

**PENANG GLOBAL TOURISM SDN BHD
REVISED BUDGET FOR 2018
SUMMARY**

	BUDGET 2018 RM	APPROVED BUDGET 2017 RM	VARIANCE YOY RM	ACTUAL EXPENDITURE TILL DEC 2017 RM
Operating Expenditure (OPEX)	2,246,107	2,103,779	142,328	1,813,194
Capital Expenditure (CAPEX)	96,500	77,000	19,500	18,403
Marketing/Promotion	2,915,000	2,774,000	141,000	2,121,337
Communications	3,861,436	3,576,236	285,200	2,214,362
Events	2,084,000	1,994,000	90,000	2,466,488
Tourism Services	948,300	888,300	60,000	643,200
Penang Centre of Education Tourism (Appendix I)	150,000	270,000	(120,000)	145,663
Penang Centre of Medical Tourism (Appendix II)	150,000	150,000	-	101,593
GRAND TOTAL	12,451,343	11,833,315	618,028	9,524,240

ADDITIONAL PROJECTS :

2018

- China Campaigns	1,980,000	2,160,000	-	802,241
- Penang International Wedding Expo	500,000	-	-	-

2017

- Penang International Food Festival	-	1,500,000	-	1,480,292
- Hong Kong Media Campaign	-	450,000	-	434,578
- World Travel Mart Connect Asia	-	570,000	-	560,631
- Flight Incentive to AA Yangon	-	107,916	-	107,916
- Penang Fun Experiences with DM3	-	800,000	-	766,665
- Penang Street Food Festival	-	300,000	-	296,800
- ITB Asia Singapore	-	400,000	-	385,015
- Asia Pacific Economic Conference	-	-	-	115,680

2,480,000	6,287,916	-	4,949,818
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DETAILS OF BUDGET

OPERATING EXPENDITURE (OPEX)

Personnel - PGT

- Salary	1,138,860	1,022,256	116,604	952,626
- Allowance	8,400	8,400	-	8,400
- Incentive / Bonus	189,810	170,376	19,434	88,503
- EPF	172,727	155,042	17,685	121,728
- Socso	12,000	12,000	-	12,527
- Medical fee	6,600	6,600	-	1,233
- Overtime	2,400	2,400	-	1,983
- Insurance	47,000	45,000	2,000	45,598
- Trainer & Trainee Allowance	4,800	5,000	(200)	1,090
- Mileage /Toll claims/Petrol	15,000	18,000	(3,000)	13,423
- Gratuity		20,000	(20,000)	17,843
	<u>1,597,597</u>	<u>1,465,074</u>	<u>132,523</u>	<u>1,264,954</u>

Personnel - TIC (Whiteaways & Airport)

- Salary	186,000	177,804	8,196	156,114
- Incentive / Bonus	31,000	29,634	1,366	12,959
- EPF	28,210	26,967	1,243	14,518
- Socso	3,000	3,000	-	2,041
- Medical fee	1,640	1,640	-	450
- Trainer & Trainee Allowance	4,800	5,000	(200)	1,682
- Mileage /Toll claims/Petrol	3,000	3,000	-	896
	<u>257,650</u>	<u>247,045</u>	<u>10,605</u>	<u>188,661</u>

SUB-TOTAL Personnel

1,855,247	1,712,119	143,128	1,453,614
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Utilities

PGT

- Telephone/Fax /Email	30,000	30,000	-	33,659
- Electricity & Water	<u>20,000</u>	<u>20,000</u>	<u>-</u>	<u>14,966</u>
	50,000	50,000	-	48,625

Tourist Information Center

- Telephone/Fax	12,000	12,000	-	8,040
- Electricity & Water	<u>11,000</u>	<u>11,000</u>	<u>-</u>	<u>8,431</u>
	23,000	23,000	-	16,471

SUB-TOTAL Utilities

73,000	73,000	-	65,095
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Rental

PGT

- Office Rental

REVISED BUDGET 2018 RM	BUDGET 2017 RM	VARIANCE YOY RM	ACTUAL EXPENDITURE TILL DEC 2017 RM
103,000	108,500	(5,500)	103,467

