

3. Communications - Reported by D'Yani Ramoo

October 2019 - February 2020

Report Overview

Events' promotion:

The advertising and promotions of events undertaken for the past months of October 2019 to February 2020, were mainly for George Town Literary Festival, Penang Street Food Festival, Butterworth Fringe Festival, Penang Hot Air Balloon Fiesta and Penang Yosakoi Parade. PGT also supported other events during this period such as, Experience Christmas in Penang, Penang International Dragon Boat Festival, Miaohui Chinese New Year Celebration, Penang Grand Parade, Experience Penang Coastal Run, Penang Celebrates Chap Goh Meh and CM's CNY Open House.

International campaigns:

For international markets, Comms continued to focus on advertising in inflight magazines featuring Experience Penang 2020 (EPY). The inflight magazines included SilverKris (SIA), Silkwinds (SilkAir), Oryx (Qatar Airways), Open Skies (Emirates), Sawasdee (Thai Airways), Qantas (Qantas Airlines), Linkers (Citilink) as well as Travel360 (AirAsia). Additionally, PGT also started to advertise in Gateway, the inflight magazine of China Southern Airlines, which we had signed up for 12 issues starting January. However, since February, the airlines had suspended all inflight materials due to the Covid-19 outbreak.

In December 2019, we kick-started the advertising of EPY in Singapore's Dhoby Ghaut MRT Station on the traveller wallscape + glass panel for 8 weeks. Also commencing in December was the wrapping of ten buses in Taipei for 7 months and from January for 3 months, EPY was also featured on the escalator wall in Ximen MRT Station.

Domestic campaign:

An outdoor advertising campaign on Covered Walkways was completed end of February 2020. The ads are for 12 months - located in KL's city centre at Jalan Sultan Ismail and Jalan Raja Chulan located in front of Wisma Genting and Wisma Cosway respectively.

March 2020 - June 2020

Report Overview

Events' promotion:

Starting early March 2020, at the wake of Covid-19 outbreak, events were being cancelled already, where the Yosakoi Parade was the first.

International campaigns:

From April 2020 onwards, when the virus had become a global pandemic, PGT had to quickly postpone its print advertising in Emirates, SilverKris, Silkwinds and Travel360 whereas in Gateway, we had reduced the advertorials from 12 to 3 issues. We have also postponed the remaining Lightbox ad which is part of the OOH campaign in Taiwan, in Ximen MRT Station.

Domestic campaign:

The media owner of the Covered Walkways, Parisign, has agreed to extend the campaign period till 30 April 2021 and offer us 1 month complimentary ad/poster worth RM17,500, due to the Covid-19 outbreak. Also, LED advertising in Penang was put on hold for two months in April and May 2020. The LED vendors also agreed to compensate our LED advertising by not billing PGT for the month of June 2020. Hence, the contract resumes from July 2020 onwards.

From the wake of the pandemic, PGT now focuses more on promoting Penang via social media, to ensure Penang remains in the minds of potential visitors especially when travel bans are lifted.

- ### 3.1.1 Print ads

- 
- INSIDER GUIDES COLOMBO • DARWIN • BOKKATA • LOMBOK • PHUKET • SHENZHEN
- # Silkwinds
- FEBRUARY 2025
- A JOY TO FLY WITH SILKAIR
- Imperial
 silked threads and arts
 flourish and modern
 flair to Han's royal past
 treasures
- Distinct designs
 weaving
 indigenous
 traditions with
 modern fashion
- THE ORIGINAL WIND OF INSPIRED AIRLINES

EXPERIENCE PENANG 2020

With something to see and do at every corner, you'll never be bored in Penang.

Penang has something for everyone. A melting pot of Malay, Chinese, Indian and European cultures with a distinct architectural heritage and bustling port city, the Malaysian state can satisfy any taste of world-class.

In the capital, **George Town**, it's a blend of historic heritage and modern life. In 2018, it was named a UNESCO World Heritage Site, as well as a multiple of previous titles and accolades. It's also the heart of **Penang Peranakan Culture**, a unique blend of Chinese and European influences and traditions, and a vibrant, multicultural scene.

Penang is also a hub for the arts and culture, with a thriving scene of galleries, museums, and performance venues. The **Penang International Festival of the Arts** is a major event, celebrating the state's rich cultural heritage and showcasing the talents of local and international artists.

Penang is also a great place to visit for its natural beauty. The state is home to some of the most beautiful beaches in Malaysia, as well as a variety of national parks and reserves. The **Penang National Park** is a popular destination for hikers and nature lovers, offering a chance to see the state's diverse flora and fauna.

Penang is also a great place to visit for its food. The state is known for its diverse cuisine, which is a blend of Malay, Chinese, Indian, and European influences. The **Penang Street Food Festival** is a popular event, showcasing the state's rich culinary heritage and offering a chance to taste some of the best food in Malaysia.

Penang is also a great place to visit for its shopping. The state is home to a variety of shopping malls, markets, and boutiques, offering a chance to find everything you need for your trip. The **Penang Shopping Festival** is a popular event, offering a chance to shop at discounted prices and enjoy a variety of entertainment activities.

Penang is also a great place to visit for its nightlife. The state is home to a variety of bars, clubs, and live music venues, offering a chance to enjoy a night out. The **Penang Nightlife Festival** is a popular event, showcasing the state's vibrant nightlife scene and offering a chance to enjoy a variety of entertainment activities.

Penang is also a great place to visit for its family-friendly activities. The state is home to a variety of parks, museums, and entertainment venues, offering a chance to enjoy a day out with the family. The **Penang Family Festival** is a popular event, showcasing the state's family-friendly activities and offering a chance to enjoy a variety of entertainment activities.

Penang is also a great place to visit for its business opportunities. The state is home to a variety of industries, including tourism, manufacturing, and services, offering a chance to do business. The **Penang Business Festival** is a popular event, showcasing the state's business opportunities and offering a chance to do business.

Penang is also a great place to visit for its education. The state is home to a variety of schools, colleges, and universities, offering a chance to study. The **Penang Education Festival** is a popular event, showcasing the state's education system and offering a chance to study.

Penang is also a great place to visit for its healthcare. The state is home to a variety of hospitals, clinics, and medical centers, offering a chance to receive medical care. The **Penang Healthcare Festival** is a popular event, showcasing the state's healthcare system and offering a chance to receive medical care.

Penang is also a great place to visit for its sports. The state is home to a variety of sports teams, clubs, and venues, offering a chance to watch or participate in sports. The **Penang Sports Festival** is a popular event, showcasing the state's sports scene and offering a chance to watch or participate in sports.

Penang is also a great place to visit for its entertainment. The state is home to a variety of entertainment venues, including theaters, concert halls, and cinemas, offering a chance to enjoy entertainment. The **Penang Entertainment Festival** is a popular event, showcasing the state's entertainment scene and offering a chance to enjoy entertainment.

Penang is also a great place to visit for its culture. The state is home to a variety of cultural events, festivals, and traditions, offering a chance to experience culture. The **Penang Culture Festival** is a popular event, showcasing the state's culture and offering a chance to experience culture.

Penang is also a great place to visit for its history. The state is home to a variety of historical sites, museums, and landmarks, offering a chance to learn about history. The **Penang History Festival** is a popular event, showcasing the state's history and offering a chance to learn about history.

Penang is also a great place to visit for its environment. The state is home to a variety of natural areas, parks, and reserves, offering a chance to enjoy nature. The **Penang Environment Festival** is a popular event, showcasing the state's environment and offering a chance to enjoy nature.

Penang is also a great place to visit for its science. The state is home to a variety of science museums, research centers, and laboratories, offering a chance to learn about science. The **Penang Science Festival** is a popular event, showcasing the state's science and offering a chance to learn about science.

Penang is also a great place to visit for its technology. The state is home to a variety of technology companies, startups, and innovation hubs, offering a chance to learn about technology. The **Penang Technology Festival** is a popular event, showcasing the state's technology and offering a chance to learn about technology.

Penang is also a great place to visit for its innovation. The state is home to a variety of innovation hubs, startups, and research centers, offering a chance to learn about innovation. The **Penang Innovation Festival** is a popular event, showcasing the state's innovation and offering a chance to learn about innovation.

Penang is also a great place to visit for its future. The state is home to a variety of future-oriented projects, initiatives, and programs, offering a chance to learn about the future. The **Penang Future Festival** is a popular event, showcasing the state's future and offering a chance to learn about the future.

Penang is also a great place to visit for its dreams. The state is home to a variety of dreams, aspirations, and goals, offering a chance to learn about dreams. The **Penang Dreams Festival** is a popular event, showcasing the state's dreams and offering a chance to learn about dreams.

Penang is also a great place to visit for its hopes. The state is home to a variety of hopes, wishes, and dreams, offering a chance to learn about hopes. The **Penang Hopes Festival** is a popular event, showcasing the state's hopes and offering a chance to learn about hopes.

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Penang is also a

-
- SILKWINDS CUBA CHERWILL / DENANG / BAYAM / MIROSHIMSA / KOW SAMUT / DENKIRANG
- # Silkwinds
- MARCH 2020
- A JOY TO JEE WITH SILKWINDS
- ## HIT RESET
- With plant based cuisine and personal trainers, refresh body and mind at Phuket's top resorts
- Flow eco-massage in Sri Lanka supports both local communities and biodiversity
- THE RESORTS OF SOUTHERN AND SOUTHEAST ASIA

EXPERIENCE PENANG 2020

What it takes to be the ultimate foodie experience. Penang does it better than anywhere else in Malaysia.

Penang is an exciting city, a world renowned food destination. It's the only place in the world where you can find the best of both worlds. The food is amazing, the people are friendly, and the atmosphere is unbeatable. It's a city that's full of life, and it's a city that's full of love. It's a city that's full of everything you need to make your trip to Penang a truly unforgettable experience.

Exquisite dining
From traditional street food to Michelin-starred restaurants, Penang has it all.

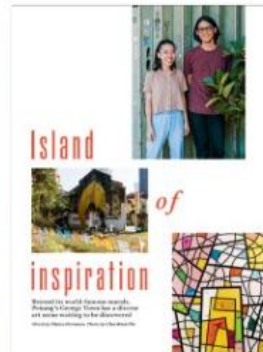
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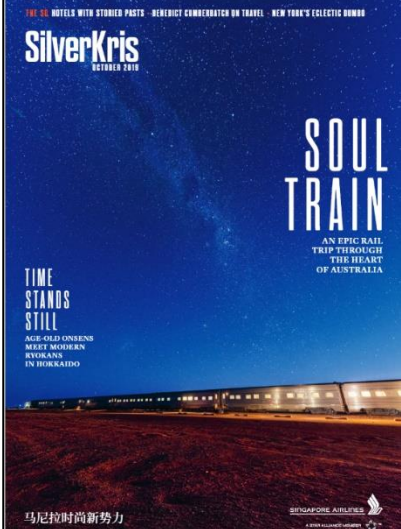
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Discover the ultimate Penang experience. Visit today.

- SilkAir's (Silkwinds) April 2020 issue – free publicity, where (PICAF) the container art at Balik Pulau was featured on the cover. There free write-up highlighted on Penang's art scene comprising 10 full pages:



- SIA's (SilverKris) Oct 2019 issue – advertorial on Experience Penang (Accolades):



SilverKris
OCTOBER 2019

SOUL TRAIN

AN EPIC RAIL TRIP THROUGH THE HEART OF AUSTRALIA

TIME STANDS STILL
AGE-OLD DINERS MEET MODERN KITCHENS IN HOKKAIDO

马尼拉时尚新势力



**Experience Penang 2020:
The Diversity of Asia**

Penang has clinched many accolades for its myriad attractions – come and discover what this unforgettable destination has to offer

Just this year, Penang scored a spot on CNN Travel's 2019 list of Best Places to Visit in the World. As a UNESCO World Heritage City, Penang is a treasure trove of culture and cuisine. Penang is also much more than just a city – it's a place to visit. From the historic **Fort Cornwallis** to the modern **Penang International Airport**, there's something for everyone. From the historic **Fort Cornwallis** to the modern **Penang International Airport**, there's something for everyone. From the historic **Fort Cornwallis** to the modern **Penang International Airport**, there's something for everyone.

- SIA's (SilverKris) Dec 2019 issue – advertorial on Experience Penang (Festivals):



SilverKris
DECEMBER 2019

SACRED SPACES

ONAKA'S RIVER KILL, STADIUMS AND MOUNTAIN SHRINES OVER AN INSIGHT INTO MODERN JAPAN

THE MOMA EFFECT
NEW YORK'S ART WORLD TURNS OPEN TO JAPANESE

吉隆坡 潮酷酒吧全攻略

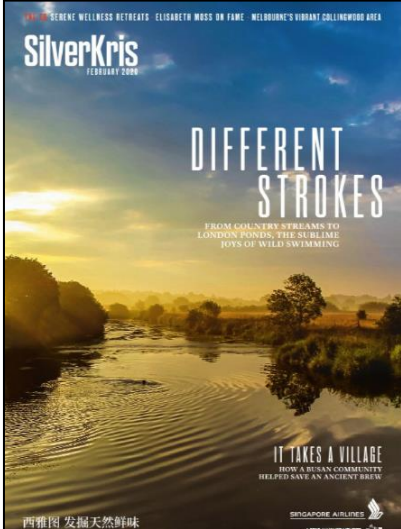


**Experience Penang 2020:
The Diversity of Asia**

The celebrations never stop in Penang experience the colourful state all year round through its traditional and contemporary festivals

A challenge of history and culture, Penang's festivals are a testament to the state's rich heritage. From the traditional **Chinese New Year** to the modern **Penang International Festival of Arts**, there's something for everyone. From the traditional **Chinese New Year** to the modern **Penang International Festival of Arts**, there's something for everyone.

- SIA's (SilverKris) Feb 2020 issue – advertorial on Experience Penang (Overall):



SilverKris
FEBRUARY 2020

DIFFERENT STROKES

FROM COUNTRY STREAMS TO LONDON PONDS, THE SERENE JOYS OF WILD SWIMMING

IT TAKES A VILLAGE
HOW A RURAL COMMUNITY HELPED SAVE AN ANCIENT BIRD

西雅图 发福天然鲜味



Experience Penang 2020

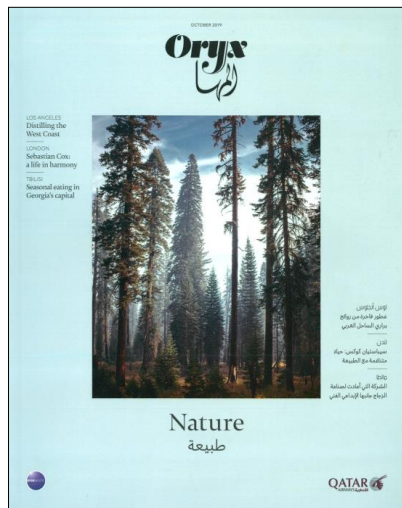
With something to see and do at every corner, you'll never be bored in Penang

Cultural, spiritual or simply a day of fun, Penang's festivals are a testament to the state's rich heritage. From the traditional **Chinese New Year** to the modern **Penang International Festival of Arts**, there's something for everyone. From the traditional **Chinese New Year** to the modern **Penang International Festival of Arts**, there's something for everyone.

- SIA's (SilverKris) Mar 2020 issue – advertorial on Experience Penang (Food & PIFF):



- Qatar's (Oryx) Oct 2019 issue – advertorial on Experience Penang (Accolades):



- Qatar's (Oryx) Dec 2019 issue – advertorial on Experience Penang (Festivals):



- AirAsia's (Travel 360) Oct 2019 issue – advertorial on Experience Penang (Overall):



travel 360

SHADOW OF THE SHINOBI



**Experience Penang 2020,
The Diversity of Asia**

unlocks endless enticing experiences that are bound to satisfy one and all – the culturally curious, the thrill-seekers, the revelers, the foodies and the explorers.

Discover the ever-evolving tastes, sights and sounds of Asia in Penang, where treasure troves of culture and heritage can be found in the heritage city of George Town, and her blend of lush nature and nature heritage of Seberang Perak.

Visit down to earth much in the culture of Malacca – world heritage city and a UNESCO World Heritage Site – and visit on a former hospital (George Town) for the only Asian destination in London. Robert's house (now ART) and Butterworth's Museum of Science is definitely worth the trip this time.

Get your adrenaline fix in new attractions with a mix of traditional sites, from walking on the world's longest rope bridge to getting down the world's longest water slide. Penang promises amazing adventures for thrill-seekers.

Follow your Instagram with visual stories of Malay, Chinese and Indian cuisines.

Witness vibrant festivals – from Thaipusam in January to Songkran in April, Penang Air Festival in July, and Chinese Festivals in December. The Penang Air Festival, Penang International Food Festival, George Town Festival, Penang Arts Festival, George Town Literary Festival and Butterworth Fringe Festival are some of the many festivals that you will experience. Be sure to time your visit to coincide with the many religious, cultural and art festivals that take place around all year round.

PENANG 2020

#experiencepenang #PenangIslandTourism #penangexperience

- AirAsia's (Travel 360) Nov 2019 issue – ad on Butterworth Fringe Festival:



travel 360

Crafters of Light



BFF

BUTTERWORTH FRINGE FESTIVAL 2019

7 & 8 DECEMBER 2019 | 5PM - 11PM

PADANG PEMUDA MERDEKA
BUTTERWORTH, PENANG, MALAYSIA

#BUTTERWORTHFRINGEFESTIVAL2019 #BUTTERWORTHFRINGEFESTIVAL2019

- AirAsia's (Travel 360) Dec 2019 issue – advertorial on Experience Penang (Festivals):



travel 360

Deck the Walls

Japan, South Korea

Kuala Lumpur welcomes its first dual-brand design hotel by Groupm Group: The Chow Kit & Marlin.



EXPERIENCE PENANG 2020

Experience the soul of Asia in Penang through a variety of exciting events happening throughout the island all year.

Start the year by watching head-popping performances and performances throughout the island, from the city's urban landscape from a bird's-eye view to the city's heritage. The Penang Air Festival, Penang International Food Festival, George Town Festival, Penang Arts Festival, George Town Literary Festival and Butterworth Fringe Festival are some of the many festivals that you will experience. Be sure to time your visit to coincide with the many religious, cultural and art festivals that take place around all year round.

Follow your Instagram with visual stories of Malay, Chinese and Indian cuisines.

Witness vibrant festivals – from Thaipusam in January to Songkran in April, Penang Air Festival in July, and Chinese Festivals in December. The Penang Air Festival, Penang International Food Festival, George Town Festival, Penang Arts Festival, George Town Literary Festival and Butterworth Fringe Festival are some of the many festivals that you will experience. Be sure to time your visit to coincide with the many religious, cultural and art festivals that take place around all year round.

PENANG 2020

#experiencepenang #PenangIslandTourism #penangexperience

- # OPEN SKIES

BY
JIM COOPER

A MILLION DOLLAR IDEA

What does it take to be a successful startup in Dubai?

AM DELICIOUS-IL, CLOUSE
TO, LUNA

THE GIGGOLIST TRIPOL,
BOK, GARD, WEITMAN

WOLFGANG
2011



- # OPEN SKIES



NEW YORK CITY'S AIRPORT
 (AIRPORT, N.Y.)

THE LOOK OF IT

On a city's photographers influences its director?

A CITY'S PHOTOGRAPHERS INFLUENCE ITS DIRECTOR?

NEW YORK CITY'S AIRPORT
 (AIRPORT, N.Y.)

A CITY'S PHOTOGRAPHERS INFLUENCE ITS DIRECTOR?



