

3. Communications - Reported by D'Yani Ramoo

Report Overview

Events' promotion:

The advertising and promotions of events undertaken for the past three months, October to December were for Butterworth Fringe Festival, Dragon Boat Festival, Penang Celebrates Christmas with Jazz and Penang Hot Air Balloon Fiesta, that's is coming up in February. Yosakoi Parade that's happening in March was also advertised starting December via Airport Cube, Armenian Street Poster plus advertised in Escape magazine.

International campaigns:

For international markets, Comms focused on advertising in inflight magazines, i.e. Etihad Airways, Qatar Airways, Singapore Airlines, Citilink, Thai Smile and Qantas Airways, especially in the November and December issues to take advantage of the year-end high travel period.

For 2019, the A&P plan undertaken by Comms will focus on international markets of the top 10 consistent tourist arrivals and especially those with direct flights. We will reach out to these markets via online advertising with OTAs such as Expedia and TripAdvisor as well as via Google advertising where we'll be able to better track and measure our advertising reach. We will still be placing advertorials in inflight magazines as our additional medium of advertising. As for outdoor advertising, we have planned to kick-off advertising on the Hong Kong trams in April and in Singapore, we are looking into advertising on double decker buses and bus shelters as well. Outdoor advertising locally in Penang will take place as usual via billboards, buses, LED screens and lamp post streamers. For nationwide coverage on the other hand we will be regularly advertising via the ASTRO radio channels especially on the main events held.

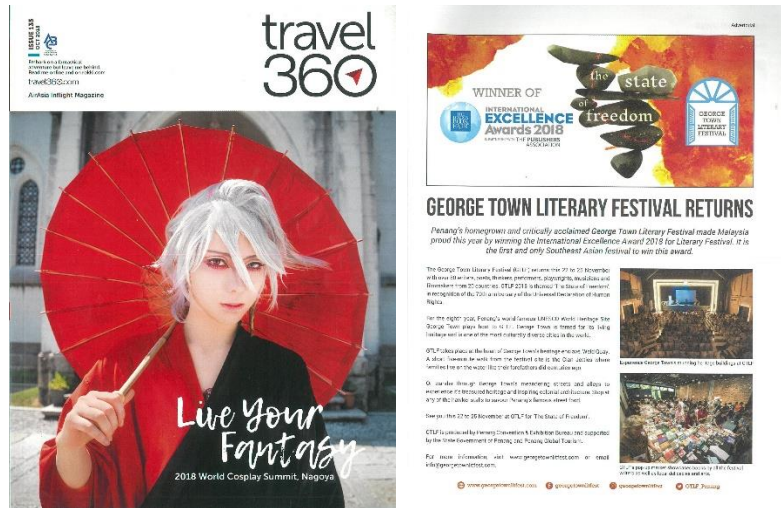
3.1 Accomplished from October to December 2018

3.1.1 Print ads

- Etihad's (Atlas) Oct 2018 issue – ad on Culture & Heritage:



- AirAsia's (Travel 3Sixty)'s October 2018 issue – ad on George Town Literary Festival:



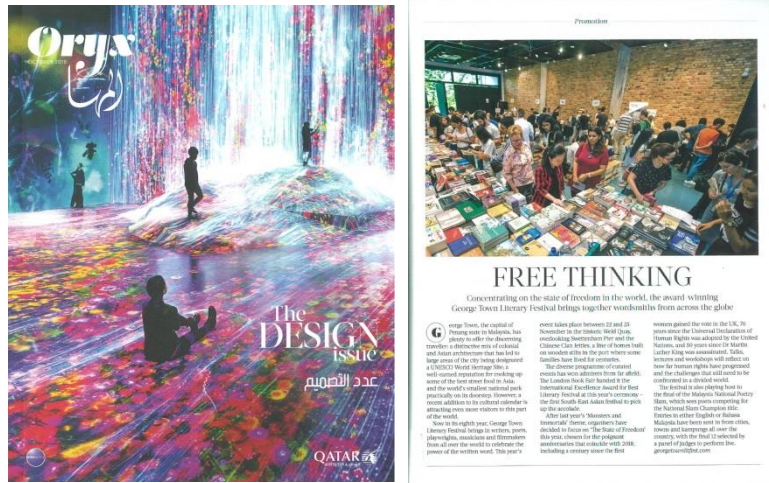
- SCOOT's October 2018 issue – advertorial on George Town Literary Festival:



- SilkAir's (Silkwinds) Oct 2018 issue – ad on George Town Literary Festival:



- Qatar's (Oryx) Oct issue – advertorial on George Town Literary Festival:



- Qatar's (Oryx) Nov issue – advertorial on Gorgeous Penang campaign:



- Qatar's (Oryx) Dec issue – advertorial on Gorgeous Penang campaign:



- Citilink's (Linkers) Nov issue – advertorial on Gorgeous Penang campaign:



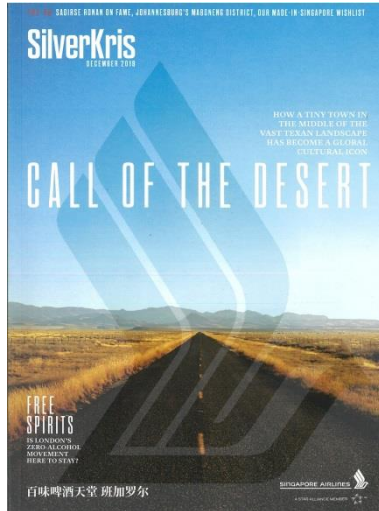
- Citilink's (Linkers) Dec issue – advertorial on Penang Hot Air Balloon Fiesta:



- SIA's (SilverKris) Nov issue – advertorial on Gorgeous Penang campaign:



- SIA's (SilverKris) Dec issue – advertorial on Gorgeous Penang campaign:



- Thai Smile's (WeSmile) Nov issue – advertorial on Gorgeous Penang campaign:



- Thai Smile's (WeSmile) Dec issue – advertorial on Gorgeous Penang campaign:



- Qantas' Dec issue – advertorial on Gorgeous Penang campaign:



QANTAS
Spirit of Australia

IF YOU WANT TO...
Have a trail
Go off the grid
Embrace the wild
Discover new views
Get adventures
Find yourself
Float away

DECEMBER 2018

This is EVERYTHING
The most memorable experiences you can have in 2019

UNPARALLELED BEAUTY
Traditional and modern, familiar and foreign - there are very few parts of the world that can claim to be as diverse as Penang, Malaysia

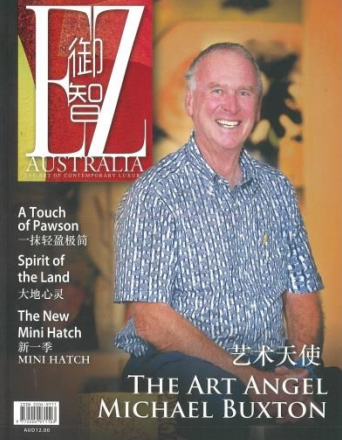
If you're a regular reader of international travel guides, you'll have noticed a name that keeps popping up and that you can't quite place. It's not London, New York, or Los Angeles. It's Penang, Malaysia. A small island off the west coast of Malaysia, Penang is a tropical island with a rich history and a vibrant culture. It's a place that's been called "The Pearl of the East" for good reason. The island is a beautiful blend of traditional and modern, with a mix of cultures and languages. It's a place that's truly unique and unforgettable.

One of the island's biggest draws is its coastal city, George Town. It's a beautiful blend of traditional and modern, with a mix of cultures and languages. It's a place that's truly unique and unforgettable.

Penang is a beautiful island with a rich history and a vibrant culture. It's a place that's been called "The Pearl of the East" for good reason. The island is a beautiful blend of traditional and modern, with a mix of cultures and languages. It's a place that's truly unique and unforgettable.

Penang is a beautiful island with a rich history and a vibrant culture. It's a place that's been called "The Pearl of the East" for good reason. The island is a beautiful blend of traditional and modern, with a mix of cultures and languages. It's a place that's truly unique and unforgettable.

- Essenze Australia's Vol.14 issue – ad and write-up on George Town Literary Festival:



御智 AUSTRALIA
A Touch of Pawson
一抹轻盈极简
Spirit of the Land
大地心灵
The New Mini Hatch
第一季 MINI HATCH

THE ART ANGEL
MICHAEL BUXTON

世界最佳的文学节
WORLD'S BEST LITERARY FESTIVAL

Covered the last literary festival in the world in 2018, the George Town Literary Festival (GTLF) returns to the heart of the island for its 10th anniversary.

The festival is a celebration of literature and the arts, featuring a variety of events including readings, performances, and workshops. It's a place where you can meet some of the world's best writers and hear them talk about their work.

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the state of freedom

22-25 NOV 2018
PENANG MALAYSIA

The State of Freedom is a significant event in 2018, marking the 50th anniversary of the 1968 National Day of Malaysia. It's a celebration of the country's freedom and the rights of its citizens.

The festival is a celebration of literature and the arts, featuring a variety of events including readings, performances, and workshops. It's a place where you can meet some of the world's best writers and hear them talk about their work.