Tourist Information Center

- Office Rental

26,000	27,800	(1,800)	26,365
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Training & Development

- Team Building

7,200	6,800	400	4,490
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- Skills Development

24,000	25,000	(1,000)	8,332
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31,200	31,800	(600)	12,822
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Office Expenses

- Annual Dinner

9,000	12,000	(3,000)	2,400
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- Postage & Courier

20,000	20,000	-	15,197
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- Stationery & Supplies

6,000	6,000	-	5,512
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- Photostating & Others/Photography

20,000	20,000	-	22,130
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- Newspapers/books

2,000	2,000	-	2,095
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- Office Upkeep & expenses

32,000	30,000	2,000	31,136
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- Refreshment & Food

8,200	2,100	6,100	1,624
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- Meeting expenses

1,500	1,500	-	269
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- Upkeep of M Vehicle

5,500	5,500	-	4,334
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- Staff Uniform

4,000	4,000	-	-
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- Miscellaneous Expenses

1,500	1,000	500	-
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- Advertisement - Vacancy

5,300	5,300	-	-
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- Trade Mark Application

3,000	3,000	-	-
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118,000	112,400	5,600	84,695
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Misc

- Audit Fee

5,000	5,000	-	5,000
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- Accounting fee & Payroll (Outsource)

9,900	9,900	-	10,886
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- Secretarial fee

3,000	3,000	-	2,581
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- Allowance for BOD (attending meeting)

12,250	12,250	-	6,000
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- Income tax consultancy fee

4,500	3,000	1,500	4,155
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- Bank charges

1,000	1,000	-	1,150
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- Filing fee

180	180	-	150
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- Legal & Professional Fees

1,000	1,000	-	-
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- License Fee (TIC)

330	330	-	330
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- Taxation

1,500	1,500	-	-
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- Gain/Loss of Forex Exchange

1,000	1,000	-	303
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39,660	38,160	1,500	30,555
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Fixed Assets written off

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Depreciation of Fixed Assets

36,580

TOTAL OPERATING EXPENDITURE (OPEX)

2,246,107	2,103,779	142,328	1,813,194
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CAPITAL EXPENDITURE (CAPEX)

CAPEX - Purchase of fixed assets

PGT

- Computers (Hardware & Software)
- Office Equipment
- Furniture & Fittings

20,000	13,000	7,000	14,396
6,000	6,000	-	4,007
5,000	5,000	-	-
31,000	24,000	7,000	18,403

Tourist Information Center

- Computers (Hardware & Software)
- Office Equipment
- Furniture & Fittings
- Renovation

4,500	2,000	2,500	-
10,000	-	10,000	-
1,000	1,000	-	-
50,000	50,000	-	-
65,500	53,000	12,500	-

Sub-Total CAPEX - Purchase of fixed assets

96,500	77,000	19,500	18,403
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TOTAL OPEX & CAPEX

2,342,607	2,180,779	161,828	1,831,597
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MARKETING/PROMOTION