- # OPEN SKIES
- 
- FIRST RESPONSE**
- In times of crisis, an agency reaches the world's most vulnerable
- AS IS-900PHELIX
TO SUPERHEROES**
- IN TREAT, BARRETT
DITH & HANDELSON**
- MARCH
2010



- Emirates' (Open Skies) Apr 2020 issue – this issue was published but was suspended due to the Covid-19 outbreak. It is however accessible online:



- Citilink's (Linkers) Nov 2019 issue – double page advertorial on Experience Penang:



- Citilink's (Linkers) Dec 2019 issue – double page advertorial on Experience Penang (Festivals):



- Citilink's (Linkers) Jan 2020 issue – double page advertorial on Experience Penang (Heritage & Culture):

linkers
OUTLINK INTELLIGENCE MAGAZINE
JANUARY 2020

EXPERIENCE PENANG 2020
THE DIVERSITY OF ASIA

Malaysia's first heritage festival, Experience Penang 2020, is a celebration of the rich cultural and historical heritage of the island. The festival features a variety of events, including traditional performances, food festivals, and cultural exhibitions. The festival is held in George Town, a UNESCO World Heritage Site, and is a must-visit for anyone interested in the history and culture of Malaysia.

Melbourne Destinations
Discover the best of Melbourne with our curated list of destinations. From the city's vibrant culture to its stunning natural beauty, we have everything you need to know to make the most of your visit.

Dine & Shop
Experience the best of Melbourne's dining and shopping scene. From the city's most renowned restaurants to its most exclusive boutiques, we have everything you need to know to make the most of your visit.

- Qantas Airline's (Qantas) Dec 2019 issue – ad on Experience Penang:

QANTAS
Spirit of Australia

Experience PENANG 2020
The Diversity of Asia

Discover the best of Malaysia's heritage and culture at Experience Penang 2020. The festival features a variety of events, including traditional performances, food festivals, and cultural exhibitions. The festival is held in George Town, a UNESCO World Heritage Site, and is a must-visit for anyone interested in the history and culture of Malaysia.

QANTAS
Spirit of Australia

Experience PENANG 2020
The Diversity of Asia

- Qantas Airline's (Qantas) Jan 2020 – advertorial on Experience Penang (Festivals):

QANTAS
Spirit of Australia

Experience PENANG 2020
The Diversity of Asia

Discover the best of Malaysia's heritage and culture at Experience Penang 2020. The festival features a variety of events, including traditional performances, food festivals, and cultural exhibitions. The festival is held in George Town, a UNESCO World Heritage Site, and is a must-visit for anyone interested in the history and culture of Malaysia.

QANTAS
Spirit of Australia

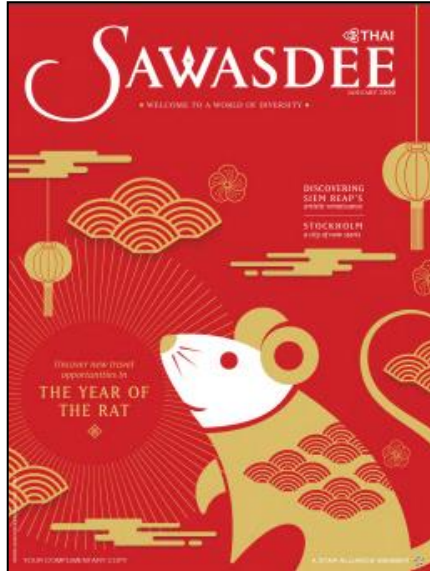
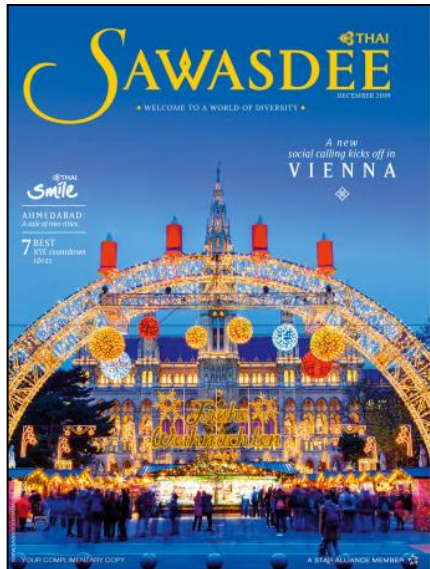
Experience PENANG 2020
The Diversity of Asia

SPIRIT OF AUSTRALIA
QANTAS
 SILENCE — STAMINA — SPIRITUALITY — SPA — SLEEP

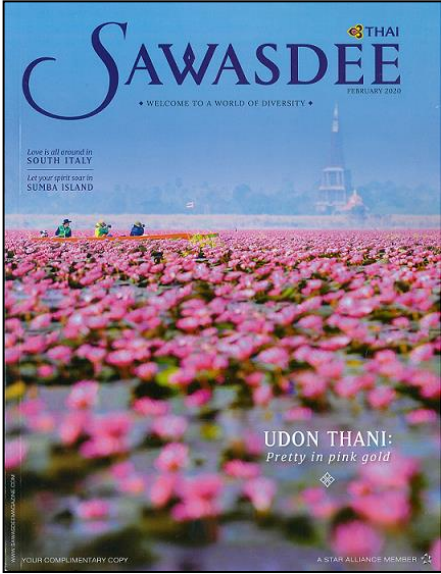
The best wellness experiences in the world

BHUTAN

FEBRUARY 2013 qantas.com/australia



- Thai Airways' (Sawasdee) Feb 2020 – advertorial on Experience Penang (Heritage):



SAWASDEE
FEBRUARY 2020
WELCOME TO A WORLD OF DIVERSITY

Love is all around in SOUTH ITALY
Let your spirit soar in SUNBA ISLAND

UDON THANI:
Pretty in pink gold

YOUR COMPLIMENTARY COPY

EXPERIENCE PENANG 2020

Buzzing with tradition yet thriving in modernity, Penang's capital city, George Town, has a treasure trove of culture and heritage like none other. Discover Penang's historical and cultural treasures through the city's grand colonial architecture, Peranakan mansions, and modern skyscrapers.

Take a ride on a trishaw, which was once a common way of getting around. Visit a wet market for a no-holds-barred experience with the locals. With an exquisite Indo-Muslim mosque sitting nearby a nineteenth-century Hindu temple, centuries-old Buddhist temples, and Anglican and Catholic churches built by the British, wander down the Street of Harmony, where religious diversity is peace. Different languages are spoken on every corner and every street, down the streets for daily religious duties.

The wooden houses built at the Clan Jetties are built on stilts over the sea and are a cherished and observed element of George Town's cultural heritage legacy. For a modern-day twist, go on a street art hunt and take a selfie with the many murals that adorn George Town's walls from the famous 'Wife On Bicycle' at Armenian Street to eclectic works by local and foreign artists. It is also to carry a power bank around as Penang is one of the most Instagrammable places in the country - you don't want your battery to run out of power!

Penang is a city of contrasts - all of which can be found within its 42km² UNESCO World Heritage Site. Experience Penang. The Energy of Asia.



Experience Penang 2020

- China Southern Airlines' (Gateway) Jan 2020 issue – ad on Experience Penang:



GATEWAY
南方航空
VOL. 351 NO. 1

有一种生活态度叫支线飞行

体验 槟城 2020 缤纷亚洲

槟城以乔治市的形式拥有联合国教科文组织世界遗产，还拥有各种迷人的景点、世界一流的街头美食、充满活力的节庆、文化和历史宝藏。令人惊叹的多元文化和美丽的海滩，快来体验吧！



体验 槟城 2020 缤纷亚洲

myPenang.gov.my
槟城旅游局
info@penangglobaltourism.com

PETACH Penang 2020

3.1.2 Events A&P

In the months of October 2019 to February 2020, PGT advertised and promoted various major events of Penang such as George Town Literary Festival, Penang Street Food Festival, Butterworth Fringe Festival, Penang Hot Air Balloon Fiesta and Penang Yosakoi Parade.

The following table shows the media spaces that were used from Oct 2019 to Feb 2020:

No.	Media Spaces	Events*
1	Billboards	GTLF, HAB
2	Rapid Bus wraps	PSFF, BFF, HAB, CNY
3	Armenian Street Poster	GTLF, PSFF, BFF, PIDBF, HAB, PY, CNY
4	Airport & TIC Promo Cubes	GTLF, PSFF, BFF, PIDBF, HAB, PY, CNY
5	LED screens	GTLF, PSFF, BFF, HAB, PY, ECiP, CNY, PGP, EPCR, CGH, CMOH
6	Lamp post streamers	GTLF, PSFF, BFF, HAB, PY
7	Print ads (Inflight mags, etc.)	GTLF, PSFF, BFF, PIDBF, HAB, PY
8	Facebook advertising	GTLF, PSFF, BFF, PIDBF, HAB, PY, CNY, PGP, CGH, CMOH
9	Website listing	GTLF, PSFF, BFF, PIDBF, HAB, PY, ECiP, CNY, PGP, EPCR, CGH, CMOH

**George Town Literary Festival – GTLF / *Penang Street Food Festival – PSFF /*

**Butterworth Fringe Festival – BFF / *Penang Intl Dragon Boat Festival – PIDBF /*

**Penang Hot Air Balloon Fiesta – HAB / *Penang Yosakoi – PY / *Exp. Christmas in Pg – ECiP /*

**Miaohui CNY Celebration – CNY / *Penang Grand Parade – PGP /*

**Exp. Penang Coastal Run – EPCR / *Penang Celebrates Chap Goh Meh – CGM /*

**CM's Open House – CMOH*

PGT also promoted other events via LEDs, website, and social media. These events were on Experience Christmas in Penang, Miaohui Chinese New Year Celebration, Penang Grand Parade, Experience Penang Coastal Run, Penang Celebrates Chap Goh Meh and CM's CNY Open House.

Note: Starting early March 2020, at the wake of Covid-19 outbreak, events were being cancelled already, where the Yosakoi Parade was the first.

3.1.3 Billboards

Ads were placed at IJM and Turf Club billboards to promote upcoming events. Note that we have remained the Experience Penang 2020 ad as a base, so that it can be displayed soon after the current event's ad ends, whilst waiting for the next one to go up.

George Town Literary Festival:	
Penang Turf Club	
IJM (Jelutong Expressway)	
Penang Hot Air Balloon Fiesta:	
Penang Turf Club	
IJM (Jelutong Expressway)	

3.1.4 Rapid Bus Wraps

Penang Street Food Festival – the bus wrap included 1 x CAT bus, 2 x Sungai Nibong (304), 2 x Teluk Bahang (101) and 2 x Mak Mandin (701) route buses that started in Nov 2019, for a month.



No.	Bus Route	Bus Plate No.
1.	CAT (Weld Quay)	PJG 965
2.	304 (Sungai Nibong)	PJJ 7259
3.	304 (Sungai Nibong)	PJJ 9158
4.	101 (Teluk Bahang)	PLA 2891
5.	101 (Teluk Bahang)	PLA 2920
6.	701 (Mak Mandin)	PJG 4309
7.	701 (Mak Mandin)	PJJ 4761

Butterworth Fringe Festival – the bus wrap included 1 x Airport (AT) and 1 x Teluk Bahang (101) buses that started in Oct 2019, for a month.



No.	Bus Route	Bus Plate No.
1.	CAT (Weld Quay)	PKY 1286
2.	AT (Airport)	PJH 6028

Chinese New Year Celebration (Miaohui) – the bus wrap included 1 x CAT bus that started in Dec 2019, for a month.



No.	Bus Route	Bus Plate No.
1.	CAT (Weld Quay)	PJJ 290

Penang Hot Air Balloon Fiesta – the bus wrap included 1 x CAT bus, 2 x Airport (AT), 1 x Sungai Nibong (304) 1 x Teluk Bahang (101) and 2 x Mak Mandin (701) route buses that started in Dec 2019, for a month.

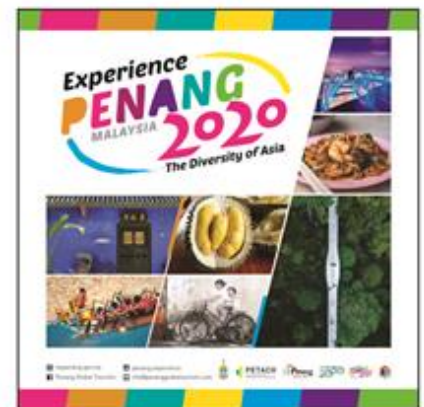


No.	Bus Route	Bus Plate No.
1.	CAT (Weld Quay)	PJH 197
2.	AT (Airport)	PJL 9121
3.	AT (Airport)	PJH 2920
4.	304 (Sungai Nibong)	PJJ 5227
5.	101 (Teluk Bahang)	PJL 9105
6.	701 (Mak Mandin)	PJL 9087
7.	701 (Mak Mandin)	PKX 3384

3.1.5 Promo CUBEs at Airport & TIC – the four sides of the CUBEs were changed to advertise Penang Hot Air Balloon Fiesta, Experience Penang Coastal Run, Penang Chinese New Year Celebration (Miaohui) and Penang Yosakoi Parade.



On 2nd March 2020, three sides of the Promo CUBEs at Airport & TIC were updated with upcoming events on Penang International Food Festival, Penang International Jewellery Show and Experience Penang 2020.



3.1.6 Armenian Street Posters – on Penang Street Food Festival, Penang Chinese New Year Celebration (Miaohui) and Penang Hot Air Balloon Fiesta:



Armenian Street Posters – on George Town Literary Festival, Butterworth Fringe Festival and Penang International Dragon Boat Festival:



Armenian Street Posters – on George Town Literary Festival, Butterworth Fringe Festival and Penang International Dragon Boat Festival:



3.1.7 LED board – Anson Road (by Optimal Media)

George Town Literary Festival 13 Oct – 25 Nov	 The LED board displays a red and black advertisement for the George Town Literary Festival. The text includes 'FOREWORDS AFTERWORDS', '21-24 NOVEMBER 2019', 'PENANG, MALAYSIA', and 'GEORGETOWNLITERARYFESTIVAL.COM'. A logo for the festival is also visible.
Penang Street Food Festival 25 Oct – 25 Nov	 The LED board displays a yellow and black advertisement for the Penang Street Food Festival. The text includes '23 & 24 NOV 2019', '5 PM - 11 PM', 'BEACH STREET', and 'www.penangstreetfoodfestival.com'. A logo for the festival is also visible.
Butterworth Fringe Festival 25 Oct – 9 Dec	 The LED board displays a purple and black advertisement for the Butterworth Fringe Festival. The text includes 'BFF', '7 & 8 DECEMBER', '7PM - 11PM', 'PADANG PEMUDA MERDEKA', and 'BUTTERWORTH'. A logo for the festival is also visible.
Experience Christmas in Penang 28 Nov – 9 Dec	 The LED board displays a green and black advertisement for 'Experience Christmas in Penang'. The text includes 'Christmas', '28 NOV - 9 DEC', and 'PENANG'. A logo for the festival is also visible.
Penang Chinese New Year Celebration (Miaohui) 13 Dec – 3 Feb	 The LED board displays a red and black advertisement for the 2020 Penang Chinese New Year Celebration. The text includes '2020 庚子年城隍庙会', '2020 Penang CNY Celebration (Miaohui)', and '13 DEC - 3 FEB'. A logo for the festival is also visible.

Penang Grand Parade 23 Dec – 2 Jan	 A billboard for the Penang Grand Parade 2020. The billboard features a colorful illustration of a parade float with people and the text 'Penang Grand Parade 2020' and '1 January 2020'. Above the billboard is the AG ASPEN GROUP logo and the text 'OPTIMAL MEDIA • 012 485 8434'.
Penang Hot Air Balloon Fiesta 23 Dec – 3 Feb	 A billboard for the Penang Hot Air Balloon Fiesta 2020. The billboard features a colorful illustration of hot air balloons and the text 'PENANG HOT AIR BALLOON FIESTA 2020' and '1-3 FEBRUARY AT PENANG FIELD, PENANG'. Above the billboard is the AG ASPEN GROUP logo and the text 'OPTIMAL MEDIA • 012 485 8434'.
Experience Penang Coastal Run 6 Jan – 26 Feb	 A billboard for the Experience Penang Coastal Run. The billboard features a colorful illustration of a coastal run and the text 'Experience Penang Coastal Run' and '15 MARCH 2020'. Above the billboard is the AG ASPEN GROUP logo and the text 'OPTIMAL MEDIA • 012 485 8434'.
Chief Minister's CNY Open House 17 Jan – 27 Feb	 A billboard for the Chief Minister's CNY Open House. The billboard features a photograph of two people and the text 'PUMAH TERBUKA TAHUN BARU CINA 2020', 'YAB. TUAN CHOW KON TEOW, KETUA BERTERA PAKSI PARLIMEN', '26-1-2020 (Ahad, 15 Jan)', '2:00 petang - 4:00 petang', and 'SPICE ARENA, BECAUL'. Above the billboard is the AG ASPEN GROUP logo and the text 'OPTIMAL MEDIA • 012 485 8434'.
Penang Celebrates Chap Goh Meh 15 Jan – 9 Feb	 A billboard for Penang Celebrates Chap Goh Meh. The billboard features a colorful illustration of a boat and the text 'CHAP GOH MEH' and '15 JANUARY 2020'. Above the billboard is the AG ASPEN GROUP logo and the text 'OPTIMAL MEDIA • 012 485 8434'.

Penang Yosakoi Parade

11 Feb – Current



Penang International Food Festival

27 Feb – 18 Mar



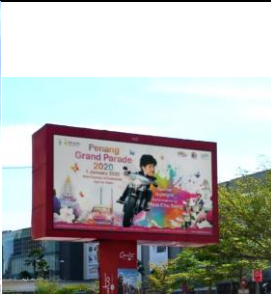
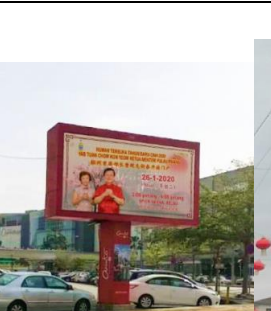
Penang Travel Deals – Jom! Experience Penang campaign

20 June – current



3.1.8 LED boards– AutoCity, Queensbay and Raja Uda (by Performance Plus)

AutoCity, Queensbay, Raja Uda	George Town Literary Festival 13 Oct – 25 Nov	
AutoCity, Queensbay, Raja Uda	Penang Street Food Festival 25 Oct – 25 Nov	
AutoCity, Queensbay, Raja Uda	Butterworth Fringe Festival 25 Oct – 9 Dec	
AutoCity, Queensbay,	Experience Christmas in Penang 28 Nov – 9 Dec	
AutoCity, Queensbay, Raja Uda	Penang Chinese New Year Celebration (Miaohui) 13 Dec – 3 Feb	

AutoCity, Queensbay, Raja Uda	Penang Grand Parade 23 Dec – 2 Jan	  
AutoCity, Queensbay, Raja Uda	Penang Hot Air Balloon Fiesta 23 Dec – 3 Feb	  
AutoCity, Queensbay, Raja Uda	Experience Penang Coastal Run 6 Jan – 26 Feb	  
AutoCity, Queensbay, Raja Uda	Chief Minister's CNY Open House 17 Jan – 27 Feb	  
AutoCity, Queensbay, Raja Uda	Penang Celebrates Chap Goh Meh 15 Jan – 9 Feb	  
AutoCity, Queensbay, Raja Uda	Penang Yosakoi Parade 11 Feb – Current	  

AutoCity, Queensbay, Raja Uda	Penang International Food Festival 27 Feb – 18 Mar	
AutoCity, Queensbay, Nibong Tebal (Raja Uda was not available)	Penang Travel Deals – Jom! Experience Penang campaign 20 June – current	

3.1.9 LED board – Gurney Plaza (by Performance Plus)

This LED board is located in the main atrium of the shopping complex. The advertising comprises 130 spots per day that loops every 8-10 minutes.

