212,000	-	212,000	100%	392,071
• LED advertising - Domestic (for events)	177,064	57,170	119,894	68%	101,734
- Online Advertising					
• Facebook boosting	150,000	9,212	140,788	94%	-
• Google AdSense / Expedia	-	-	-	0%	221,052
- Radio Advertising					
• Radio Advertising (ASTRO - LiteFM, Mix, Sinar & Melody) - whole year advertising	224,050	35,139	188,911	84%	208,860
- Provisional	21,200	-	21,200	100%	-
	2,930,150	**448,465**	**2,481,685**	**85%**	**2,524,467**
TOTAL COMMUNICATIONS	**2,930,150**	**448,465**	**2,481,685**	**85%**	**2,524,467**

PENANG GLOBAL TOURISM SDN BHD BUDGET FOR YEAR 2016 DETAILS OF BUDGET	REVISED BUDGET 2016 RM	ACTUAL EXPENDITURE TILL MAY 2016 RM	VARIANCE BUDGET vs. ACTUAL RM	VARIANCE BUDGET vs. ACTUAL %	ACTUAL EXPENDITURE TILL DEC 2015 RM
EVENTS					
- Contribution/sponsor	110,000	26,080	83,920	76%	52,550
- Last Fri, Sat & Sun for the month (12 months)	156,000	53,779	102,221	66%	135,182
- GT Literary Festival	130,000	-	130,000	100%	125,000
- In Between Art Festival	30,000	-	30,000	100%	20,000
- Penang Anime Matsuri - Summer Party	600,000	458,781	141,220	24%	505,387
- Hot Air Balloon Fiesta	1,000,000	914,773	85,227	9%	664,880
Sponsorship for Hot Air Balloon Fiesta	-	*(68,526)*	68,526	0%	*(51,385)*
- Mini Hot Air Balloon Fiesta			-	0%	*49,170*
- Trishaw Entourage	-	-	-	0%	1,493,865
- Comic Fiesta Mini	20,000	-	20,000	100%	30,000
- Raja Muda S'gor International Regatta	-	-	-	0%	2,600
- Recee (PAM)	20,000	11,140	8,860	44%	-
- Recee (Hot Air Balloon)	30,000	1,130	28,870	96%	22,985
- Shanghai Yue Opera (Sponsorship for permit)	-	-	-	0%	19,960
- Culture Japan Night			-	0%	4,917
	2,096,000	**1,397,157**	**698,843**	**33%**	**3,075,111**
TOTAL EVENTS	**2,096,000**	**1,397,157**	**698,843**	**33%**	**3,075,111**
TOURISM SERVICES					
- Souvenirs/Gifts *(Budget from Marketing)*	265,000	118,434	146,566	55%	93,251
- Heritage walk & tour / Car Free Day Event	20,000	5,600	14,400	72%	6,930
- Welcoming reception	140,000	44,191	95,809	68%	72,800
- Printing of publication/brochures (Reprint)					
• Marking Georgetown Brochure (3 Languages)	50,000	14,151	35,849	72%	40,899
• Trade Show Booklet (4 Languages)	40,000	21,817	18,183	45%	31,861
• Peranakan Brochure & Booklet (4 Languages)	30,000	6,461	23,539	78%	25,011
• George Town Heritage Site Map	30,000	6,784	23,216	77%	45,202
• Discovery Balik Pulau	20,000	-	20,000	100%	22,979
• Cruise Brochure	10,000	3,230	6,770	68%	200
• Heritage Walkabout Brochure	3,000	1,113	1,887	63%	2,762
• Second Penang Bridge and Ferry Experience Brochure	-	-	-	0%	570
• Eurasian Leaflet	-	-	-	0%	530
- DVD Duplication (D.I.E 5 language + MICE)	3,000	-	3,000	100%	1,650
- PGT Networking with Tourism Players	9,000	350	8,650	96%	817
- Development of surveys	200,000	39,856	160,144	80%	199,280
- Production cost for Halal Travel Guide	90,000		90,000	100%	-
- Provisional	20,000	5,037	14,963	75%	7,600
- Professional fee for Brochure Distribution	30,000	12,016	17,984	60%	18,750
	960,000	**279,039**	**680,961**	**71%**	**571,092**
TOTAL TOURISM SERVICES	**960,000**	**279,039**	**680,961**	**71%**	**571,092**
PENANG CENTRE OF EDUCATION TOURISM					
- Pg Centre of Education Tourism (Refer to Appendix I)	270,000	42,970	227,030	84%	203,406
- Membership fee collection *(19 members - 15 Ordinary, 4 Associate)*		(13,250)	13,250	0%	(9,000)
	270,000	**29,720**	**240,280**	**89%**	**194,406**
TOTAL PENANG CENTRE OF EDUCATION TOURISM	**270,000**	**29,720**	**240,280**	**89%**	**194,406**
PENANG CENTRE MEDICAL TOURISM					
- Pg Centre of Medical Tourism (Refer to Appendix II)	200,000	21,079	178,921	89%	-
- Membership fee collection *(10 members - 9 Ordinary, 1 Associate)*		(19,000)	19,000	0%	-
	200,000	**2,079**	**197,921**	**99%**	**-**
TOTAL PENANG CENTRE MEDICAL TOURISM	**200,000**	**2,079**	**197,921**	**99%**	**-**
TOTAL (PGT)	**11,500,000**	**3,022,294**	**8,362,170**	**73%**	**9,242,427**

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	REVISED BUDGET 2016 RM	ACTUAL EXPENDITURE TILL MAY 2016 RM	VARIANCE BUDGET vs. ACTUAL RM	VARIANCE BUDGET vs. ACTUAL %	ACTUAL EXPENDITURE TILL DEC 2015 RM
AD-HOC PROJECTS :					
• World Travel Mart Connect Asia (by State)	464,243	460,059	4,183	1%	-
• DC Justice League Run - Expenditure	-	-			707,712
• DC Justice League Run - Refund to JKN	-	-			492,288
TOTAL AD-HOC PROJECTS:	**464,243**	**460,059**	**4,183**	**1%**	**1,200,000**