- Banner Streamers & artwork	6,000	6,000	-	2,070
- Printing of Business Card	2,000	2,000	-	1,450
- FAM Trip	170,000	170,000	-	115,454
- Lunch/Dinner hosting	5,000	5,000	-	4,326
	183,000	183,000	-	123,300
Trade Fairs & Roadshows				
- Local				
- Local Travel	25,000	25,000	-	15,245
- Domestic Campaign (KL)	80,000	80,000	-	-
	105,000	105,000	-	15,245
- Europe/US				
• World Travel Mart (London)	40,000	36,000	4,000	25,583
• ITB Berlin (Germany)	40,000	36,000	4,000	29,418
• Tactical Campaign - Wholesaler	180,000	160,000	20,000	252,371
• Tactical Campaign - Europe (Qatar)				90,000
- Hong Kong				
• Hong Kong Destination Seminar	150,000	-	-	-
• Tactical Campaign B2B	100,000	-	-	38,789
• ITE Hong Kong	-	260,000	(260,000)	253,371
• Launching of Pg Tramcar in HK	-	65,000	(65,000)	46,567
- Singapore				
• Tactical Campaign with Airlines / OTA	120,000	80,000	40,000	72,740
• ITB Asia	15,000	15,000	-	-
• NATAS Singapore - Promotion campaign	-	30,000	(30,000)	-
- Australia				
• Australia Tactical Promotion - OTA/Wholesaler	80,000	90,000	(10,000)	154,703
• Online campaign with OTA	50,000	-	50,000	-
• Tourism Malaysia Roadshow	150,000	40,000	110,000	-
• Support TM Consumer Fair / Content Marketing	-	55,000	(55,000)	-
- Taiwan				
• Taiwan Destination Seminar	80,000	19,000	61,000	39,375
• Tactical Campaign B2B	40,000	35,000	5,000	79,019
• Tactical Campaign B2C	40,000	35,000	5,000	-
• Kaohsiung Lantern Festival	-	-	-	6,156
- Indonesia				
• Tactical Campaign with airlines & ota	80,000	70,000	10,000	104,525
• Surabaya & Medan Shopping Mall	50,000	100,000	(50,000)	-
• Destination Seminar at Jakarta and Surabaya	60,000	-	-	-
• Medan Business Dialogue				1,509

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- Thailand				
• Thailand International Travel Fair (Bangkok)	130,000	100,000	30,000	101,066
• Thailand Tactical Campaign (2017: AA Go Thai Campaign)	80,000	-	80,000	84,723
• Thailand Shopping mall campaign	60,000	80,000	(20,000)	24,810
• Sounthern Thailand Roadshow	40,000	-	40,000	-
• Thailand Radio campaign	-	60,000	(60,000)	24,339
• Satun Tourism Malaysia Seminar	-			2,118
- Korea				
• Tactical Campaign with Airlines and Agents	70,000	100,000	(30,000)	64,859
• Korea Content marketing/ Media campaign	100,000	90,000	10,000	105,000
• Hana Tour Fair	80,000	90,000	(10,000)	36,971
- Philippines				
• Tourism Malaysia Travel Fair/ Roadshow	20,000	20,000	-	-
- Japan				
• Jata Tourism Expo	18,000	18,000	-	19,423
• Tactical Campaign B2B	30,000	15,000	15,000	495
• Tactical Campaign B2C	-	15,000	(15,000)	-
- Vietnam				
• ITE Vietnam	150,000	135,000	15,000	139,087
• Vietnam Tactical Campaign	50,000	95,000	(45,000)	36,324
• Vietnam Shopping Mall Campaign	50,000	-	50,000	-
- Myanmar				
• Yangon Shopping mall campaign	-	80,000	(80,000)	-
• AA Marketing Campaign Yangoon	-	60,000	(60,000)	-
- South Asia				
• India Roadshow with PCEB	30,000	25,000	5,000	17,425
• Tactical Campaign India B2B	60,000	-	60,000	-
- UAE				
• Arabian Travel Mart, Dubai	30,000	28,000	2,000	25,883
• Tactical Campaign B2B	50,000	35,000	15,000	-
- New Zealand				
• New Zeland Destination Seminar	35,000	-	35,000	-
• APMG Auckland	-	20,000	(20,000)	19,071
• Tactical Campaign B2C	-	25,000	(25,000)	-
- Wedding Tourism				
• Wedding Tourism - Asia	25,000	25,000	-	-
- Additional Project				
• WTM Connect Asia (supported by PGT)	50,000	50,000	-	22,242
• Pg Streeet Food Festival (supported by PGT)	-	-	-	44,520
• APEC TWG Meeting (supported by PGT)				7,400
State Exco - Trade fairs & Roadshow	30,000	30,000	-	12,909
- Provisional	164,000	164,000	-	-
Total for Trade Fairs & Roadshows (International)	2,627,000	2,486,000	141,000	1,982,792
Total for Trade Fairs & Roadshows (Local & International)	2,732,000	2,591,000	141,000	1,998,037
TOTAL MARKETING/PROMOTION	2,915,000	2,774,000	141,000	2,121,337