George Town Literary Festival 13 Oct – 25 Nov	 The LED board displays a vibrant pink and blue poster for the 'FOREWORDS AFTERWORDS' literary festival. The poster features a stylized graphic of a hand holding a book. Text on the poster includes '21 - 24 NOVEMBER 2019', 'PENANG, MALAYSIA', and 'www.gtownliteraryfestival.com'. Below the poster, a 'MAXXIS TYRES' logo is visible. The background shows the interior of Gurney Plaza with other signs like 'SAMSUNG' and 'HUB'.
Penang Street Food Festival 25 Oct – 25 Nov	 The LED board displays a poster for the 'Street Food' festival. The poster has a yellow and black theme with a photo of food being cooked. Text includes '23 & 24 NOV 2019', '5 PM - 11 PM', 'BEACH STREET', and 'www.gtownstreetfood.com'. A 'MAXXIS TYRES' logo is at the bottom. The background shows the interior of Gurney Plaza with other signs like 'SAMSUNG' and 'HUB'.
Butterworth Fringe Festival 25 Oct – 9 Dec	 The LED board displays a poster for the 'BFF' (Butterworth Fringe Festival). The poster has a white background with colorful, abstract graphics. Text includes '7 & 8 DEC', '5 PM - 11 PM', 'BUTTERWORTH', and 'www.butterworthfringe.com'. A 'MAXXIS TYRES' logo is at the bottom. The background shows the interior of Gurney Plaza with other signs like 'SAMSUNG' and 'HUB'.

Penang Hot Air Balloon Fiesta 23 Dec – 3 Feb	
Experience Penang 2020 - Ongoing	
Penang International Food Festival 27 Feb – 18 Mar	
Penang Travel Deals – Jom! Experience Penang campaign 20 June – current	

3.1.10 New Communication Materials (Updates & New)

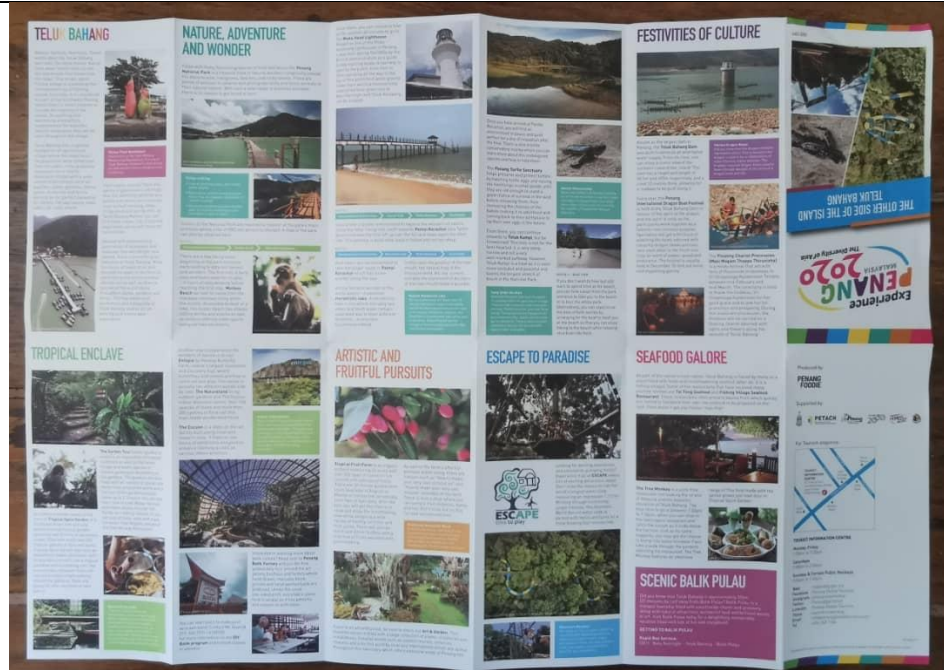
The Other Side Of The Island - Teluk Bahang and Balik Pulau Brochures:

We have just completed the Teluk Bahang and Balik Pulau brochures that focuses on its places of interest and special features it respectively has. Both brochures underwent thorough checks to ensure the places and operators are current with updated information.

Teluk Bahang Brochure – front cover



Teluk Bahang Brochure – front spread



Balik Pulau Brochure



Balik Pulau Brochure – front spread



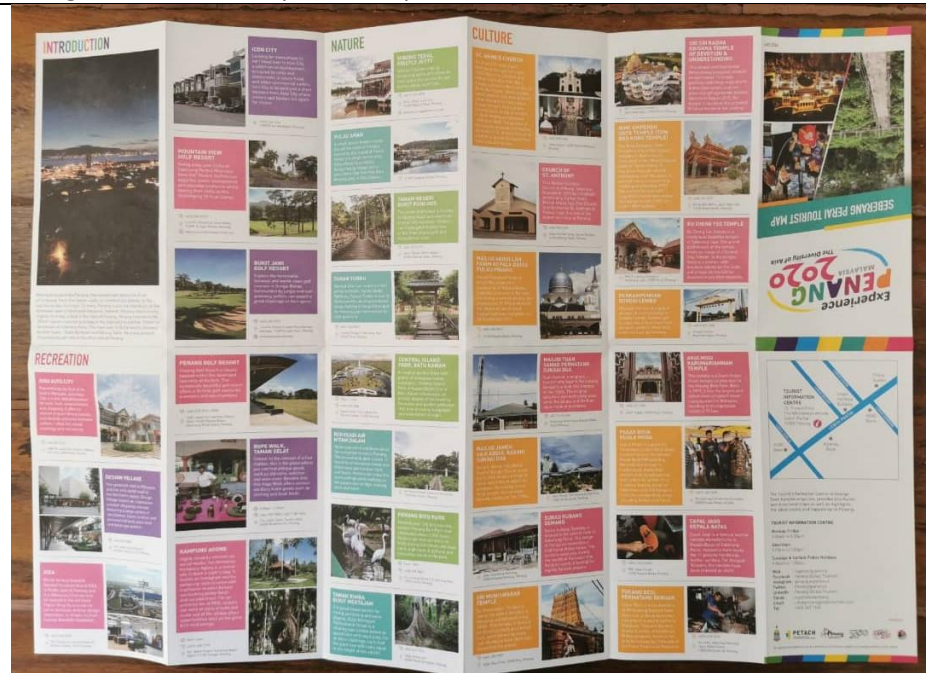
Seberang Perai Tourist Map and Street Food Brochures:

We have also just completed the Seberang Perai Brochures that focuses on places of interests as well as food. Both of these brochures underwent extensive checks and updates to ensure the places and operators are current. We also engaged the agency to take the latest photos of all that was included in both brochures.

Seberang Perai Tourist Map



Seberang Perai Tourist Map – front spread



A stack of five 'Experience PENANG 2020' brochures, fanned out. The top brochure is titled 'SEBERANG PERAI STREET FOOD' and features images of various street food dishes. The brochures are white with colorful borders and text.

[illegible]

Calendar of Events (COE) 2020 brochure:

We completed the COE2020 booklets - English and Simplified Chinese languages in January and February respectively. We also completed translating and producing the COE into a simplified foldable version, highlighting only the main events to seven other languages – Japanese, Korean, Thai, Vietnamese, Indonesian, Arabic and German.

The series of COE2020 – Booklets in English & Simplified Chinese:



The series of COE2020 – Foldables in Japanese, Korean, Thai, Vietnamese, Indonesian, Arabic and German:



Last Friday, Saturday & Sunday (LFSS) brochure:

The LFSS brochure comprises a list of events happening in Penang during month ends. This brochure is updated and printed every quarter of the year. The following are visuals of the completed 2019's 4th quarter (Oct-Dec) and 2020's 1st quarter (Jan-Mar).

LFSS brochure (Q4) 2019:



LFSS brochure (Q1) 2020:

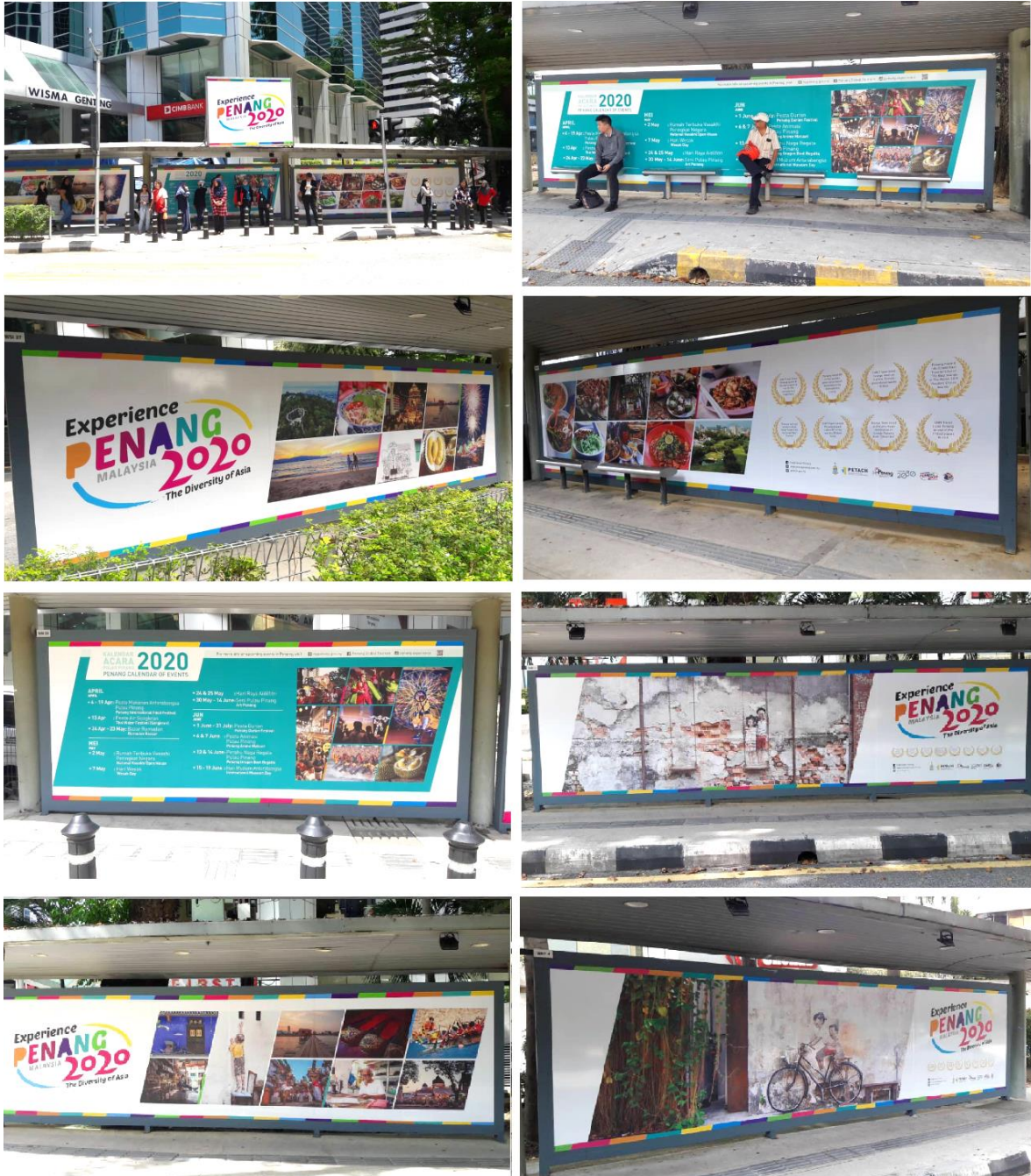


3.1.11 ASTRO Radio Advertising

PGT undertook a radio advertising campaign to promote Butterworth Fringe Festival that was aired via four of its radio stations, namely MIX, SINAR, MELODY and RAAGA from 11 to 17 Nov 2019. A Tamil station was also included to ensure inclusivity targeting all sects of the community. ASTRO Radio extended a buy one free one deal for this campaign where for every 35 spots per station, we were given an additional 35 spots complimentary.

3.1.12 Domestic OOH Advertising – Covered Walkways

The OOH advertising on Covered Walkways were completed end of Feb 2020. The ads will be up for 12 months, located in KL's city centre at Jalan Sultan Ismail and Jalan Raja Chulan fronting Wisma Genting and Wisma Cosway respectively. The vehicle traffic at both these locations are approximately 3.6 mil and 2.5mil respectively on a monthly basis. An unveiling will be undertaken on 12 March, on the same day as our KL roadshow. Included in the ads were street art where people can take photos with and upcoming events which will be changed every quarter. Photos of some of the completed Covered Walkway ads:



Note: The media owner of the Covered Walkways, Parisign, has agreed to extend the campaign period till 30 April 2021 and offer us a 1 month complimentary ad/poster worth RM17,500, due to the Covid-19 outbreak as compensation. We are now working on updating four of the panels with our latest domestic campaign, **Jom! Experience Penang**, targeted to be up by 27 July 2020.

3.1.13 Concept Wall & Travellator Panel in Singapore's Dhoby Ghaut MRT Station

The advertising campaign undertaken in Singapore kicked off on 16 Dec 2019 for 8 weeks to promote EPY2020 in the Dhoby Ghaut MRT Station. This A&P space entails the Concept Wall + Travellator Panel. The Concept Wall includes 4x Lightboxes where the length of the traveller is 54.4m and the concept wall is 45m. Dhoby Ghaut has the highest footfall, being a highly used transit station by commuters in Singapore where its footfall/traffic is approximately 11.5mil every month. The advertising not only reaches the local Singaporeans but also foreign expats and tourists who commute via the MRT. Photos of the completed traveller ad:



3.1.14 “U” Shaped Escalator Wall Ad at Taipei’s Ximen MRT Station

The advertising campaign in Taipei’s Ximen MRT station started just after the New Year of 2020 where the “U” Shaped Escalator Wall ad will be up until end of March. Ximen has the highest footfall, being a highly used transit station by commuters where its footfall/traffic is approximately 4.8 million people every month.

Photo of “U” Shaped Escalator Wall Ad at Ximen MRT Station:



Note: The media owner, Act Media Co., LTD has agreed to postpone the Lightbox ad, the last ad of this campaign in Taiwan. It is supposed to be from April - June but now has been postponed to 2nd September – 1st December 2020.

3.1.15 Bus wraps in Taipei

The Taipei advertising campaign also includes wrapping of 10 buses on both sides with extended window stickers. The buses were wrapped in December 2019 for over 7 months, ending in June 2020.

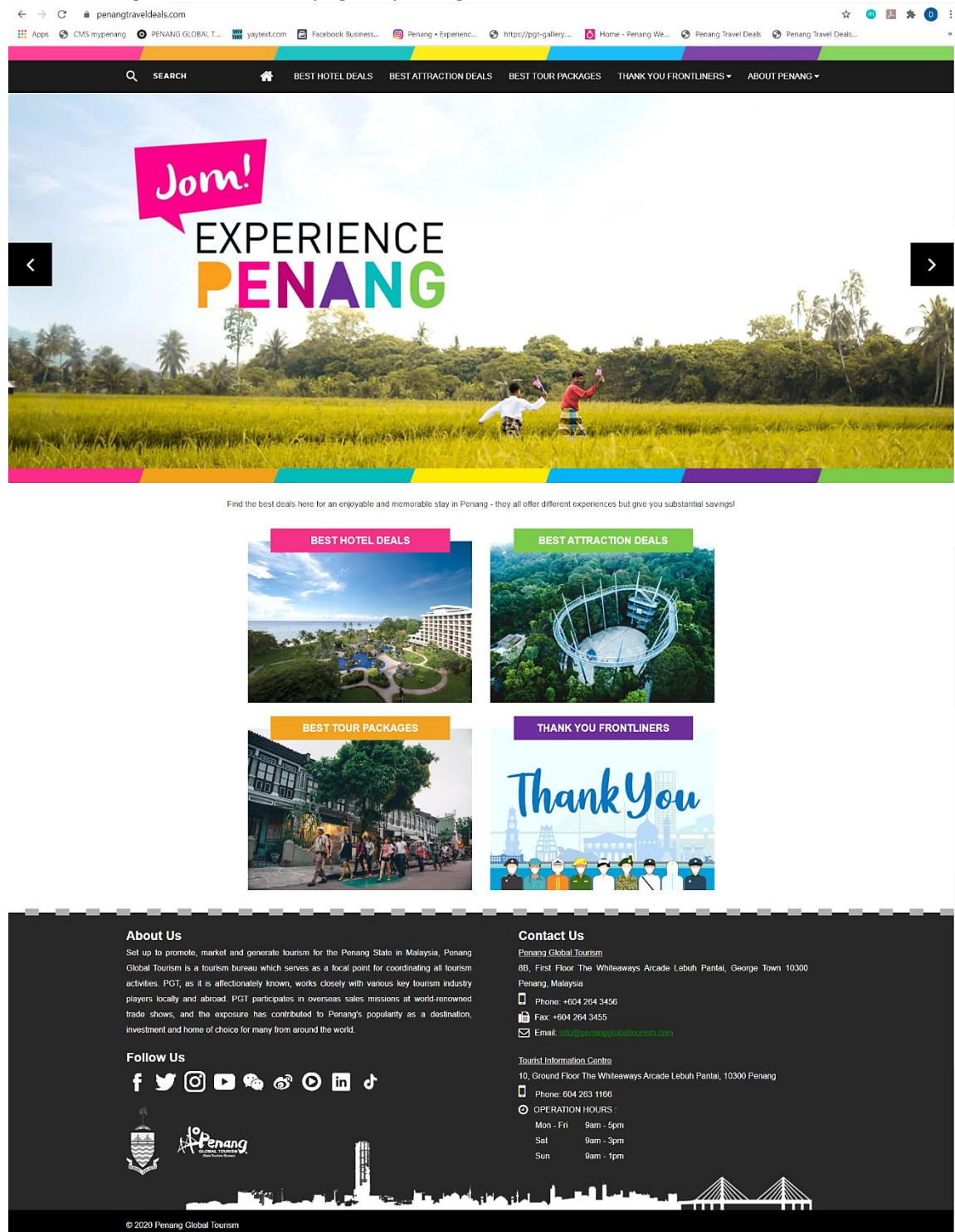
Photos of the two-sided wrapped buses with extended window stickers:



3.1.16 Penang Travel Deals – New Website

We acquired a new domain penangtraveldeals.com, and a new website was developed to feature the best deals in Penang offered by hotels, attractions and tour operators. Penang Travel Deals went live on 13 June 2020. It currently encompasses our domestic campaign called Jom! Experience Penang that includes – Best Hotel Deals, Best Attraction Deals, Best Tour Packages and a Thank You Frontliners' campaign that also features deals from hotels, attractions and PWPA (Penang Wedding Professionals Association) for best wedding packages, that are only applicable to Malaysian frontliners. The website also includes a "About Us" section that's linked to our mypenang.gov.my website as well for people to know more about Penang,

