

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
- 3 Airlines Campaigns (e.g. Singapore 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 Ghaut MRT Station (2 months)
- 3 Out-of-Home Advertising (6 months)
- 4 Covered Walkways (12 months)

	Payment due (RM)			Total(RM)	Budgeted Amount (RM)	Remarks
	Nov-19	Dec-19	Year 2020			
1 Online Travel Agents/Wholesales Campaigns	-	150,000.00	150,000.00	300,000.00	300,000.00	<i>Partially</i>
2 Experience Penang 2020 Roadshows	-	-	400,000.00	400,000.00	400,000.00	<i>Full payment</i>
3 Airlines Campaigns (e.g. Singapore Airlines, Qatar Airways & AirAsia)	-	-	500,000.00	500,000.00	500,000.00	<i>Full payment</i>
4 Flight Incentives						
- Juneyao Airlines (Shanghai)	-	500,000.00	600,000.00	1,100,000.00	1,100,000.00	<i>Partially</i>
- AirAsia (Chengdu)	-	-	1,200,000.00	1,200,000.00	1,200,000.00	<i>Full payment</i>
- Other (Japan & Korea & etc)	-	-	2,000,000.00	2,000,000.00	2,000,000.00	<i>Full payment</i>
1 Inflight Magazine Gateway (12 months)	364,484.45	364,484.45	728,968.90	1,457,937.79	1,450,000.00	<i>Quarterly</i>
2 Travellator in Dhoby Ghaut MRT Station (2 months)	-	555,798.25	-	555,798.25	560,000.00	<i>Full payment</i>
3 Out-of-Home Advertising (6 months)	-	445,420.01	-	445,420.01	450,000.00	<i>Full Payment</i>
4 Covered Walkways (12 months)	-	263,855.20	-	263,855.20	270,000.00	<i>Full payment</i>
	364,484.45	2,279,557.91	5,578,968.90	8,223,011.25	8,230,000.00	