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COMMUNICATIONS

- General

• New Brochures (includes Penang Free Sheet - RM8,400)	53,000	53,000	-	35,319
• Ad-Hoc Copy writing/Translation	53,000	84,800	(31,800)	52,678
• Photo/Video Archiving	53,000	53,000	-	61,527
- Video Production	84,800	84,800	-	44,096
- Website (Phase II & III)	80,000	27,000	53,000	30,480
- Mobile App	40,000	-	40,000	6,360
- Ebuzz - EDMs/Newsletter	636	636	-	635
- Advertisement in Magazines	280,000	84,800	195,200	116,038
- Production cost of ads on Billboards / CAT buses / CUBE	53,000	53,000	-	10,600
- International Media Campaigns <i>(via Google, YouTube, Expedia, TripAdvisor, etc)</i>			-	
• Hong Kong Media Campaign	500,000	450,000	50,000	45,583
• Singapore Media Campaign	400,000	350,000	50,000	377,499
• Europe/US Media Campaign	150,000	150,000	-	150,000
• Japan Media Campaign	150,000	200,000	(50,000)	-
• Taiwan Media Campaign	100,000	100,000	-	-
• Thailand Media Campaign	100,000	150,000	(50,000)	-
• Indonesia Media Campaign	100,000	100,000	-	-
• Australia Media Campaign	100,000	150,000	(50,000)	150,000
• UK Media Campaign	-			90,000
- Advertising & Promotion of Events			-	
• '10 Days 3 Festivals' - GTLF, IbAF & Jazz Festival	100,000	100,000	-	88,022
• Hot Air Balloon Fiesta 2018 (2016: Publicity for VPY & PAM)	150,000	100,000	50,000	95,283
• Penang Anime Matsuri	100,000	100,000	-	99,119
• George Town Heritage Celebration	50,000	50,000	-	48,866
• George Town Festival	100,000	100,000	-	91,613
• Comic Fiesta Mini	50,000	50,000	-	789
• Penang Yosakoi Parade	15,000	15,000	-	11,675
• Trishaw Entourage	-	200,000	(200,000)	172,040
• Penang Fun Experiences with DM3	-	50,000	(50,000)	14,782
- Outdoor / Airport Advertising (domestic) - LED / Billboards / Lightbox Billboards				
• Out of Penang - KL and other states (eg KLIA advertising or train wraps)	500,000	250,000	250,000	-
• LED advertising - Domestic	108,120	127,200	(19,080)	108,130
- Online Advertising				
• Facebook boosting	80,000	80,000	-	65,613
- Radio Advertising				
• Radio Advertising (ASTRO - LiteFM, Mix, Sinar & Melody) - whole year advertising	296,000	250,000	46,000	247,616
- Provisional	14,880	13,000	1,880	-
	3,861,436	3,576,236	285,200	2,214,362