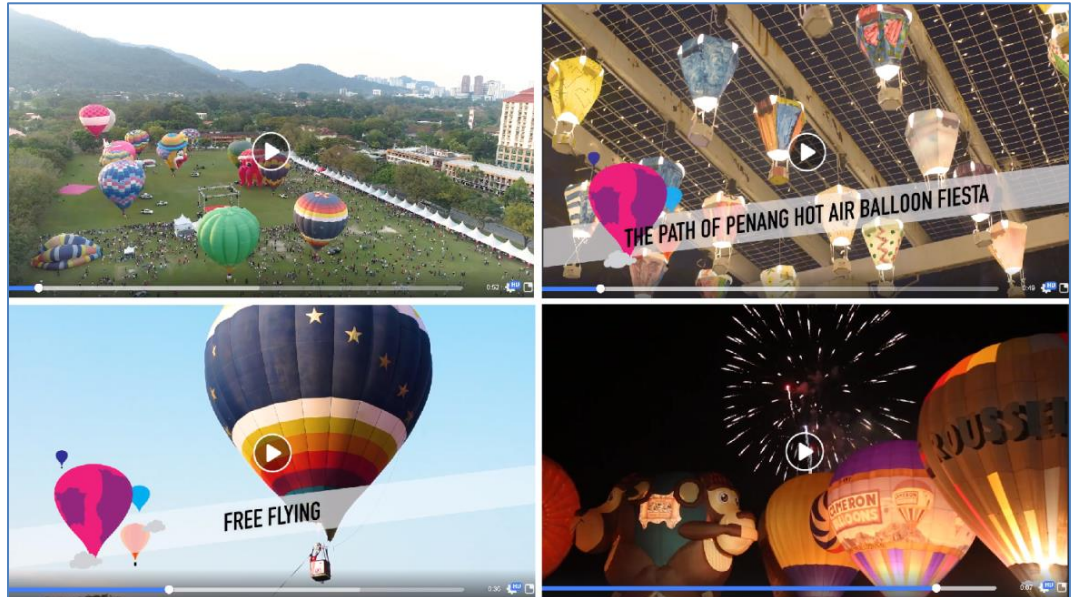
The following is how the homepage of penangtraveldeals.com looks like:



3.1.17 New Videos

HAB Promo Video

Footages of HAB2019 was edited and a video was produced to promote HAB2020 which was used via our social media platforms plus advertised on our LED screens and Airport TV. Footages also included The Path and Free Flying. Here are shots of the video:



COE2020 Compilation Video

A video compilation of the annual events and festivals in Penang was produced to showcase the non-stop happenings we have here throughout the year. The footages were all taken from existing videos that were produced before such as those in "Festivals in a Box". This fast-paced video will be especially used during our EPY roadshows this year. Here are shots of the video:



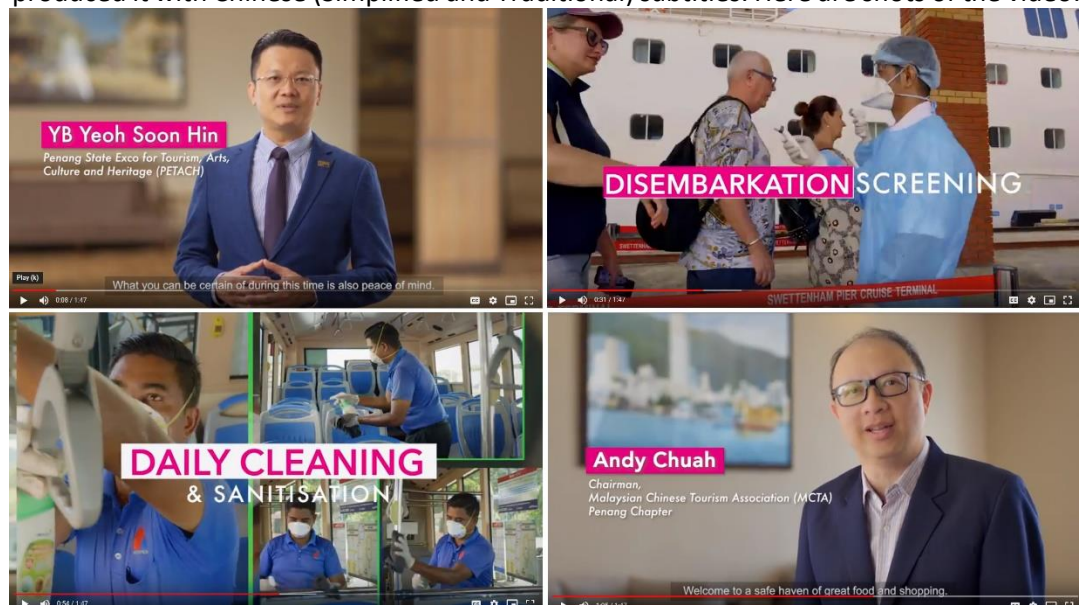
“Wuhan Jiayou” Video

In light of the rapidly evolving COVID-19 outbreak originating in Wuhan, at the initial stages when the virus started and many of the Chinese citizens were quarantined, we produced this video (“We Support Wuhan – *Wuhan Jiayou*”) to show our support towards those who were in their dire straits. Video clips of various industry players were compiled and put together for this video. It was shared via our social media platforms, especially Weibo, Wechat and Douyin. Here are shots of the video:



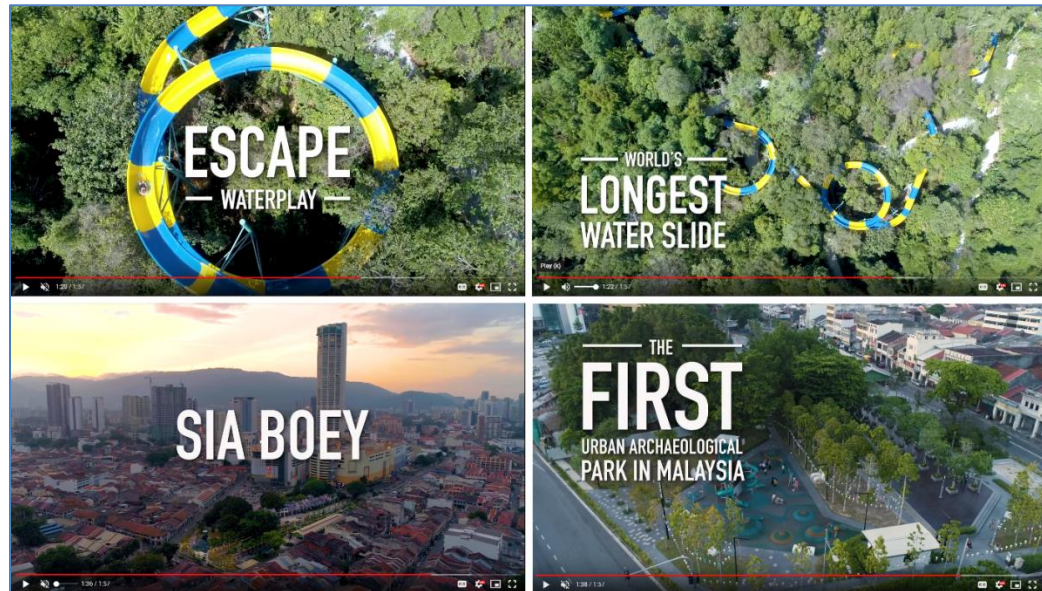
“Your Safety is our Priority” Video

As part of the immediate recovery action plan, where a concerted effort is being put in place to recover the decline of businesses in the tourism sector, a video was produced to showcase that Penang is a safe place and visitors can travel here with peace of mind. This video involved various tourism industry players such as MAH, MCTA, MATTa, ATAP and Penang Port. It mainly highlights the various preventive measures such as cleaning and sanitising being undertaken at the respective areas involving the travel trade. We have also produced it with Chinese (Simplified and Traditional) subtitles. Here are shots of the video:



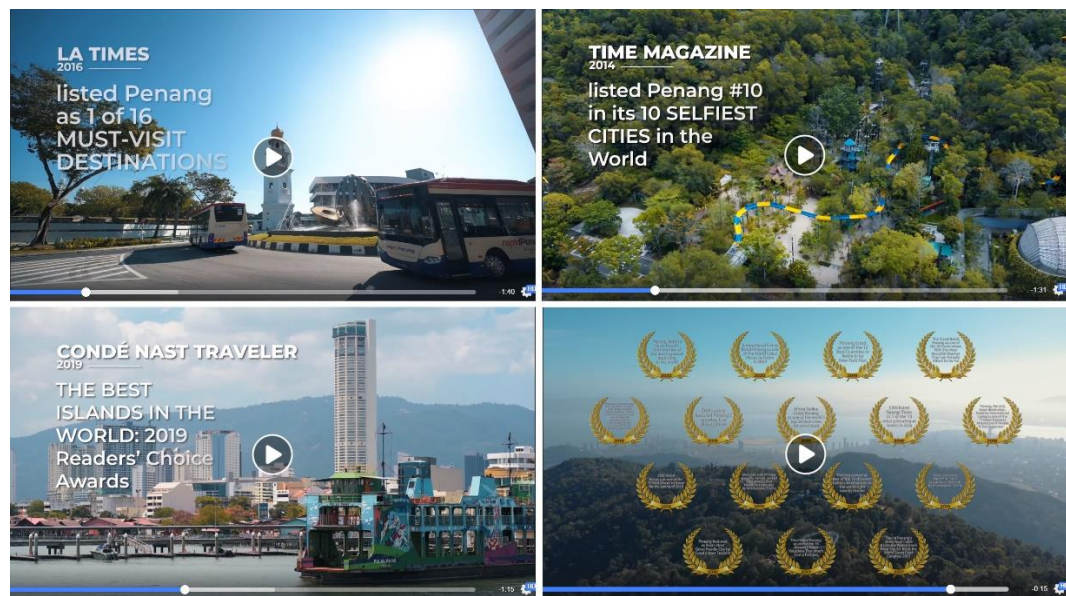
Penang Here & Now Video - Update

The Penang Here & Now video that mainly showcases the latest attractions in Penang and focuses its superlatives, was updated. Two new footages were added which were Escape's world's longest slide and Sia Boey – the first urban archaeological park in Malaysia. We have also produced it with Chinese and Malay supers too. Here are shots of the video:



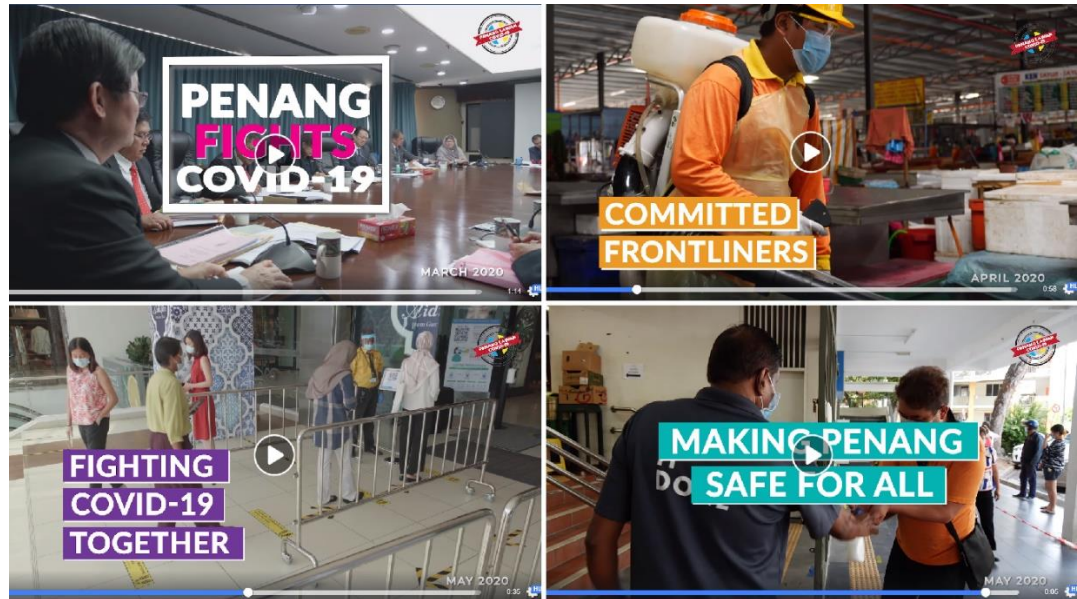
Accolades Video

We have produced a new accolades video where it includes the accolades received in the recent years from international media such as Conde Nast Traveler, Lonely Planet, The Telegraph, CNN Travel and International Living – where a total of 6 accolades are highlighted. The content/footages of the video will correlate with each of the featured accolade. However, it will also include and cover all other attributes of Penang. We have also produced it with Chinese and Malay supers, plus cut it a two Tiktok versions too.



Tribute Video

A tribute video was also produced for our social media. It is basically editing of the existing footages of Penang Lawan Covid-19 that was undertaken by Image Farm for the Penang State Govt. The tribute video showcases the tireless efforts of the Penang State committee members and frontliners' fighting against the Covid-19 outbreak with new normal measures (SOPs) put in place.



3.2 Updates

3.2.1 Print Advertising – Inflight Magazine of SIA and SilkAir (**SilverKris & Silkwinds**)

We booked a series of advertorials in the inflight magazines of Singapore Airlines (Silverkris) and SilkAir (Silkwinds) for 6 issues of each publication for year 2020 in the months of February, March, June, July, October and December. However note, we have so far advertised in February and March only. The remaining four issues will be postponed to later months which is yet to be confirmed pending the overall situation on global travel due to the Covid-19 pandemic.

3.2.2 Print Advertising – Inflight Magazine of AirAsia (**Travel 360**)

We booked a series of 6 issues/ ads in Travel 360 for 2020 from July to December. However note, the publisher has currently ceased publishing the magazine since the Covid-19 outbreak. We have been notified that they might resume only in Q4 onwards. We will start our 6 issues only then.

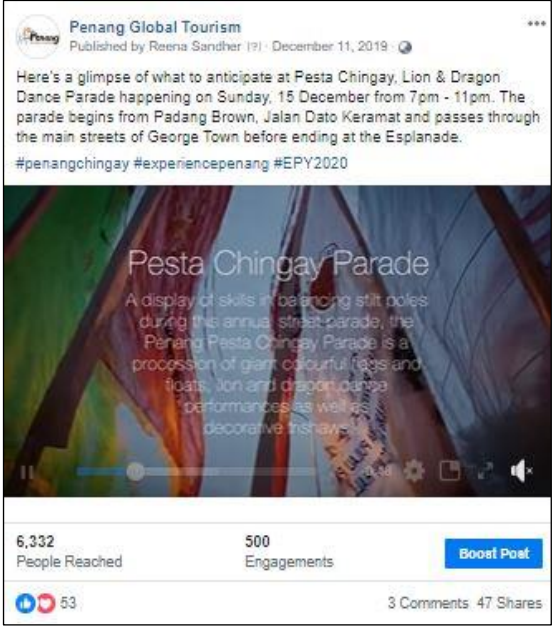
3.2.3 Print Advertising – Inflight Magazine of Emirates (**Open Skies**)

This year too, we booked ads in Open Skies the inflight magazine of Emirates Airlines for 3 issues – April, July and November 2020. However, we only managed to advertise in March which was a free ad that was given upon signing up the 3 issues. Our ad for April issue was published and then suspended by the airlines due to the Covid-19 outbreak. The April issue is however accessible online. PGT though had made payment for the April issue was given a credit note instead. Hence, we still have 3 issues pending as per our committed booking. We have notified the publisher that all three ads will only be utilized next year.

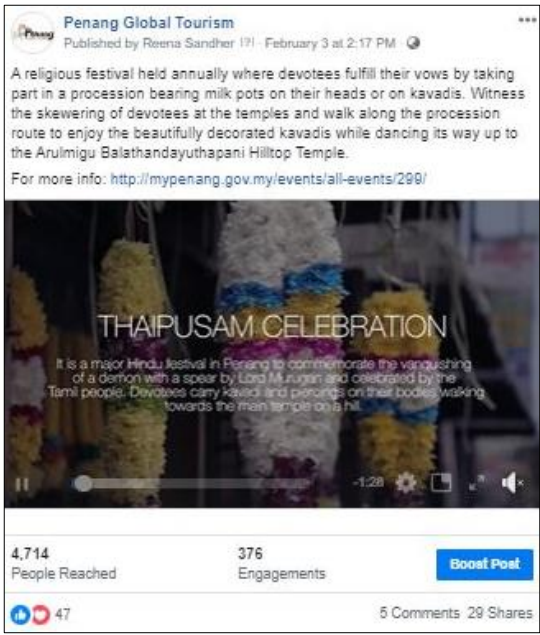
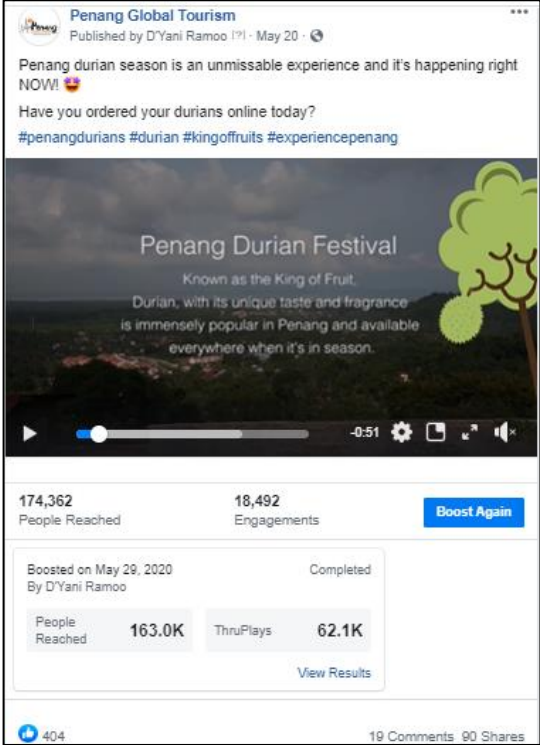
3.2.4 Festivals in A Box (1 October 2019 – 30 June 2020)

The festival in a box videos are used on an ongoing basis to promote the year-round festivals happening in Penang. It is an effective way to promote the events as it's more visually driven and gives a good preview of what the festivals are all about. The videos posted on Facebook also drive visitors to our mypenang website for more details.

