

Penang Global Tourism Sdn Bhd
Additional Budget for EPY 2020 from Tourism Tax

Marketing

1 Online Travel Agents/Wholesales Campaigns

2 Experience Penang 2020 Roadshows
Matta Fair KL

3 Airlines Campaigns (e.g. Singapoe Airlines, Qatar Airways & AirAsia)

4 Flight Incentives
- Juneyao Airlines (Shanghai)
- AirAsia (Chengdu)
- Other (Japan & Korea & etc)

Communications

1 Inflight Magazine Gateway (12 months)

2 Travellator in Dhoby Ghuat MRT Station (2 months)

3 Out-of-Home Advertising (6 months)

4 Covered Walkways (12 months)

Project/ Campaign Status	Date of Commencement	Total(RM)	Budgeted Amount (RM)	Payment Status
??	??	300,000.00	300,000.00	
Done	March 2020	175,000.00	180,000.00	Paid in advance by PGT
Committed	May 2020	220,000.00	220,000.00	
??	??	500,000.00	500,000.00	
??		1,100,000.00	1,100,000.00	Pending
Committed	Dec 2019	1,200,000.00	1,200,000.00	
??		2,000,000.00	2,000,000.00	
Committed, contract signed in Dec 2019 (Ads published Jan & Feb 2020)	Jan 2020 - Feb 2021	1,457,937.79	1,450,000.00	Overdue
Done	16 Dec 2019 - 9 Feb 2020	555,798.25	560,000.00	Overdue (1% of late payment will be charge per month)
Done	Dec 2019 - June 2020	445,420.01	450,000.00	Overdue
Done	Dec 2019 - Nov 2020	263,855.20	270,000.00	Pending
		8,223,011.25	8,230,000.00	

Total amount of project/campaigns committed

Total amount of project/campaigns completed

2,870,000.00

1,460,000.00

4,330,000.00