

HOTEL FEE COMMITTEE
(formerly known as Local Government Fee Committee)

COMMITTEE'S CIRCULAR CONSENT

REVISED APPROVED PROJECTS FOR YEAR 2020

Pursuant to the authority given by the Hotel Fee Committee, we, the undersigned hereby consent to the following:-

1. Revised Approved Projects for Year 2020

- 1.1 During the previous Hotel Fee Committee Meeting (No.3/2019) on 17 December 2019, a total of 18 projects with total amount of RM11,475,456 were approved. In light of the recent outbreak of the novel coronavirus, Covid-19, Penang Global Tourism and Penang Convention & Exhibition Bureau has revised the budget to 12 projects with the total of RM5,295,456.
- 1.2 Under Penang state's directive to prevent the spread of Covid-19, all events will be postponed to next year.
- 1.3 The revised projects as per below

No	Approved Projects on Hotel Fee No. 3/2019 at 17 December 2019	Month	Approved Amount	Revised Budget
1	Experience Penang Mega FAM	Postponed to 2021	RM400,000	-
2	PGT Marketing Campaigns & Roadshows for Hong Kong, Australia and Middle East	Oct-Dec	RM930,000	RM250,000
3	China Roadshow with Qingdao Airlines & Marketing Campaign (Ctrip & Tuniu)	2-5 Jan 2020 Sept-Dec	RM1,000,000	RM1,000,000
4	PCEB Sales Calls, Roadshows, Trade Events & Operations	2020	RM1,300,000	RM300,000
5	PCEB Marketing & Promotion, Ad, Research and Bidding	2020	RM1,500,000	RM600,000
6	ITB Asia Singapore 2020	21-23 Oct 2020	RM460,000	RM460,000
7	The Meeting Show 2020	Postponed to 2021	RM550,000	-
8	India Roadshow 2020	13-20 Jan 2020	RM550,000	RM550,000
9	Penang International Food Festival 2020	Postponed to 2021	RM1,200,000	-
10	Penang Anime Matsuri 2020	Postponed to 2021	RM700,000	-
11	Penang Hot Air Balloon Fiesta 2020	1-2 Feb 2020	RM1,200,000	RM1,200,000
12	BE @ Penang 2020	Postponed to 2021	RM350,000	-

13	George Town Literary Festival 2020	Postponed to 2021	RM400,000	-
14	StudyPenang (Penang Centre of Education Tourism)	2020	RM75,000	RM75,000
15	Penang Centre of Medical Tourism	2020	RM125,000	RM125,000
16	SMILE Campaign 2020	July to Dec	RM200,000	RM200,000
17	Hotel Fee Online Payment System	Jan	RM35,456	RM35,456
18	Penang House of Music (previously from Penang International Travel Exchange 2020)	2020	RM500,000	RM500,000
Total			RM11,475,456	RM5,295,456

2. Penang Arts District's Programmes

2.1 A series of programmes will be carried out by Penang Arts District to sustain Penang's arts and culture scene and keeping Penang on the global map as the arts and culture destination in South East Asia while in recovery for 2021

2.2 The programmes as per below

2.2.1 Online platform for Penang arts & culture

To keep the arts and culture content in Penang visible by promoting them regionally and internationally.

- i) One-stop directory center with profiles of all arts and culture venues and initiative in Penang
- ii) A marketplace for arts and cultural initiatives by adopting the 'buy now and experience later' benefit local businesses
- iii) To build digital content in line with Penang's tourism strategy
- iv) Concentrated marketing to regional countries such as Singapore, Indonesia, Thailand, Vietnam, Philippines, India, Taiwan and Japan to spur regional tourism
- v) Highlighting key arts and culture events in Penang for year 2021 onwards
- vi) Showcasing 'Penang Stories' that includes genuine local content and virtual tours

2.2.2 Creative Entrepreneurship Programme

To enhance the capacity and capabilities of creative businesses in Penang with innovative and adaptive skills that enables them to expand their businesses sustainably for the future

- i) Sustaining creative businesses which are one of the key providers of products and services for Penang's arts and culture tourism
- ii) 6-months training and mentorship programme with creative businesses in Penang to equip them with tools and skills necessary to scale up
- iii) Creating a healthy supply of creative products and services of international standards in Penang
- iv) Strategizing creative business models to adopt innovative ways of consumer engagement while adapting to the 'new normal'

2.2.3 Spotlight Competition

A nationwide platform that nurtures young Malaysian talents by providing emerging artists the opportunity to develop and showcase their artistic talents

- i) One of the few reputable art competitions in Malaysia that positions Penang as the arts hub that discover young talents
- ii) To recognized by most prestige art competition and art schools around Malaysia
- iii) Participated by hundreds of artists every year
- iv) Pushing the boundaries of local Malaysian art by promoting the exhibition on digital platforms to a global audience
- v) Partnering with local galleries and arts organization to strengthen Malaysian art market

2.3 The total budget requested for this project will be RM220,000.

- 3. With a total of 13 projects, the revised Hotel Fee budget is RM5,515,456. This budget has been reduced 51.94% from the approved budget.

Dated this 15th day of May, 2020.

Confirmed by,



OOI CHOK YAN
CEO of PENANG GLOBAL TOURISM



KHOO BOO LIM
CHAIRMAN of MAH PENANG



YB TUAN YEOH SOON HIN
EXCO FOR TOURISM, ARTS, CULTURE
& HERITAGE (PETACH)



YAB TUAN CHOW KON YEOW
CHIEF MINISTER OF PENANG