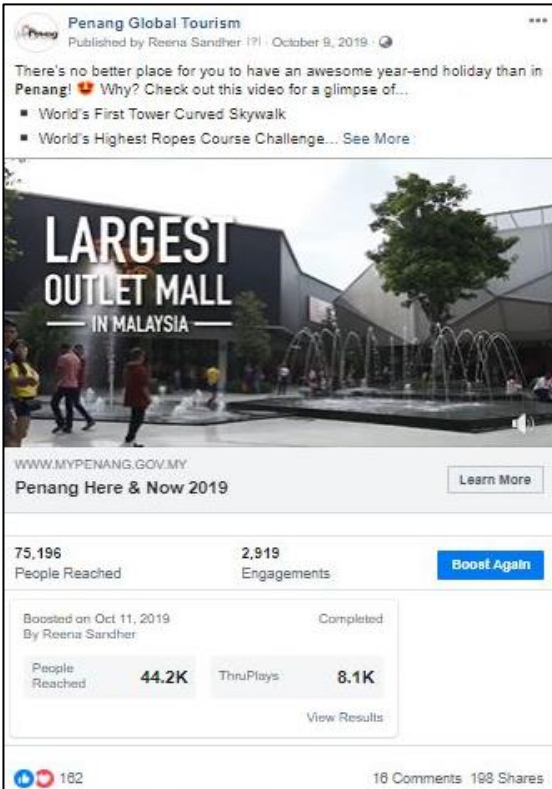
Festival in A Box videos shared on PGT's Facebook page from 1 Oct 2019 - 30 June 2020:

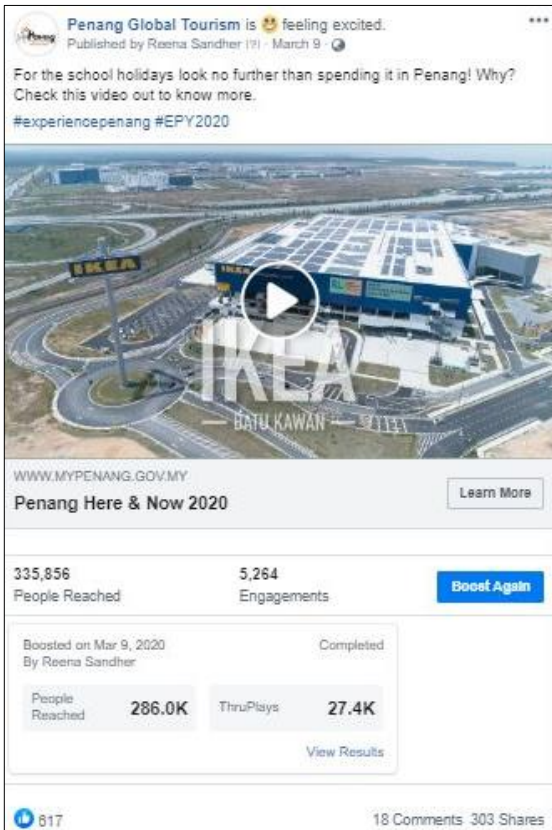
No.	Videos	Total Views as at 18 Jul 2020	Date Published
1	Pesta Chingay Parade 	1.8k	11 Dec 2019
2	Pongal Celebration 	562	13 Jan 2020

No.	Videos	Total Views as at 18 Jul 2020	Date Published
3	Chinese New Year Penang Global Tourism Published by Reena Sandher (P) · January 23 · Chinese New Year is celebrated in a grandiose way in Penang. There's just so much to see and experience throughout the 15-day celebration - from sumptuous feasting at open houses to witnessing vibrant displays of culture and tradition throughout the countless celebrations here. Watch this video to learn more. #chinesenewyear #CNY2020 #experiencepenang #EPY2020  8,779 People Reached 738 Engagements Boost Post 83 74 Shares	2.8k	23 Jan 2020
4	Pai Thee Kong Penang Global Tourism Published by Reena Sandher (P) · January 29 · The Hokkien New Year, known as the Jade Emperor's Birthday, is largely celebrated on the 9th day of Chinese New Year. It is a significant event for the Chinese community in Penang where it's held annually at the Chew Jetty on the night of the 8th day of Chinese New Year till about 1.30am, the following day. For more info: http://mypenang.gov.my/events/all-events/297/ #paitheskong #hokkiennewyear #CNY2020 #experiencepenang #EPY2020  3,471 People Reached 323 Engagements Boost Post 33 26 Shares	1.2k	29 Jan 2020

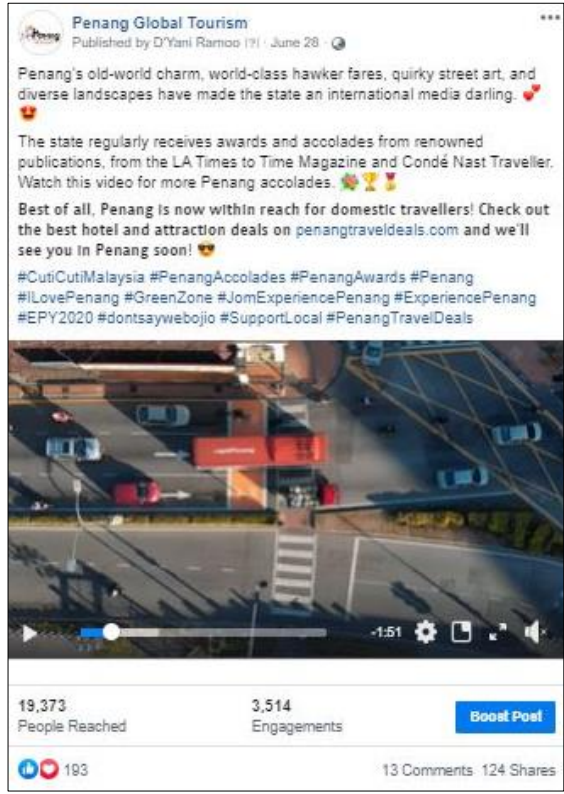
No.	Videos	Total Views as at 18 Jul 2020	Date Published
5	Thaipusam  Penang Global Tourism Published by Reena Sandher 191 · February 3 at 2:17 PM A religious festival held annually where devotees fulfill their vows by taking part in a procession bearing milk pots on their heads or on kavadis. Witness the skewering of devotees at the temples and walk along the procession route to enjoy the beautifully decorated kavadis while dancing its way up to the Arulmigu Balathandayuthapani Hilltop Temple. For more info: http://mypenang.gov.my/events/all-events/299/ THAIPUSAM CELEBRATION It is a major Hindu festival in Penang to commemorate the vanquishing of a demon with a spear by Lord Murugan and celebrated by the Tamil people. Devotees carry kavadi and piercings on their bodies walking towards the main temple on a hill. 4,714 People Reached 376 Engagements Boost Post 5 Comments 29 Shares	1.5k	3 Feb 2020
6	Penang Durian Festival  Penang Global Tourism Published by D'Yani Ramoo 191 · May 20 Penang durian season is an unmissable experience and it's happening right NOW! 🍌 Have you ordered your durians online today? #penangdurians #durian #kingoffruits #experiencepenang Penang Durian Festival Known as the King of Fruit, Durian, with its unique taste and fragrance is immensely popular in Penang and available everywhere when it's in season. 174,362 People Reached 18,492 Engagements Boost Again Boosted on May 29, 2020 By D'Yani Ramoo Completed People Reached 163.0K ThruPlays 62.1K View Results 404 19 Comments 90 Shares	109.6k	20 May 2020

3.2.5 Other Promotional Videos (1 October 2019 – 30 June 2020)

No.	Videos	Total Views as at 18 Jul 2020	Date Published
1	Penang Here & Now 	20.3k	9 Oct 2019
2	Penang Street Food 	1.3k	12 Nov 2019

No.	Videos	Total Views as at 18 Jul 2020	Date Published
3	Penang Here & Now  Penang Global Tourism is feeling excited. Published by Reena Sandher (P) · March 9 · For the school holidays look no further than spending it in Penang! Why? Check this video out to know more. #experiencepenang #EPY2020 WWW.MYPENANG.GOV.MY Penang Here & Now 2020 Learn More 335,856 People Reached 5,264 Engagements Boost Again Boosted on Mar 9, 2020 By Reena Sandher Completed People Reached 286.0K ThruPlays 27.4K View Results 187 18 Comments 303 Shares	99k	9 Mar 2020
4	Your Safety is our Priority  Penang Global Tourism Published by Reena Sandher (P) · March 11 · Travel with peace of mind... #experiencepenang SWETTENHAM PIER 17,698 People Reached 1,542 Engagements Boost Post You and 126 others 3 Comments 92 Shares Like Comment Share	4.5k	11 Mar 2020

No.	Videos	Total Views as at 18 Jul 2020	Date Published
5	It's all in Penang... the unseen 	155k	18 Apr 2020
6	Tribute to Frontliners 	2.2k	21 June 2020

No.	Videos	Total Views as at 18 Jul 2020	Date Published
7	Accolades video  Penang Global Tourism Published by D'Yani Ramoo (9) · June 28 · Penang's old-world charm, world-class hawker fares, quirky street art, and diverse landscapes have made the state an international media darling. 🇲🇾 The state regularly receives awards and accolades from renowned publications, from the LA Times to Time Magazine and Condé Nast Traveller. Watch this video for more Penang accolades. 🏆🏆🏆 Best of all, Penang is now within reach for domestic travellers! Check out the best hotel and attraction deals on penangtraveldeals.com and we'll see you in Penang soon! 🤗 #CutiCutiMalaysia #PenangAccolades #PenangAwards #Penang #iLovePenang #GreenZone #JomExperiencePenang #ExperiencePenang #EPY2020 #dontsaywebojio #SupportLocal #PenangTravelDeals 19,373 People Reached 3,514 Engagements Boost Post 193 reactions 13 Comments 124 Shares	5.7k	28 June 2020

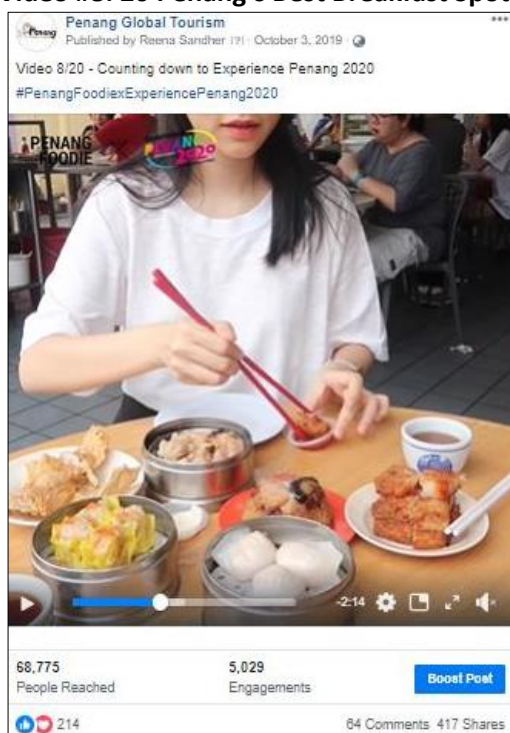
3.2.6 Penang Foodie x Experience Penang 2020 Videos (1 October 2019 – 26 December 2019)
The collaboration between Penang Foodie and PGT was to feature Penang via 20 listicle videos every week, for 20 weeks to promote EPY2020 from Aug 2019. Here is the no. of views achieved from Oct to Dec 2019, continuing from video #8 to the last #20, all cross posted on PGT's Facebook page and Penang Foodie's Page:

Videos that were cross-posted on PGT's Facebook page and Penang Foodie's Page:

No.	Videos	Total Views	Total Reach	Date Published
1	#8: 20 Penang's Best Breakfast Spots	2 Mil	68,775	3 Oct 2019
2	#9: 20 Family-Friendly Activities in Penang	71k	8,070	10 Oct 2019
3	#10: 20 Penang's Long-Standing Food Vendors	387k	8,071	17 Oct 2019
4	#11: 20 Penang's Historical and Cultural Spots	40k	230,554	24 Oct 2019
5	#12: 20 Seafood Places in Penang	211k	5,709	31 Oct 2019
6	#13: 20 Must Have Local Products	121k	4,173	7 Nov 2019
7	#14: 20 Lunch Spots in Penang	400k	8,942	14 Nov 2019
8	#15: 20 Insta Spots in Penang	89k	7,777	21 Nov 2019
9	#16: 20 Best Muslim-Friendly Food	335k	3,423	28 Nov 2019
10	#17: 20 Beautiful Worship Places in Penang	43k	8,717	5 Dec 2019
11	#18: 20 Best Vegetarian Food in Penang	141k	11,320	12 Dec 2019
12	#19: 20 Best Nasi Kandar in Penang	251k	5,159	19 Dec 2019
13	#20: 20 Best Food Options in Penang	220k	9,350	26 Dec 2019

Note: We have also produced it in Chinese and Malay versions. The following are screencaps of the video on our page showing total views and reach.

Video #8: 20 Penang's Best Breakfast Spots



Total Views	Total Reach	Published
2 mil	68,775	3 Oct 2019

Video #9: 20 Family-Friendly Activities in Penang



Total Views	Total Reach	Published
71k	8,070	10 Oct 2019

Video #10: 20 Penang's Long-Standing Food Vendors

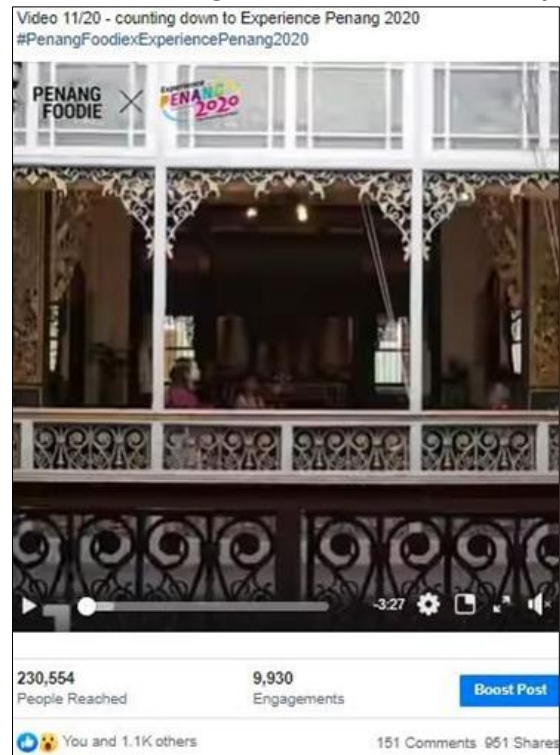


Total Views
387k

Total Reach
8,071

Published
17 Oct 2019

Video #11: 20 Penang's Historical and Cultural Spots



Total Views
40k

Total Reach
230,554

Published
24 Oct 2019

Video #12: 20 Seafood Places in Penang



Total Views
211k

Total Reach
5,709

Published
31 Oct 2019

Video #13: 20 Must Have Local Products



Total Views
121k

Total Reach
4,173

Published
7 Nov 2019

Video #14: 20 Lunch Spots in Penang



Total Views
400k

Total Reach
8,942

Published
14 Nov 2019

Video #15: 20 Insta Spots in Penang



Total Views
89k

Total Reach
7,777

Published
21 Nov 2019

Video #16: 20 Best Muslim-Friendly Food



Total Views
335k

Total Reach
3,423

Published
28 Nov 2019

Video #17: 20 Beautiful Worship Places in Penang



Total Views
43k

Total Reach
8,717

Published
5 Dec 2019

Video #18: 20 Best Vegetarian Food in Penang



Total Views	Total Reach	Published
141k	11,320	12 Dec 2019

Video #19: 20 Best Nasi Kandar in Penang



Total Views	Total Reach	Published
251k	5,159	19 Dec 2019

Video #20: 20 Best Food Options in Penang



Total Views	Total Reach	Published
220k	9,350	26 Dec 2019

THE TOTAL REACH FOR ALL 20 VIDEOS:

	REACH
#1 Must Try Penang Food	7,000,000
#2 Unique Experiences in Penang	294,000
#3 Things to Do in Seberang Perai	395,000
#4 Penang's Best Street Treats	1,400,000
#5 Free Things to Do in Penang	452,000
#6 Best Kopitiam in Penang	721,000
#7 After Dark Places in Penang	434,000
#8 Penang's Best Breakfast Spots	68,775
#9 Family-Friendly Activities in Penang	8,070
#10 Penang's Long-Standing Food Vendors	8,071
#11 Penang's Historical and Cultural Spots	230,554
#12 Seafood Places in Penang	5,709
#13 Must Have Local Products	4,173
#14 Lunch Spots in Penang	8,942
#15 Insta Spots in Penang	7,777
#16 Best Muslim-Friendly Food	3,423
#17 Beautiful Worship Places in Penang	8,717
#18 Best Vegetarian Food in Penang	11,320
#19 Best Nasi Kandar in Penang	5,159
#20 Best Food Options in Penang	9,350
TOTAL	11,076,040

3.2.7 Results of Paid Advertising via Social Media
 Boosted Posts on PGT, Experience Penang and Penang Hot Air Balloon Facebook Page
 from 1 October 2019 – 30 June 2020:

PGT's Facebook Page					
Post/ Advert	Target Market	Budget (RM)	Duration	Reach	Results
Penang Here & Now 2019 Video	United Kingdom	1,000	11 - 21 Oct	44,217	20.1k views 198 shares 162 reactions 16 comments
Penang Stories: Deepavali	Australia Indonesia Singapore Thailand	1,000	19 - 26 Oct	257,662	15 shares 549 reactions 15 comments 11,297 link clicks
Penang Street Food Festival	Australia Indonesia Singapore Thailand	1,000	8 - 13 Nov	610,049	35 shares 107k reactions 71 comment
Penang Street Food Festival Promo Video	Australia Indonesia Singapore Thailand	1,000	12 - 17 Nov	1,122,562	299k views 42 shares 1.4k reactions 11 comments
George Town Literary Festival <i>*Audience chosen by PCEB</i>	Johor Alor Setar Melaka Seremban Kuantan Ipoh Perlis Kuala Lumpur George Town	800	13 - 18 Nov	40,736	17 shares 3.6k reactions 2 comments
George Town Literary Festival <i>*Audience chosen by PCEB</i>	Johor Alor Setar Melaka Seremban Kuantan Ipoh Perlis Kuala Lumpur George Town	800	14 - 19 Nov	24,441	1 share 1000 reactions 1 comment
George Town Literary Festival <i>*Audience chosen by PCEB</i>	Alor Setar Kota Bharu Kelantan Ipoh George Town	800	19 - 24 Nov	72,911	247 shares 1,000 reactions 145 comments
Penang Street Food Festival	Johor Melaka Negeri Sembilan Perak Kuala Lumpur Singapore	1,000	19 - 24 Nov	47,999	55 shares 6.3k reactions 14 comments
Penang Stories: School Holidays	Australia Hong Kong Singapore Bangkok Malaysia	1,000	20 – 30 Nov	251,648	65 shares 148 reactions 0 comment 3,270 link clicks

PGT's Facebook Page					
Post/ Advert	Target Market	Budget (RM)	Duration	Reach	Results
Penang Bridge International Marathon 2019 – Race Day Info <i>*specific target audience</i>	Johor Melaka Negeri Sembilan Perak Selangor Kuala Lumpur Singapore	300	21 - 24 Nov	61,664	38 shares 272 reactions 13 comments
This Weekend in Penang	Johor Melaka Negeri Sembilan Ipoh Selangor Kuala Lumpur Singapore	300	21 - 24 Aug	11,828	11 shares 160 reactions 4 comments
Penang International Dragon Boat Festival	Malaysia	1,000	29 Nov - 6 Dec	38,824	35 shares 21.k reactions 3 comments
Butterworth Fringe Festival (BFF)	Johor Melaka Negeri Sembilan Perak Selangor Kuala Lumpur Singapore	1,000	30 Nov - 8 Dec	32,040	9 shares 689 reactions 0 comment
Christmas Market	Negeri Sembilan Perak Penang Selangor Kuala Lumpur	500	6 - 8 Dec	81,823	205 shares 884 reactions 71 comments
Penang Stories: Café & Bar Hopping	Australia Hong Kong Malaysia Singapore Bangkok	1,000	20 Dec - 5 Jan	101,760	36 shares 155 reactions 6 comments 2,043 Link Clicks
Starbucks: World's 4 th Signing Store	Malaysia	500	23 Dec -5 Jan	213,631	183 shares 1.5k reactions 50 comments
Accolades: Six of the world's most thrilling long-haul city breaks by The Telegraph	United Kingdom	1,000	7 - 12 Jan	33,560	24 shares 48 reactions 4 comments 1,156 link clicks
Chief Minister's Chinese New Year Open House	Penang	300	20 - 25 Jan	42,240	190 shares 3k reactions 72 comments
Chinese New Year Events in Penang	Penang	300	21 - 26 Jan	43,728	324 shares 704 reactions 38 comments
Penang Celebrates: Chap Goh Meh	Penang	500	4 - 8 Feb	73,873	5 shares 64 reactions 0 comments 303 link clicks

PGT's Facebook Page					
Post/ Advert	Target Market	Budget (RM)	Duration	Reach	Results
Penang Stories: Thaipusam	Australia Hong Kong Malaysia Singapore Thailand	300	6 - 9 Feb	55,200	96 shares 579 reactions 29 comments 1,484 link clicks
Penang Stories: Romantic places in Penang	Australia Hong Kong Malaysia Singapore Thailand	1,000	18 - 28 Feb	171,615	115 shares 321 reactions 36 comments 3,577 link clicks
Video: Penang Here & Now 2020	Malaysia	700	9 - 19 Mar	286,078	314 shares 617 reactions 25 comments 90,295 views 831 link clicks
Penang Lang – Up to 50% Discounts	Penang	200	12 - 22 Mar	25,327	85 shares 131 reactions 22 comments 1,591 link clicks
Penang Stories: Penang Durian Festival	Malaysia	600	29 May - 5 Jun	121,024	33 shares 218 reactions 25 comments 2,281 link clicks
Video: Penang Durian Festival	Malaysia	800	29 May - 7 Jun	162,848	36 shares 404 Reactions 8 comments 104,771 views 1 link click
Penang Then & Now: Penang Hill	Malaysia	800	11 - 15 June	183,119	57 shares 1.7k Reactions 13 comments
Jom! Experience Penang	Malaysia	800	13 - 18 June	27,535	33 shares 573 reactions 3 comments 2,649 link clicks
Penang Zero Case	Singapore	400	21 - 24 June	26,696	276 shares 1.9k Reactions 8 comments