- Essenze Australia's Vol.15 issue – ad and write-up on Penang Hot Air Balloon Fiesta:



御智 AUSTRALIA
Bayan-Olgii Mongolia 大漠耀光
Once Under Water 水下奇境
Pick Your Favourite 择你所爱

PENNY SUN
精巧之核心 PILLAR OF SOPHISTICATION

热气球嘉年华
AN ELEVATING EXPERIENCE DURING CNY 2019 IN PENANG!

Hot air balloons are a popular sight during the Chinese New Year celebrations in Penang. It's a beautiful sight to see a variety of colorful balloons floating in the sky. It's a place where you can see some of the world's best balloons and hear them talk about their work.

The festival is a celebration of literature and the arts, featuring a variety of events including readings, performances, and workshops. It's a place where you can meet some of the world's best writers and hear them talk about their work.

Join the fun!
9 & 10 FEBRUARY
PADANG POLO PENANG

Padang Polo is a popular sport in Penang. It's a beautiful sight to see a variety of colorful balloons floating in the sky. It's a place where you can see some of the world's best balloons and hear them talk about their work.

The festival is a celebration of literature and the arts, featuring a variety of events including readings, performances, and workshops. It's a place where you can meet some of the world's best writers and hear them talk about their work.

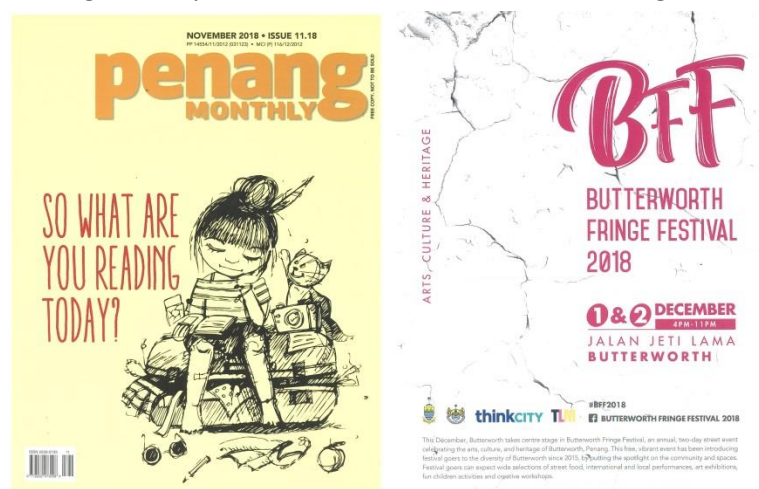
- Escape's Dec 2018-Jan 2019 issue on Penang Hot Air Balloon Fiesta and Penang Yosakoi Parade:



- Penang Monthly's Oct 2018 issue on George Town Literary Festival ad:



- Penang Monthly's Nov 2018 issue on Butterworth Fringe Festival ad:



3.1.2 Events A&P

In the months of October to December, PGT advertised and promoted George Town Literary Festival, i.e. that had been budgeted for are as follows:

No.	Event	Event Date	Est. A&P Cost (RM)
1	George Town Literary Festival	22 – 25 Nov 2018	135,000
2	Butterworth Fringe Festival	1 & 2 Dec 2018	80,000
3	Penang Celebrates Christmas with Jazz	15 Dec 2018	25,000
4	Penang Hot Air Balloon Fiesta	9 & 10 Feb 2019	200,000
5	Penang Yosakoi Parade	9 Mar 2019	30,000

The estimated A&P cost above takes into account the costing of LED advertising which we've signed up a whole year contract on LED screen in the island and mainland; and series of print ads in magazines (including inflight); as well as radio advertising which all have separate budgets apart from its respective event budgets.

The following table shows the respective media spaces that were used in Oct to Dec:

No.	Media Spaces	Events*
1	Billboards	GTLF, CJ, HAB, YP
2	Rapid Bus wraps	GTLF, BFF, HAB, YP
3	LED boards	GTLF, BFF, CJ, HAB, YP
4	Airport & TIC Promo Cubes	GTLF, BFF, HAB, YP
5	Armenian Street Poster	GTLF, BFF, HAB, YP
6	Lamp post streamers	GTLF, CJ, HAB
7	Print ads (Inflight mags, etc.)	GTLF, BFF, HAB, YP
8	ASTRO Radio	GTLF, BFF, HAB
9	Facebook advertising	GTLF, CJ

**George Town Literary Festival – GTLF / *Butterworth Fringe Festival – BFF /*

**Penang Celebrates Christmas with Jazz – CJ / *Penang Hot Air Balloon Fiesta - HAB /*

**Penang Yosakoi Parade – YP*

3.1.3 Radio Advertising

To reach out to the locals nationwide, we advertised George Town Festival and Penang Street Food Festival via radio advertising, a more cost effective medium compared to print or outdoor advertising.