TOTAL COMMUNICATIONS

3,861,436 3,576,236 285,200 2,214,362

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EVENTS				
- Contribution/sponsor	50,000	50,000	-	5,300
- Last Fri, Sat & Sun for the month (12 months)	180,000	180,000	-	91,096
- In Between Art Festival	20,000	30,000	(10,000)	20,000
- Penang Anime Matsuri - Summer Party	700,000	700,000	-	550,013
- Hot Air Balloon Fiesta	1,000,000	930,000	70,000	863,318
- Sponsorship for Hot Air Balloon Fiesta	-	-	-	(75,000)
- Mini Hot Air Balloon Fiesta	100,000	70,000	30,000	42,033
- Recce (Hot Air Balloon)	30,000	30,000	-	16,227
- Raja Muda S'gor International Regatta	4,000	4,000	-	3,100
- Penang Trishaw Entourage (Nationwide)	-	-	-	950,400
	2,084,000	1,994,000	90,000	2,466,488
TOTAL EVENTS	2,084,000	1,994,000	90,000	2,466,488
TOURISM SERVICES				
- Souvenirs/Gifts	165,000	150,000	15,000	156,361
- Heritage walk & tour / Car Free Day Event	25,000	22,000	3,000	18,432
- Welcoming reception & Conference	160,000	144,000	16,000	148,818
- Trade Shows / Special Sponsorship Arrangement	20,000	20,000	-	-
- Printing of publication/brochures (Reprint)	-	-	-	-
• Marking Georgetown Brochure (3 Languages)	66,000	60,000	6,000	36,814
• Trade Show Booklet (4 Languages)	55,000	40,000	15,000	8,501
• Peranakan Brochure & Booklet (4 Languages)	33,000	33,000	-	18,126
• George Town Heritage Site Map	33,000	33,000	-	17,828
• Discovery Balik Pulau	27,000	24,000	3,000	-
• Cruise Brochure	12,000	10,000	2,000	2,804
• Heritage Walkabout Brochure	3,300	3,300	-	1,410
• Tour & Incentive Brochure	-	-	-	3,282
- PGT Networking with Tourism Players	9,000	9,000	-	1,545
- Development of surveys	200,000	200,000	-	199,280
- Production cost for Halal Travel Guide	90,000	90,000	-	-
- Professional fee for Brochure Distribution	30,000	30,000	-	30,000
- Provisional	20,000	20,000	-	-
	948,300	888,300	60,000	643,200
TOTAL TOURISM SERVICES	948,300	888,300	60,000	643,200
PENANG CENTRE OF EDUCATION TOURISM				
- Pg Centre of Education Tourism	150,000	270,000	(120,000)	198,563
- Sponsorship (PIEF)	-	-	-	(39,400)
- Membership fee collection (19 members - 14 Ordinary, 5 Associate)	-	-	-	(13,500)
	150,000	270,000	(120,000)	145,663
TOTAL PENANG CENTRE OF EDUCATION TOURISM	150,000	270,000	(120,000)	145,663

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PENANG CENTRE MEDICAL TOURISM

- Pg Centre of Medical Tourism
- Membership fee collection (13 members - 10 Ordinary, 3 Associate)

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	150,000	150,000	-	125,593
				(24,000)
	150,000	150,000	-	101,593
TOTAL PENANG CENTRE MEDICAL TOURISM	150,000	150,000	-	101,593
TOTAL (PGT)	12,451,343	11,833,315	618,028	9,524,240
ADDITIONAL PROJECTS :				
- China Campaign				
• Marketing Collateral Support for China Market	30,000	20,000		10,824
• Shanghai - Penang Directly Flight Marketing Incentive	250,000	250,000		-
• Shenzhen - Penang Directly Flight Marketing Incentive	250,000	250,000		-
• Digital Marketing (Weibo, WeChat & Youku etc)	250,000	190,000		190,462
• Tactical Campaign with Ctrip China	200,000	100,000		95,633
• Tactical Campaign with Ctrip Malaysia	200,000	150,000		80,005
• Tactical Campaign with Airlines	200,000	150,000		150,000
• Tactical Campaign with Tuniu	200,000	140,000		76,946
• Tactical Campaign with other potential partners	300,000	450,000		-
• China Trade Show (2017: Shanghai Travel Fair)	100,000	35,000		18,611
• Tactical Campaign with Spring Tour + Spring Airlines	-	175,000		170,720
• Destination Seminar	-	80,000		-
• Adhoc campaigns	-	170,000		9,039
	1,980,000	2,160,000		802,241
- Penang International Wedding Expo	500,000	-		-
- Penang International Food Festival (PIFF)	-	1,500,000		1,480,292
- World Travel Mart Connect Asia	-	570,000		560,631
- Hong Kong Media Campaign	-	450,000		434,578
- Flight Incentive to AA Yangon	-	107,916		107,916
- Penang Fun Experiences with DM3	-	800,000		766,665
- Penang Street Food Festival	-	300,000		296,800
- ITB Asia Singapore	-	400,000		385,015
- Asean Pacific Economic Conference (By MOTAC)	-	-	-	115,680
TOTAL AD-HOC PROJECTS:	2,480,000	6,287,916	-	4,949,818