Experience Penang's Facebook Page					
Post/ Advert	Target Market	Budget (RM)	Duration	Reach	Results
Penang Grand Parade	Penang	500	31 Dec - 1 Jan	57,008	253 shares 3k reactions 59 comments
Penang Grand Parade	Penang	500	28 Dec - 1 Jan	57,232	110 shares 2k reactions 28 comments
Penang Grand Parade	Johor, Alor Setar, Langkawi, Sungai Petani, Melaka, Seremban, Negeri Sembilan, Pahang, Ipoh, Perlis, Selangor, Kuala Lumpur, Putrajaya	500	23 Dec - 1 Jan	20,752	14 shares 4,494 reactions 3 comments
Penang Celebrates: Chap Goh Meh	Penang	300	11 - 13 Jan	23,760	144 shares 1,686 reactions 16 comments
Penang Celebrates: Chap Goh Meh	Kedah Melaka Negeri Sembilan Perak Perlis Selangor, KL	200	11 - 13 Jan	14,664	26 shares 1,358 reactions 7 comments
Thaipusam - Video	Malaysia	500	31 Jan - 4 Feb	239,936	591 shares 2.4k reactions 56 comments 104k views
Penang Celebrates: Chap Goh Meh	Penang	300	5 - 8 Feb	28,128	128 shares 562 reactions 28 comments
Penang Celebrates: Chap Goh Meh <i>*Setting up photos</i>	Penang	150	7 - 8 February	41,768	120 shares 678 reactions 60 comments

Penang Hot Air Balloon's Facebook Page					
Post/ Advert	Target Market	Budget (RM)	Duration	Reach	Results
Promo Video	Kedah	150	13 - 17 Jan	45,151	238 shares 474 reactions 108 comments
Promo Video	Perak	150	13 - 17 Jan	4,422	163 shares 352 reactions 74 comments
Promo Video	Kuala Lumpur	200	13 - 17 Jan	56,831	95 shares 255 reactions 28 comments
Promo Video	China Hong Kong Indonesia Jakarta Qatar Singapore Taiwan Vietnam	1,000	13 - 18 Jan	665,085	62 shares 1,830 reactions 12 comments
Promo Video	Australia United Kingdom Hong Kong Indonesia Singapore Malaysia	1,000	19 - 26 Dec	465,152	149 shares 1,604 reactions 18 comments
Path of HAB at Sia Boey <i>*Setting up photos</i>	Malaysia	500	23 - 28 Dec	133,952	93 shares 15k reactions 38 comments
Path of HAB at Butterworth Art Walk	Johor Alor Setar Negeri Sembilan Perak Perlis Kuala Lumpur	500	28 Dec - 2 Jan	48,400	153 shares 7,498 reactions 36 comments
Path of HAB at Sia Boey	Malaysia	500	31 Dec - 5 Jan	58,256	89 shares 11,406 reactions 28 comments
Images of HAB 2019	Malaysia	400	6 - 10 Jan	113,087	145 shares 954 reactions 105 comments
Random images of HAB	Malaysia	2,000	20 - 26 Jan	457,086	1.5k shares 10.4k reactions 1.9k comments
HAB Pop Up	Air Itam Bayan Lepas	130	29 - 31 Jan	41,719	180 shares 377 reactions 83 comments
Opening Ceremony	Penang	400	30 Jan - 1 Feb	50,865	264 shares 1.7k reactions 223 comments

The total amounts spent on each Facebook page from 1 Oct 2019 - 30 June 2020 are as follows:

Penang Global Tourism	RM20,700
Experience Penang	RM2,950
Penang Hot Air Balloon Fiesta	RM6,930

3.2.8 Results of Facebook posts during the MCO period (from 18 March to 8 May 2020)

PGT continued to post regularly throughout the MCO period. At the initial stage it was slow but picked up as we started to post more content. No paid boosting was undertaken during this period. The numbers of followers grew organically, i.e., 60,046 to 61,584.

Post	Date Posted	Reach
Penang Lawan Covid Guidelines	20 March	1,673
FAQs on Movement Control Order	21 March	2,193
Reduction on Rapid Penang Bus Frequency	23 March	972
Message by the CM – Penang Lawan Covid	24 March	2,477
KTMB Service Notice	24 March	2,501
Pakej Bantuan Rakyat Pulau Pinang	25 March	4,754
Penang Lawan Covid – Other Digital Platforms	26 March	2,149
Penang Lawan Covid – Doctor says video	30 March	2,190
Notice of closure – Entopia	1 April	1,835
Penang Lawan Covid – Phase 2 of MCO	1 April	2,700
Penang Recipes – Brown Sugar Cendol Drink	1 April	1,941
Penang Recipes – Apam Balik/ Peanut Pancake	2 April	8,154
Penang Recipes – Kuih Talam Pandan	3 April	3,880
Penang Recipes – Penang Style Muah Chee	4 April	8,315
Penang Recipes – Ais Tingkap	5 April	2,060
Penang Lawan Covid – Notice on flight cancellations	5 April	4,391
Penang Recipes – Assam Laksa	6 April	2,494
Penang Recipes – Mee Goreng	7 April	2,270
Penang Recipes – Spring Rolls	8 April	1,840
Penang Recipes – Char Koay Kak	9 April	2,427
Penang Lawan Covid – Doctor says video	10 April	1,466
Penang Recipes – Kuih Seri Muka	10 April	1,902
Penang Recipes – Peanut Sesame Candy	11 April	2,107
Penang Digital Library – E-books access	11 April	2,243
Walkabout Asia Video	12 April	4,785
Penang Lawan Covid – Doctor says video	12 April	864
Penang Recipes – Char Koay Teow	13 April	3,595
Penang Lawan Covid – Video	14 April	2,477
Insta Shot – Escape Theme Park	14 April	2,656
Walkabout Asia – The Trishaw Maker Video	14 April	3,334
Penang Recipes – Kuih Lapis	15 April	1,872
Penang Recipes – Tau Fu Fa	16 April	2,369
Penang Heritage – Video	17 April	2,181
Penang Lawan Covid – Video on Frontlines	17 April	2,144
Video – It's all in Penang.. the unseen	18 April	508,762
Insta Shot – Teluk Kumbar	22 April	11,264
Insta Shot – Masjid Kapitan Keling	24 April	2,711
Penang Lawan Covid – Tech Post	25 April	2,088
Insta Shot – Ikea Batu Kawan	27 April	7,058
Penang Recipes – Kuih Bahulu	28 April	2,036
Insta Shot – Wall Mural	29 April	3,543
Insta Shot – Nyonya Kuih	1 May	2,408
Penang Foodie – Durian Delivery	2 May	2,670
Notice – Penang Hill Funicular Train	2 May	2,424
Insta Shot – Pinang Peranakan Mansion	4 May	6,856
Penang Stories – Balik Pulau Durians	5 May	129,254
Insta Shot – Permatang Pauh Paddy Fields	6 May	3,612
Walkabout Asia – Video – Maliia Bakery	7 May	6,306
Insta Shot – Nasi Kandar	8 May	2,213
Penang Zero Case Poster	8 May	215,418
Total Reach		1,003,834

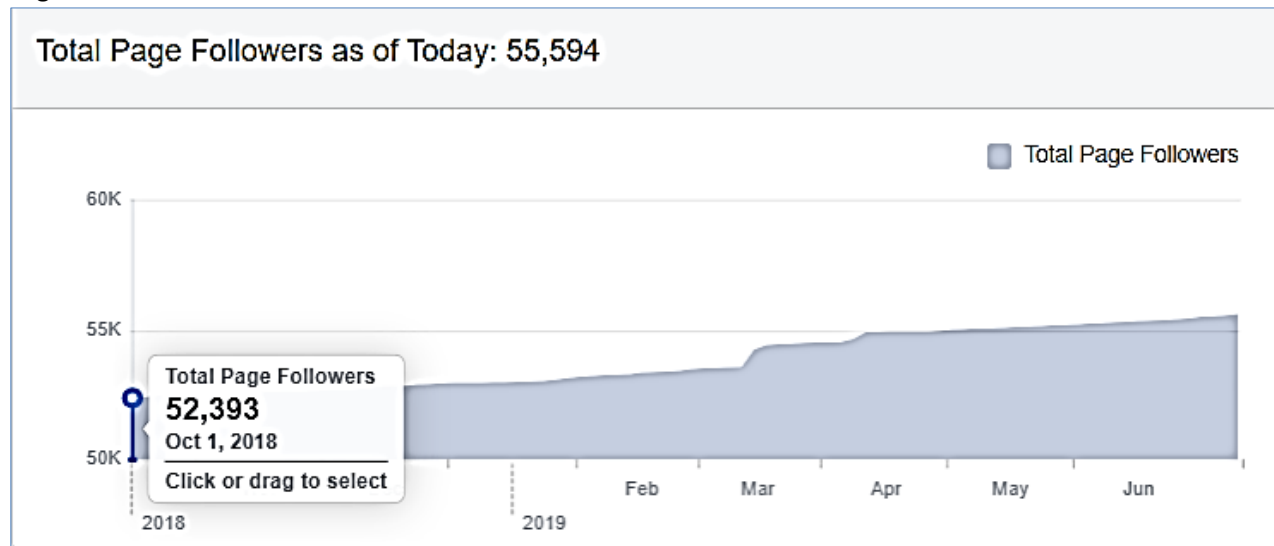
3.2.9 PGT's Facebook Page Analytics

Based on the insights of PGT's Facebook Page, there has been a pretty good increase in the number of Page Followers in comparison to the same period, a year before. The number of Page Followers recorded for current period of 1 Oct 2019 to 30 June 2020 was 57,957 and 62,990 whereas the number of Page Followers recorded on 1 Oct 2018 to 30 June 2019 was 52,393 and 55,594. Therefore, there's a clear indication that the increase of Page Followers for the current period is at a good pace.

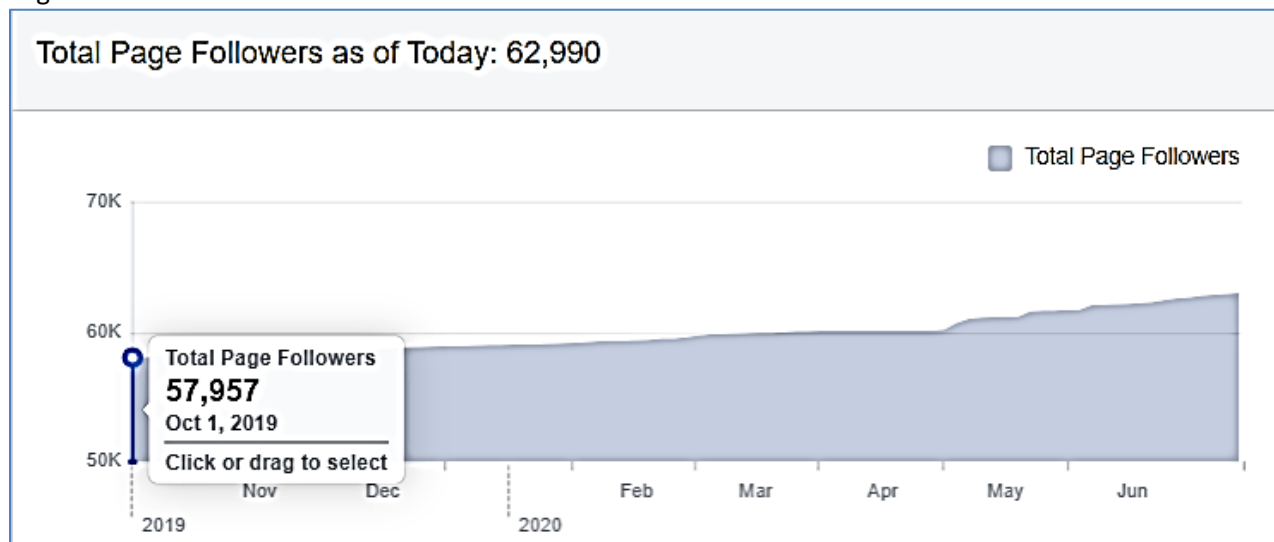
Comparison of Page Followers:

YOY Comparison	Page Followers		Increased by
1 Oct 2018 – 30 June 2019	52,393	55,594	3,201
1 Oct 2019 – 30 June 2020	57,957	62,990	5,033

Page Followers: 1 Oct 2018 to 30 June 2019



Page Followers: 1 Oct 2019 to 30 June 2020



Each month from October 2019 to June 2020, the top post on PGT's FB page, are as follows:

Month	Posts/ Videos	Total Reach
Oct 2019	Penang Stories: Little India really turns the lights on	Organic: 1,946 Paid: 243,433
Nov 2019	Penang Street Food Festival Promo Video	Organic: 3,250 Paid: 1,096,711 (1 mil)
Dec 2019	Opening of Starbucks' 4 th Signing Store in the world	Organic: 13,190 Paid: 211,939
Jan 2020	Chinese New Year Events in Penang	Organic: 30,157 Paid: 42,786
Feb 2020	Penang Stories: Romantic places in Penang	Organic: 8,460 Paid: 174,375
Mar 2020	Penang Here & Now 2020	Organic: 42,501 Paid: 293,810
Apr 2020	It's all in Penang...the unseen	Organic: 509,013 Paid: -
May 2020	Penang Declared Zero Case in 14 Days	Organic: 215,778 Paid: -
June 2020	Jom! Experience Penang	Organic: 1,562 Paid: 161,845

From October 2019 to June 2020, the top 10, by Country & City – People Reached, are as follows:

Country	People Reached	City	People Reached
Malaysia	837,713	Kuala Lumpur, Malaysia	112,223
Taiwan	85,970	Penang Island, Penang...	94,608
Vietnam	84,188	Bukit Mertajam, Penan...	50,246
Singapore	43,313	Johor Bahru, Johor, Ma...	48,192
Japan	8,411	Singapore, Singapore	43,305
Australia	6,488	Shah Alam, Selangor, ...	41,681
Indonesia	5,544	Ipoh, Perak, Malaysia	36,192
Thailand	5,491	Kuching, Sarawak, Mal...	34,633
South Korea	5,175	Petaling Jaya, Malaysia	33,241
United States of America	4,209	Malacca City, Malacca,...	29,012

3.2.10 Website Google Analytics

The analytics report shows a year-on-year (YOY) comparison between two time periods – 1 October 2019 - 30 June 2020 and 1 October 2018 - 30 June 2019.

Website traffic

The Google Analytics Report shows a spike on 21 October 2019 with 2,244 users whereas in comparison to 21 October 2018, it had 597 users. There was also a spike on 31 December 2019 with 3,121 users and comparatively to the previous year on the same date, there were 1,022 users. Additionally, there was also a spike on 8 February 2020 with 2,544 users and 29 February 2020 with 3,096 users to the site.

The significant increase of users to the website for October and December 2019 could be brought by visitors searching for information on Penang Hot Air Balloon Fiesta and Penang Stories and upcoming events for final quarter of 2019. The spike for February 2020 may have been a result of few large festivals that were happening at the same time, such as Thaipusam and Chap Goh Meh. These spikes may also be brought by adverts that ran on PGT's Facebook page on Penang Hot Air Balloon Fiesta, the many CNY events that were happening throughout that period and a number of articles that were published under Penang Stories. The analytics show that there were quite a number of visitors that were linked to our mypenang.gov.my website via organic google search, PGT's Facebook Page, PGT's official Instagram Page.

The following is a list of the top 10 sites, mypenang.gov.my was accessed:

Acquisition Source ▾	Users ? ↓
	179,371 % of Total: 100.00% (179,371)
1. google	117,475 (65.43%)
2. m.facebook.com	22,642 (12.61%)
3. (direct)	22,149 (12.34%)
4. portal.xpossible.com	8,310 (4.63%)
5. instagram.com	1,141 (0.64%)
6. facebook.com	1,083 (0.60%)
7. l.facebook.com	866 (0.48%)
8. baidu.com	624 (0.35%)
9. penangsentral.com.my	615 (0.34%)
10. bing	510 (0.28%)

Comparison between 1 October 2019 - 30 June 2020 and 1 October 2018 - 30 June 2019

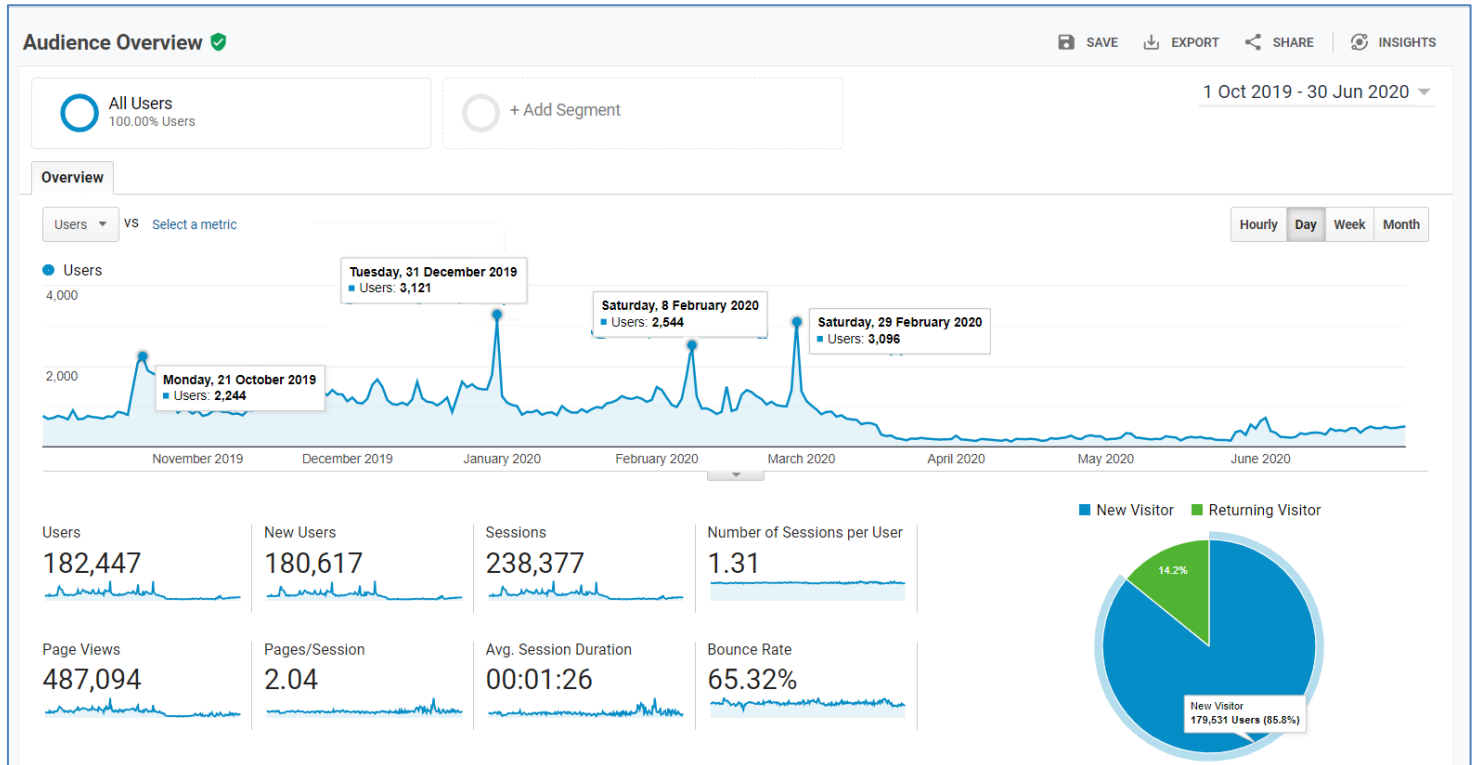
The comparison report shows a slight decrease of 4.67% in new users to the website. There's also a decrease in page views and sessions compared to the previous year. The bounce rate has however improved from 68.58% to 65.32%.

