



Our Ref : PGT-2020/010/OCY/ms
Date : 13th Jan 2020

YB Yeoh Soon Hin

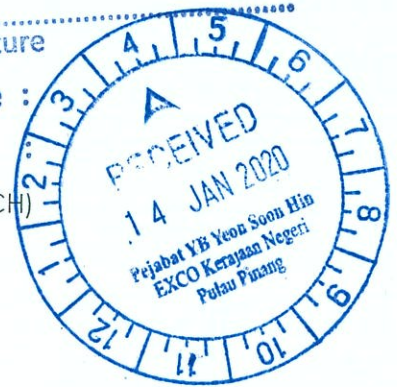
Penang State Exco Councillor for Tourism, Arts, Culture and Heritage (PETACH)
Level 52, Komtar, 10503 George Town
Penang

Acknowledge receipt:

Signature

Name :

Date



Dear YB,

Additional Budget for Experience Penang Year ("EPY") 2020 from Tourism Tax

The memo dated 7th Oct 2019 is referred.

As mentioned in the memo, this additional budget for EPY marketing & communications activities/campaigns which amounting to RM8,230,000 was tabled and approved by board of directors on 19th Sept 2019. Some of the projects has been commenced end of Dec 2019 and early 2020, which are:

<u>No.</u>	<u>Activities/Campaigns</u>	<u>Amount (MYR)</u>	<u>Date of Commencement</u>
1.	Inflight Magazine Gateway	1,450,000	Jan 2020 – Dec 2020
2.	Travellator in Dhoby Ghaut MRT Station	560,000	16 Dec 2019 – 9 Feb 2020
3.	Out-of-Home Advertising:	450,000	
	- Bus wrap x 10 buses		17 Dec 2019 – 16 July 2020
	- U Shaped Escalator Wall Ad		2 Jan 2020 – 1 Mar 2020
	- Light Box Ads		April 2020 – June 2020
4.	Covered Walkways	270,000	End of Jan 2020 – Dec 2020
	Total	2,730,000	

Besides, there are activities/campaigns which committed and will be commenced in Q2 2020, which are:

<u>No.</u>	<u>Activities/Campaigns</u>	<u>Amount (MYR)</u>	<u>Date of Commencement</u>
1.	EPY KL Roadshow	400,000	12-15 March 2020
2.	Flight Incentives – AirAsia Chengdu :		
	- Marketing Campaign	577,000	April 2020
	- Cash Incentive (1 st batch)	288,500	Sept 2020
	- Cash Incentive (2 nd batch)	288,500	April 2021
	Total	1,554,000	

Hence, we would like to follow up on the status of the grant, would it be possible to receive the grant partially before 24 Jan 2020 as we must comply to PGT finance SOP, Payment to be made to supplier/vendor in 14 days from the date of invoice received. We hereby attached the invoices for your kind perusal.

Penang Global Tourism Sdn Bhd 50689-X (State Tourism Bureau)

No. 8-B (First Floor), The Whiteaways Arcade, Lebuh Pantai, 10300 George Town, Penang, MALAYSIA

T/ +604 264 3456 F/ +604 264 3455 E/ info@penangglobaltourism.com

mypenang.gov.my