Top 5 countries visiting the site and most viewed pages

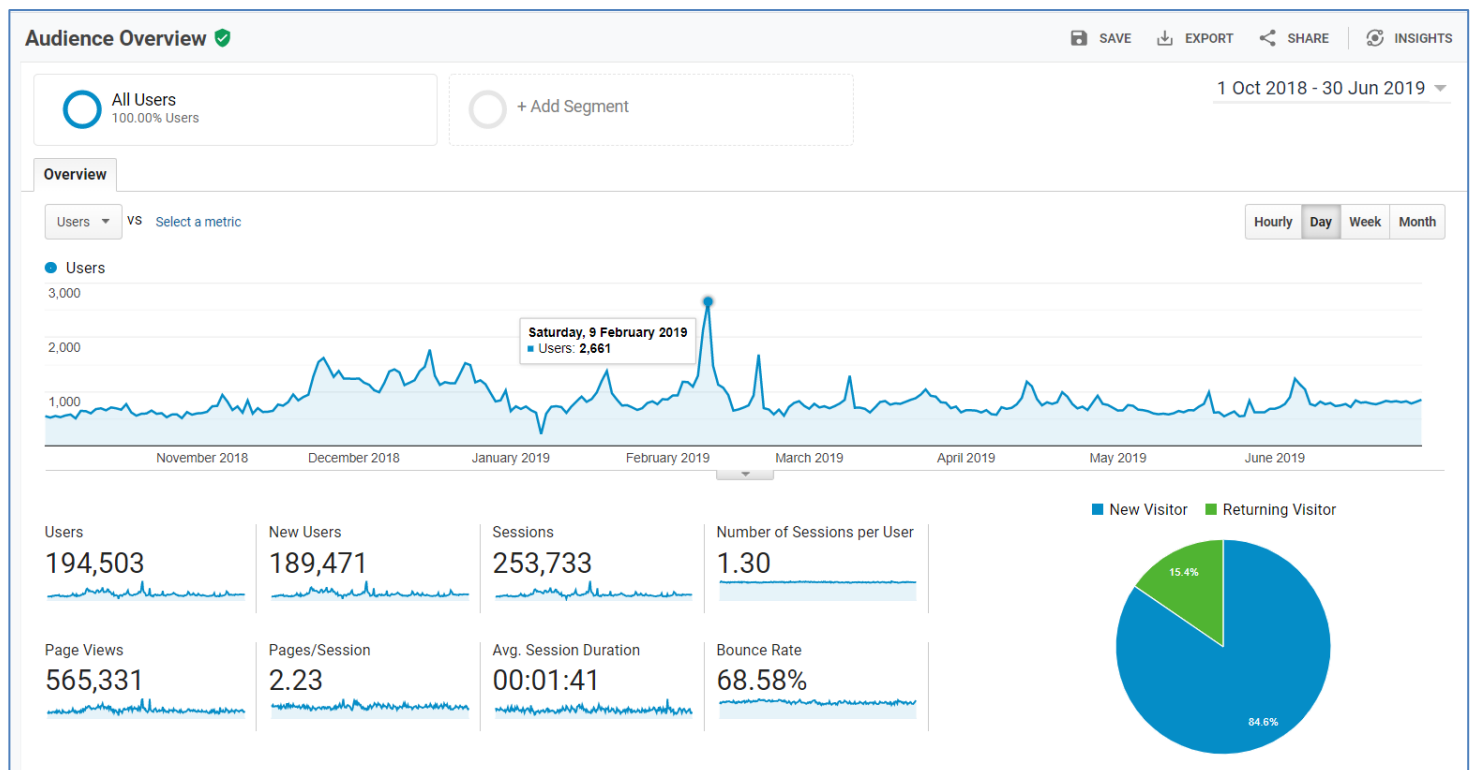
The top 5 countries visiting the site are the Indonesia, Singapore, United States, Australia and United Kingdom. Their most-viewed pages are mainly on eCoupon, Penang Stories, About Penang, Culture & Heritage, Food & Lifestyle and Events.

The following pages show the relevant charts and tables summarizing the Google analytics report as highlighted above.

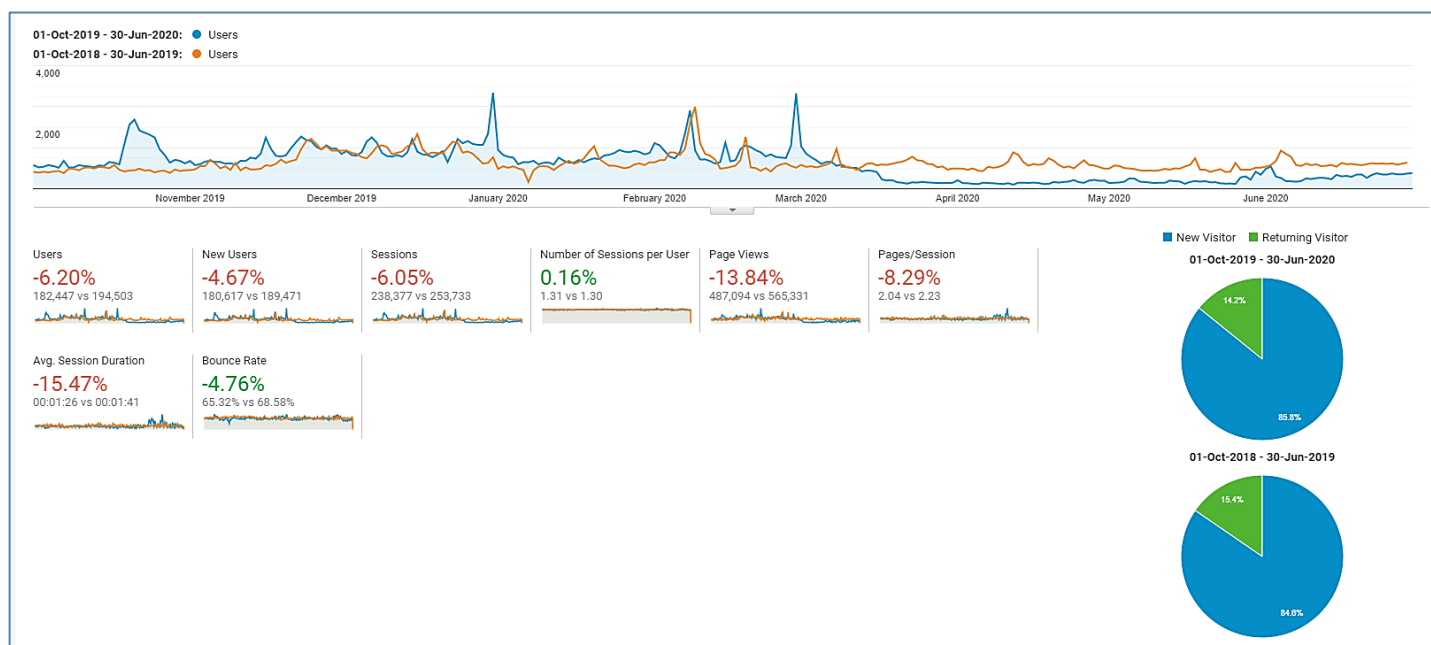
Period: 1 October 2019 - 30 June 2020



Period: 1 October 2018 - 30 June 2019



Comparison Chart of 1 October 2019 - 30 June 2020 and 1 October 2018 - 30 June 2019



With reference to the above, visitors to the site, in comparison of the time periods:

Item	1 Oct 2019 - 30 June 2020	1 Oct 2018 - 30 June 2019
Users	182,447	194,503
New Users	180,617	189,471
Sessions	238,377	253,733
Page Views	487,094	565,331
Ave. Session Duration	00:01:26	00:01:41
Bounce Rate	65.32%	68.58%

Current period's Top 10 users by Country from 1 October 2019 – 30 June 2020:

Country ?	Acquisition			Behaviour
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?
	182,447 % of Total: 100.00% (182,447)	180,762 % of Total: 100.08% (180,617)	238,377 % of Total: 100.00% (238,377)	65.32% Avg for View: 65.32% (0.00%)
1. Malaysia	141,767 (76.75%)	139,023 (76.91%)	186,477 (78.23%)	66.00%
2. Indonesia	10,253 (5.55%)	10,131 (5.60%)	12,145 (5.09%)	76.61%
3. Singapore	9,714 (5.26%)	9,266 (5.13%)	12,100 (5.08%)	64.12%
4. United States	4,418 (2.39%)	4,300 (2.38%)	4,769 (2.00%)	61.63%
5. Australia	2,648 (1.43%)	2,583 (1.43%)	3,292 (1.38%)	58.72%
6. United Kingdom	1,986 (1.08%)	1,950 (1.08%)	2,458 (1.03%)	51.95%
7. Thailand	1,712 (0.93%)	1,641 (0.91%)	2,180 (0.91%)	61.24%
8. Hong Kong	1,507 (0.82%)	1,450 (0.80%)	2,086 (0.88%)	54.31%
9. Japan	1,352 (0.73%)	1,309 (0.72%)	1,615 (0.68%)	53.44%
10. India	924 (0.50%)	901 (0.50%)	1,135 (0.48%)	53.04%

Comparison of the Top 10 users by Country:
(1 October 2019 – 30 June 2020 and 1 October 2018 – 30 June 2019)

Country ?	Acquisition			Behaviour	
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages/Session ?
	6.20% ↓ 182,447 vs 194,503	4.68% ↓ 180,762 vs 189,643	6.05% ↓ 238,377 vs 253,733	4.76% ↓ 65.32% vs 68.58%	8.29% ↓ 2.04 vs 2.23
1.  Malaysia					
01-Oct-2019 - 30-Jun-2020	141,767 (76.75%)	139,023 (76.91%)	186,477 (78.23%)	66.00%	1.99
01-Oct-2018 - 30-Jun-2019	153,907 (78.33%)	147,893 (77.98%)	199,892 (78.78%)	70.93%	2.05
% Change	-7.89%	-6.00%	-6.71%	-6.96%	-2.95%
2.  Indonesia					
01-Oct-2019 - 30-Jun-2020	10,253 (5.55%)	10,131 (5.60%)	12,145 (5.09%)	76.61%	1.55
01-Oct-2018 - 30-Jun-2019	4,369 (2.22%)	4,259 (2.25%)	5,847 (2.30%)	61.88%	2.90
% Change	134.68%	137.87%	107.71%	23.80%	-46.49%
3.  Singapore					
01-Oct-2019 - 30-Jun-2020	9,714 (5.26%)	9,266 (5.13%)	12,100 (5.08%)	64.12%	2.35
01-Oct-2018 - 30-Jun-2019	13,275 (6.76%)	13,109 (6.91%)	17,053 (6.72%)	62.81%	2.66
% Change	-26.82%	-29.32%	-29.04%	2.09%	-11.85%
4.  United States					
01-Oct-2019 - 30-Jun-2020	4,418 (2.39%)	4,300 (2.38%)	4,769 (2.00%)	61.63%	1.98
01-Oct-2018 - 30-Jun-2019	3,586 (1.83%)	3,515 (1.85%)	3,993 (1.57%)	66.97%	2.30
% Change	23.20%	22.33%	19.43%	-7.97%	-13.91%
5.  Australia					
01-Oct-2019 - 30-Jun-2020	2,648 (1.43%)	2,583 (1.43%)	3,292 (1.38%)	58.72%	2.75
01-Oct-2018 - 30-Jun-2019	3,871 (1.97%)	3,808 (2.01%)	5,015 (1.98%)	57.35%	3.08
% Change	-31.59%	-32.17%	-34.36%	2.39%	-10.76%
6.  United Kingdom					
01-Oct-2019 - 30-Jun-2020	1,986 (1.08%)	1,950 (1.08%)	2,458 (1.03%)	51.95%	2.98
01-Oct-2018 - 30-Jun-2019	2,592 (1.32%)	2,554 (1.35%)	3,089 (1.22%)	57.62%	2.98
% Change	-23.38%	-23.65%	-20.43%	-9.84%	-0.22%
7.  Thailand					
01-Oct-2019 - 30-Jun-2020	1,712 (0.93%)	1,641 (0.91%)	2,180 (0.91%)	61.24%	2.30
01-Oct-2018 - 30-Jun-2019	2,034 (1.04%)	1,965 (1.04%)	2,642 (1.04%)	57.80%	2.93
% Change	-15.83%	-16.49%	-17.49%	5.95%	-21.58%
8.  Hong Kong					
01-Oct-2019 - 30-Jun-2020	1,507 (0.82%)	1,450 (0.80%)	2,086 (0.88%)	54.31%	2.63
01-Oct-2018 - 30-Jun-2019	2,031 (1.03%)	1,993 (1.05%)	2,751 (1.08%)	57.76%	3.39
% Change	-25.80%	-27.25%	-24.17%	-5.97%	-22.23%
9.  Japan					
01-Oct-2019 - 30-Jun-2020	1,352 (0.73%)	1,309 (0.72%)	1,615 (0.68%)	53.44%	2.27
01-Oct-2018 - 30-Jun-2019	939 (0.48%)	893 (0.47%)	1,171 (0.46%)	54.74%	3.12
% Change	43.98%	46.58%	37.92%	-2.38%	-27.23%
10.  India					
01-Oct-2019 - 30-Jun-2020	924 (0.50%)	901 (0.50%)	1,135 (0.48%)	53.04%	2.61
01-Oct-2018 - 30-Jun-2019	1,221 (0.62%)	1,194 (0.63%)	1,453 (0.57%)	52.86%	2.87
% Change	-24.32%	-24.54%	-21.89%	0.35%	-9.07%

Most viewed pages by the Top 5 Countries visiting our website:

Country	Most viewed Pages
Indonesia	Directory, Penang Stories, eCoupon, Events, Food & Lifestyle, Health Tourism, Nature & Adventure
Singapore	Accommodation, Transportation, Directory, Penang Stories, Culture & Heritage, eCoupon
United States	Before You Go, Transportation, Penang Stories, Culture & Heritage, eCoupon, Events
Australia	Transportation, Penang Stories, Culture & Heritage, Events, Food & Lifestyle, Nature & Adventure
United Kingdom	Transportation, Directory, Culture & Heritage, eCoupon, Events, Food & Lifestyle, Nature & Adventure

Top page views in the mypenang.gov.my website from 1 October 2019 – 30 June 2020:

Page ?	Page Views ?	Unique Page Views ?	Avg. Time on Page ?	Bounce Rate ?
	487,094 % of Total: 100.00% (487,094)	363,929 % of Total: 100.00% (363,929)	00:01:22 Avg for View: 00:01:22 (0.00%)	65.32% Avg for View: 65.32% (0.00%)
1. /	92,906 (19.07%)	38,573 (10.60%)	00:00:28	0.49%
2. /events/all-events/	38,522 (7.91%)	29,528 (8.11%)	00:01:26	47.81%
3. /culture-heritage/heritage-zones/free-cat-bus/	19,499 (4.00%)	15,458 (4.25%)	00:04:42	78.65%
4. /events/all-events/?quarter=4	10,944 (2.25%)	8,574 (2.36%)	00:01:22	68.30%
5. /events/all-events/?quarter=1	10,404 (2.14%)	7,687 (2.11%)	00:01:33	64.76%
6. /nature-adventure/ecoupon/147/	9,097 (1.87%)	7,702 (2.12%)	00:04:06	81.68%
7. /all/my-stories/125/	7,504 (1.54%)	7,272 (2.00%)	00:01:03	97.08%
8. /home/	7,278 (1.49%)	2,559 (0.70%)	00:00:40	0.46%
9. /events/all-events/294/	6,597 (1.35%)	5,818 (1.60%)	00:03:26	84.91%
10. /error404	6,367 (1.31%)	4,992 (1.37%)	00:01:37	72.10%

3.2.10 Penang Global Tourism Mobile App

Continuing from our last report, the following table shows the total number of downloads starting 1 September 2019 to 30 June 2020 on iOS and Android:

Domestic/In'tial	iOS		Android	
Malaysia	149	27.64%	315	52.59%
Overseas	390	72.36%	284	47.41%
Total downloads	539	-	599	-

The total number of downloads (Malaysia and overseas) in the 10 months is 1,138.

The top 5 international countries for number of downloads on our mobile app are as follows:

iOS:

1. Hong Kong - 47
2. Singapore - 43
3. China - 32
4. Germany - 24
5. Thailand - 19

Android:

1. Indonesia - 70
2. Singapore - 60
3. Hong Kong - 18
4. Thailand - 17
5. Great Britain - 12

To be consistent with PGT's website, updates are being done on PGT's mobile app. For easier management, the backend CMS for e-coupon has been updated to enable further editing and amendments after item has been listed.

In view of our EPY2020 campaign, we had changed the mobile app's homepage images to incorporate the Experience Penang branding. A total of 9 images were used highlighting various places of interests, as follows:



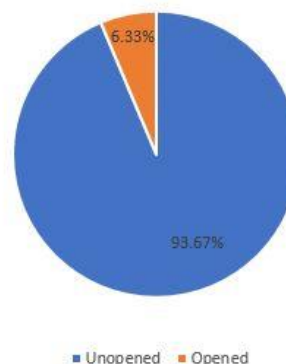
3.2.11 PGT's E-Newsletter – Don't Say Penang Bojio

PGT's e-newsletter, *Don't Say Penang Bojio* highlights major events and upcoming events happening in the state, announces latest news and/or new openings on Penang's tourism products, latest updates on direct flights to Penang, as well as latest special deals on PGT's e-coupon.

Don't Say Penang Bojio Issue #1 – January 2020

Overview Report:

Item	Figure
Recipients	4,426
Successfully Sent	4,426
Opened This Campaign	280 (6.33%)
Clicked A Link	40 (0.90%)
Unsubscribed	8 (0.18%)



Overview	Message	Opens (280)	Links (95)	Forwards (0)	Bounces (0)	Unsubscriptions (8)	Updates (0)
148 Total Clicks 95 Unique Clicks 4,386 Didn't Click (99.10%) 3.70 Avg. Clicks							
Search							
Link	Unique Clicks	Total Clicks					
Web Copy Link	7	10					
http://mypenang.gov.my/ecoupon/all/view/159/	1	1					
http://mypenang.gov.my/ecoupon/all/view/161/	1	1					
http://mypenang.gov.my/ecoupon/all/view/170/	3	3					
http://mypenang.gov.my/ecoupon/all/view/171/	3	3					
http://mypenang.gov.my/ecoupon/all/view/172/	1	1					
http://mypenang.gov.my/ecoupon/all/view/178/	1	1					
http://mypenang.gov.my/ecoupon/all/view/179/	2	8					
http://mypenang.gov.my/events/all-events/294/	4	4					
PICAF	1	1					
http://mypenang.gov.my/events/all-events/297/	2	2					
http://mypenang.gov.my/events/all-events/298/	2	4					
Thaipusam	1	1					
Chap Goh Meh	1	1					
http://mypenang.gov.my/events/all-events/302/	4	4					
http://mypenang.gov.my/events/all-events/378/	2	2					
http://mypenang.gov.my/events/all-events/380/	3	5					
http://mypenang.gov.my/events/all-events/382/	2	2					
Experience Penang Coastal Run	2	3					
http://mypenang.gov.my/events/all-events/387/	3	3					

Summary:

- Percentage of recipients who opened the latest issue decreased by 1.67%
- Percentage of link clicks decreased slightly where most link clicks are to Penang events, featured e-coupons, PGT's YouTube page, and featured attractions in Penang
- Percentage of recipients who unsubscribed in this issue is 0.18% - lesser compared to the previous issue

The following is a screenshot of Don't Say Penang Bojio Issue #1 – January 2020:

If this newsletter is not displayed correctly, please [click here](#)

A PENANG GLOBAL TOURISM INITIATIVE
Issue 01/2020

[f](#) [ig](#) [You Tube](#)

DON'T SAY penang BOJIO



Experience the excitement!
1 & 2 February 2020

It's time to Experience the Excitement! Penang Hot Air Balloon Fiesta happening on 1 & 2 February 2020.
[For more info](#)

NEW IN PENANG

Macalister Terraces Hotel - A brand new boutique hotel located within the vicinity of George Town. All their 20 rooms range from classic suites to signature adjoining rooms, featuring an artistic blend of designer and contemporary heritage aesthetics. [For more info](#)



Loop On Leith Hotel - True to its name, this hotel is situated right in the heart of George Town - just a stroll away from the famous Blue Mansion and other attractions. Their bright and cosy guestrooms are perfect for relaxing after a long day out. [For more info](#)



UPCOMING TRADE SHOWS

Meet us at our upcoming trade shows. Details as stated below:

- * ITB Berlin (4-9 March 2020)
- * MATTA Fair - Kuala Lumpur (13-15 March 2020)



DIRECT FLIGHTS TO PENANG

- * Qingdao Airlines - Flight from Changsha/Quanzhou to Penang started 29 October 2019 x 2 times per week. [For more info](#)
- * Shenzhen Airlines - Flight from Shenzhen to Penang started 18 December 2019 x 4 times per week. [For more info](#)
- * Starlux Airlines - Flight from Taipei to Penang started 23 January 2020 x 7 times per week. [For more info](#)



PENANG INTERNATIONAL CONTAINER ART FESTIVAL (DECEMBER - MAY 2020)

Penang International Container Art Festival (PICAF) 2019/2020 is a festival celebrating the vibrant street art scene in Penang, featuring five pop-up container art installations which are displayed at various locations within Penang. [For more info](#)



THAIPUSAM (8 FEBRUARY 2020)

Thaipusam is a religious festival held for the purpose of penance, prayers and fulfilling vows. During this celebration, devotees take part in a procession - bearing milk pots on their heads or kavadis, all the way up to the hilltop temple. [For more info](#)



PENANG CELEBRATES: CHAP GOH MEH (8 FEBRUARY 2020)

Celebrate Chap Goh Meh with a bang! Also known as the Chinese New Year Valentine's day, join this family-friendly event filled with love, and for those singles, come join the Mandarin Tossing Ceremony and look forward to welcoming your new love and happiness. [For more info](#)



EXPERIENCE PENANG COASTAL RUN (15 MARCH 2020)

The Experience Penang Coastal Run is a running event catered to all, young and old alike. The run which will be taking place along the coastal road will be filled with different activities for runners to truly experience Penang during the run. [For more info](#)



UPCOMING EVENTS

- * [A Journey of Cuisine](#)
- * [Kek Lok Si Display of Lights](#)
- * [Chief Minister of Penang CNY Open House](#)
- * [8th Ban Ka Lan Snake Temple CNY Culture Celebration 2020](#)

e-coupon HIGHLIGHTS

- * [15% OFF Entopia by Penang Butterfly Farm Entrance Ticket](#)
- * [Tropical Secret Garden - 20% Discount on Selected Tours](#)
- * [15% OFF Penang Hill and The Habitat Nature Walks](#)

3.3 Recent Publicity (Oct 2019 – June 2020)

October 2019

Local

No	Name	Description	Type of Publication
1	Travel 360	The Habitat was listed under Spotlight section; article on George Town Treasures under the Travelogue section	Print
2	Senses of Malaysia	Write up on Historic Mansions Reimagined as Hotels in Penang under Explore section	Print
3	Penang Monthly	Write up on George Town Literary Festival	Print
4	The Expat	Write up on Make the Most Out of 48 Hours in Penang under Short Trips & Weekend Getaway	Print
5	The Star	Featured Penang Coffee and Desserts Festival that took place at Gurney Paragon	Online
6	Penang Foodie	Write up on different events happening in Penang in the month of October	Online
7	New Straits Times	Write up on the history and establishment of Penang Botanic Gardens	Online
8	Buletin Mutiara	Featured Boba Festival which is also a part of Penang Coffee and Desserts Festival; write up on closing ceremony of Penang Coffee and Desserts Festival which was held at Cheah Kongsi; write up on Miss Asia Global Malaysia	Online
9	Kwong Wah Yit Poh	Penang recognised as the most loved state for tourism in the Going Places Readers' Choice Awards 2018; China Qingdao Airlines makes its first flight to Penang	Online

October 2019**Foreign**

No	Name	Description	Type of Publication
1	Asia One	Write up on 'Your next long weekend destination – Penang, Malaysia.	Online
2	Simple Flying	Write up on Taiwan's Starlux included Penang mentioning that starts its flights to Da Nang, Macau, and Penang in Jan 2020.	Online

November 2019**Local**

No	Name	Description	Type of Publication
1	iNPenang	Write up on Butterworth Fringe Festival 2019 under Festival section	Print
2	The Star	Featured on PETACH fostering a digital campaign with PGT social media video app – TikTok with monthly active users of 180 mil, including 50 mil in SEA	Online
3	Malaysia Tatler	5 creative spaces in George Town, Penang for a memorable event	Online
4	New Straits Times	GTLF kicks-off with a slew of activities and book launches	Online
5	Rojak Daily	New Starbucks outlet in Penang is only the fourth of its kind in the world.	Online
6	Hype	Starbucks Malaysia launched 2 nd signing store in Penang.	Online
7	Guang Ming	Featured PSFF2019's Opening ceremony	Online
8	Kwong Wah Yit Poh	Featured on Penang Bridge International Marathon	Online

November 2019**Foreign**

No	Name	Description	Type of Publication
1	Linkers	Write up on Penang on <i>Malam di Penang Festival dan Kuliner</i>	Print

2	Silkwinds	Write up on Penang under Postcards section	Print
3	News Pressed	Cycling in Penang is easy with LinkBike, pay and ride; continental and fusion cuisine in Penang	Online
4	Business Insider Singapore	Starbucks' world's fourth signing store opens in Penang	Online
5	Business News Asia	Featured the opening of ESCAPE's world's longest water slide	Online
6	The Japan Times	Write up under special supplement on Penang National Park	Online

December 2019

Local

No	Name	Description	Type of Publication
1	The Star	Featured Butterworth Fringe Festival; on 40 th Penang International Dragon Boat Festival 2019	Online
2	Kwong Wah Yit Poh	Direct flight launching from Shenzhen to Penang scheduled that's scheduled to start on 18 Dec	Online
3	New Straits Times	Perak, Penang and Kedah recorded an increase in tourist arrivals - Jan to Dec 10, 2019	Online
4	The Malaysian Reserve	Penang listed in 'The last-minute holiday idea that won't empty your wallet'	Online
5	China Press	Featured Penang International Container Art Festival	Online
6	Sin Chew	Featured Penang International Container Art Festival; 4 weekly direct flights from Shenzhen to Penang	Online
7	Buletin Mutiara	Shenzhen – Penang direct flights to promote business, tourism exchanges	Online
8	Nan Yang Siang Pau	Fresh look of Sia Boey will be open to the public soon	Online

December 2019**Foreign**

No	Name	Description	Type of Publication
1	Linkers	Write up on George Town, Penang – Dasawarsa “Unesco World Heritage Site”	Print
2	Focus Taiwan	On Starlux Airlines, to start selling tickets ahead of its commencement of flights to Penang	Online
3	Simple Flying	On Starlux Airlines, to schedule its first flights to the initial destinations, including Penang.	Online
4	Taipei Times	On Starlux Airlines, to start selling tickets ahead of its commencement of flights to Penang	Online
5	Asia One	Highlighted that Penang retains its charm as a top tourist destination in Malaysia	Online
6	Xin Hua Net	About the direct flights between Shenzhen and Penang	Online

January 2020**Local**

No	Name	Description	Type of Publication
1	Rojak Daily	Write up on Penang International Container Art Festival	Online
2	Sin Chew	Article on Penang International Container Art Festival	Online
3	Kwong Wah	Featured Penang Hot Air Balloon Fiesta’s PC held at Sia Boey; launching of PICAF 2020 at Kampung Terang, Balik Pulau	Online
4	Buletin Mutiara	Featured Penang Hot Air Balloon Fiesta to take place on 1 st and 2 nd Feb 2020; on PICAF -10 Containers to be installed at 5 different locations; AirAsia to begin direct flights connecting Penang and Chengdu;	Online
5	Guang Ming	Featured The Path of HAB - 420 mini hot air balloons light up back lane to a romantic sea of lights; article on container installation at Kampung Terang, Balik Pulau	Online

6	Malay Mail	Penang to celebrates Chinese New Year with host of events	Online
7	The Star	Featured PICAFA -container murals a new towering sight; on Starlux's maiden flight from Taipei to Penang	Online
8	Free Malaysia Today	PICAFA- Penang's container art in a paddy field has become latest craze	Online
9	The Edge Markets	Penang records 27.1% increase in cruise passengers; Starlux's maiden flight to Penang from Taipei	Online
10	New Straits Times	Highlighted on Emirates to operate flights to Penang in April	Online
11	The Malaysian Reserve	Emirates to launch services to Penang via Singapore	Online

January 2020

Foreign

No	Name	Description	Type of Publication
1	Sprudge	The Sprudge Coffee Guide to Penang	Online
2	Asia One	Cable car project in Penang set to start year-end	Online
3	TTR Weekly	AirAsia expands Penang hub by introducing Chengdu - Penang flights	Online
4	Emirates	Emirates to launch services to Penang via Singapore	Online
5	Business Traveller	Emirates secures Singapore-Penang fifth freedom rights	Online
6	The National	Emirates launches flights from Dubai to Penang	Online
7	Travel Weekly Asia	Emirates to launch daily service from Dubai to Penang in April	Online
8	TTG Asia	Featured on Starlux's launch of three inaugural flights - including Penang (daily)	Online

February 2020**Local**

No	Name	Description	Type of Publication
1	Guang Ming	Featured Penang Hot Air Balloon's opening ceremony at Padang Polo; launching of PICAF's installation at Karpal Singh Drive; launching of PICAF's installation in Batu Kawan	Online
2	Kwong Wah Yit Poh	Featured Penang Hot Air Balloon's opening ceremony at Padang Polo; Penang Miaohui to see the century-old Nanyang scene experience; article on PICAF's installation at Karpal Singh Drive; launching of PICAF's installation in Batu Kawan	Online
3	The Star	Featured Penang Hot Air Balloon's opening ceremony at Padang Polo; featured PICAF's installation in Balik Pulau	Online
4	The Sun Daily	Starbucks opens first Reserve store in Penang	Online
5	Malay Mail	Feature on "Penang Lang 50% Off" - in a bit to spur domestic tourism, Penangites get 50% discounts for ticketed attractions	Online
6	Buletin Mutiara	Featured Penang Hot Air Balloon's opening ceremony at Padang Polo; PICAF's installation at Batu Kawan; PICAF's installation launching at Dataran Pemuda Merdeka	Online
7	World of Buzz	Highlighted PICAF – 'Voted as the 'World's Best Street Art', Malaysians admire stunning container murals in Penang till May 2020	Online
8	Rojak Daily	Rojak Daily listed Penang in its list of '8 Super Instagrammable Cafes Around Malaysia You Need to Check Out'.	Online
9	Borneo Bulletin	Featured Penang upgrades lanes to attract visitors	Online

February 2020**Foreign**

No	Name	Description	Type of Publication
1	Inside Hook	Included article on Penang street food	Online

March 2020

Local

No	Name	Description	Type of Publication
1	New Straits Times	-Penang to beautify side, back lanes to attract visitors -Penang Government cancels, postpones all major public events -Penang issues appeal to passengers of Qatar Airways flight QR866	Daily
2	Bernama	Penang Hill funicular service to shut down for seven days from June 18	Online
3	Kwong Wah Yit Poh	-Penang International Dragon Boat Regatta cancelled due to Covid-19 -An article on Penang International Airport expansion plan	Daily
4	Buletin Mutiara	-GTWHI to celebrate a decade of excellence in a significant way -Entopia rewards its millionth visitor -Penang Hill Corporation maintains a safe and clean environment for visitors	Online
5	Malay Mail	-Penang Yosakoi Parade and fun run postponed due to Covid-19 Penang tour guides need to register online for one-off payment of RM 500, says Tourism Exco	Daily
6	The Star	-Keeping the culture heritage alive. An article on wooden carver -Cruises to nowhere allowed to keep going -Promoting Penang nationwide during the Experience Penang Roadshow at The Top, KOMTAR -An article on Kampung Agong -Penang – Langkawi ferry services suspended due to movement control order	Daily

7	Oriental Daily	Penang Tourism blueprint is expected to be released in the middle of the year	Daily
8	Sin Chew Daily	-Penang Port bans the docking of Costa Fortuna cruise ship due to Covid-19 -Penang Bird Park to suspend business due to Covid-19	Daily
9	Guang Ming	-ATAP promotes Penang tourist attractions -The Penang Government official tourism promotes Penang via a safety travel video -Penang tourism industry been hit hard with no tourist and income -George Town Heritage Penang and George Town Festival event have been cancelled -Penang hotels not allowed to accept new guests -Penang still sees tourists at George Town Heritage area despite the lockdown -Penang Bon Odori Festival cancelled due to Covid-19	Daily
10	Malaysiakini	George Town Festival cancelled due to Covid-19	Online

March 2020

Foreign

No	Name	Description	Type of Publication
1	TTG Asia	Malaysia looks to Emirates' new Penang service to boost footfall	Online
2	Yahoo.com	The Edison Hotels ensures safety for guests and staff	Online
3	Focus Taiwan	StarLux suspends Penang flights due to coronavirus impact	Online

April 2020

Local

No	Name	Description	Type of Publication
1	Malay Mail	-Penang MCO compliance level reached 98.9% -Penang State Government to come up with aid to assist artists that are affected due to Covid-19 -Penang sets aside RM 200,000 grant to back artists in wake of MCO -The Habitat at Penang Hill has come up with an “After Dark Virtual Tour” during MCO -Penang hotel group calls for travel incentives to revive tourism post-MCO	Daily
2	Kwong Wah Yit Poh	-Hotels in Penang to be used as quarantined centres -YB Yeoh Soon Hin encourages the tourism industry to apply online for the PEKA scheme	Daily
3	The Star	-An article on Penang Tourism sector facing difficulties during MCO period -Durian likely to be cheaper due to Covid-19 as supply is expected to outweigh demand -All tourism promotional activities postponed to overcome the Covid-19 pandemic -Penang forms task force to help tourism sector	Daily
4	The New Straits Times	-Penang considers 50% discount for domestic tourists to boost tourism -Covid-19 brings down curtains on Penang’s Jazz Hotel -Penang CM advised tourism players to look beyond six-month period for recovery due to the ongoing Covid-19 pandemic -Penang formulating strategy to manage crisis ravaging hotel industry	Daily

5	Guang Ming	-Penang Lang 50% Off package extended due to movement control order -Affected by Covid-19 pandemic, two hotels close down in Penang -Penangites can enjoy online durian hunting during MCO	Daily
6	Tin Media	-The industry players should embrace the 'next norm' for Penang Tourism -Penang State Government urges tourism players to adapt to the new requirements	Online
7	The Sun	Penang takes digital route to help its world-famous street food industry	Daily

April 2020

Foreign

No	Name	Description	Type of Publication
1	Yahoo! News	Penang has not recorded any new Covid-19 clusters as it enters phase 4 of MCO	Online
2	Silkwinds	The cover of April issue featured Penang International Container Art Festival plus 10 pages of write up on Penang's art scene	Magazine

May 2020

Local

No	Name	Description	Type of Publication
1	Malay Mail	Penang cancels annual Butterworth Fringe Festival and ecotourism conference	Daily
2	Kwong Wah Yit Poh	- Hotel operators in Penang are asked to abide by strict SOP -Revenue of tourist attractions in Penang plunges during MCO -YB Yeoh Soon Hin draws up business guide to lead the tourism industry to recover after the pandemic	Daily

3	Guan Ming	Resuming Penang's tourism industry and formulating incentive schemes to attract tourists	Daily
4	The New Straits Times	Domestic tourism can lift gloomy clouds	Daily
5	Tin Media	-Penang State Government will focus on domestic tourism once MCO is lifted -Penang to come up with Hotel guideline for next norm -Penang Hill Festival cancelled due to Covid-19	Online
6	Penang Monthly	Transforming Tourism in Penang: Suggestion for the Short and Long Term	Online
7	Buletin Mutiara	-Little India slowly regaining its pace -Penang Government plans "green corridor" strategy to cooperate with Oasis to revitalize tourism -Penang eyes domestic tourism -Penang studying the concept of "tourism bubble"	Online
8	Free Malaysia Today (FMT)	Article on The Batik Painting Museum Penang	Online
9	The Sun	Penang expected to rebound quickly from pandemic	Daily
10	The Star	-Flying start for durians in Penang -Enhanced SOP for tourism players	Daily
11	The Malaysian Insight	Penang's sole songkok -maker keeps heritage alive	Online

June 2020

Local

No	Name	Description	Type of Publication
1	The Sun	Tourism industry in need of specific stimulus package	Daily
2	Tin Media	Durian traders can reopen their stalls on the roadside	Online

3	Malay Mail	-Penang sets up tourism economy recovery advisory board to mitigate impact of Covid-19 -Penang sees gradual growth in domestic tourism during RMCO -George Town Festival 2020 to be held online from July 4-19	Daily
4	The Star	-Pandemic strikes thriving tourist spot -Incentive for domestic tourism -Tourism players raring to go -Tourism players urged to plan attractive packages to attract locals	Daily
5	Free Malaysia Today	Allow us to reopen first, then give handouts, tourism players tell govt	Online
6	Tin Media	200,000 tourist expected visiting Penang Hill until end of the year	Online
7	New Straits Times	-Penang tourist attractions see increase in visitors -An article on welcoming local tourists into Penang -Penang tourism figures picking up	Daily
8	Edgeprop	Penang allows theme parks, art classes to reopen under RMCO	Online
9	The Edge Markets	Penang aims to be first state to kickstart Covid-19 compliance accreditation programme	Online
10	Buletin Mutiara	-Penang Butterfly Farm resumes business and launched all kinds discounts to attract tourists -Penang launches special platform to boost domestic tourism	Online
11	Kwong Wah Yit Poh	-Travel industry opens to offer concession package to increase occupancy rate of Penang hotels	Daily

June 2020**Foreign**

No	Name	Description	Type of Publication
1	Roadtrippers.asia	George Town, Da Nang and Koh Phangan listed as Top 10 best cities for Digital Nomads	Online
2	Travel Weekly Asia	Penang puts up concerted efforts to revive tourism	Online
3	Taiwan News	Taiwan's Starlux Airlines to double flights to Penang in July	Online
4	Lifestyle Asia	An article on where to stay in Penang, George Town	Online
5	TTG Asia	Penang hoteliers to get six-month fee waiver	Online

The following are the number of local and foreign news coverage based on what we have managed to monitor - mainly online, via Google Alerts and physical publications/magazines received through free subscriptions:

Month (2020)	Local News Coverage	Foreign News Coverage
October	9	2
November	8	6
December	8	6
January	11	8
February	9	1
March	10	3
April	7	2
May	11	-
June	11	5
Total	84	33