Radio Network Used:

ASTRO Radio

ASTRO Radio is the No. 1 radio network in Malaysia (No. 1 choice for all languages – Malay, Chinese, English and Tamil) with 15.4 million listeners every week, reaching 78% of listeners in Peninsula Malaysia. ASTRO Radio is also the No. 1 radio network in Sabah and Sarawak, reaching 85.4% or 1.13 million listeners, where the main cities of coverage are Kuching, Miri, Kota Kinabalu and Sandakan.

BFM89.9

BFM 89.9 is the No. 1 Business radio station in Malaysia with over 350,000 listeners and growing, reaching listeners in Kuala Lumpur, Selangor, Negeri Sembilan and Melaka. BFM's independent commentaries, high profile interviews, and business news have achieved a cult following among PMEB's and the intellectual elite where its core listeners are 25 to 55 years old.

Radio Campaign – George Town Literary Festival

- Aired on: 22 Oct-16 Nov 2018 (on weekdays)
- Station: BFM89.9 (English)
- Note, this campaign also included 2 x interviews, call-in contest and live reads plus placement of a banner ad on BFM's website.

Radio Campaign – Butterworth Fringe Festival

- Aired on: 12-18 Nov 2018 (whole week)
- Stations: ASTRO Radio's Mix, Sinar, Melody & Raaga)
- Note, for this particular radio campaign, we advertised the festival in four different local languages, i.e. English, Chinese, Malay and Tamil.

3.1.4 Rapid Bus Wraps

Butterworth Fringe Festival – the bus wrap included 1 x CAT bus, 2 x Airport (AT) and 2 x Seberang Jaya (703) route buses that started on 1st Nov 2018.



No.	Bus Route	Bus Plate No.
1.	CAT	PJH 197
2.	AT (Airport)	PJH 6773
3.	AT (Airport)	PJH 4739
6.	703 (Seberang Jaya)	PJG 4300
7.	703 (Seberang Jaya)	PJL 9763

3.1.5 Billboards

Billboard at Waterfall Road - on Penang Celebrates Christmas with Jazz	 A billboard for 'CHRISTMAS JAZZ @ St. Jo's' is displayed on a grassy area next to a road. The billboard features a stylized Christmas tree and the event details: 14 DEC 2018, 8.30PM - 10.30PM, Summer Penang Mall. The background shows trees and a clear sky.
IJM Billboard at Udini Road - on Penang Celebrates Christmas with Jazz	 A billboard for 'CHRISTMAS JAZZ @ St. Jo's' is mounted on a bridge structure over a road. The billboard is white with red and blue text and graphics. A red car is visible on the road below the bridge, and a tall building is in the background.
IJM Billboard at Scotland Road - on Penang Celebrates Christmas with Jazz	 A billboard for 'CHRISTMAS JAZZ @ St. Jo's' is displayed on a grassy area next to a road. The billboard features a stylized Christmas tree and the event details: 15 DEC 2018, 8.30PM - 10.30PM, Summer Penang Mall. The background shows trees and a clear sky.

3.1.6 Armenian Street Posters – on Butterworth Fringe Festival and Dragon Boat Festival that were installed in October 2018:



Armenian Street Posters – on Kek Lok Si Display of Lights, Penang Hot Air Balloon Fiesta and Penang Yosakoi Parade that were installed in December 2018:



3.1.7 Promo CUBEs at Airport & TIC – the four sides of the CUBEs were changed to advertise Kek Lok Si Display of Lights, Thaipusam Celebration, Penang Hot Air Balloon Fiesta and Penang Yosakoi Parade.



3.1.8 LED board – Anson Road (by Optimal Media)

Anson Road	George Town Literary Festival 25 Sept – 26 Nov	
Anson Road	Butterworth Fringe Festival 23 Oct – 3 Dec	
Anson Road	Penang Celebrates Christmas with Jazz 4 – 17 Dec	
Anson Road	Penang Hot Air Balloon Fiesta 21 Dec – current	

3.1.9 LED boards – AutoCity, Queensbay, Sunway Carnival and Raja Uda (by Performance Plus)

AutoCity	George Town Literary Festival 25 Sept – 26 Nov	
Queensbay	George Town Literary Festival 25 Sept – 26 Nov	
Sunway Carnival	George Town Literary Festival 25 Sept – 26 Nov	
Raja Uda	George Town Literary Festival 25 Sept – 26 Nov	

AutoCity	Butterworth Fringe Festival 23 Oct – 3 Dec	
Queensbay	Butterworth Fringe Festival 23 Oct – 3 Dec	
Sunway Carnival	Butterworth Fringe Festival 23 Oct – 3 Dec	
Raja Uda	Butterworth Fringe Festival 23 Oct – 3 Dec	

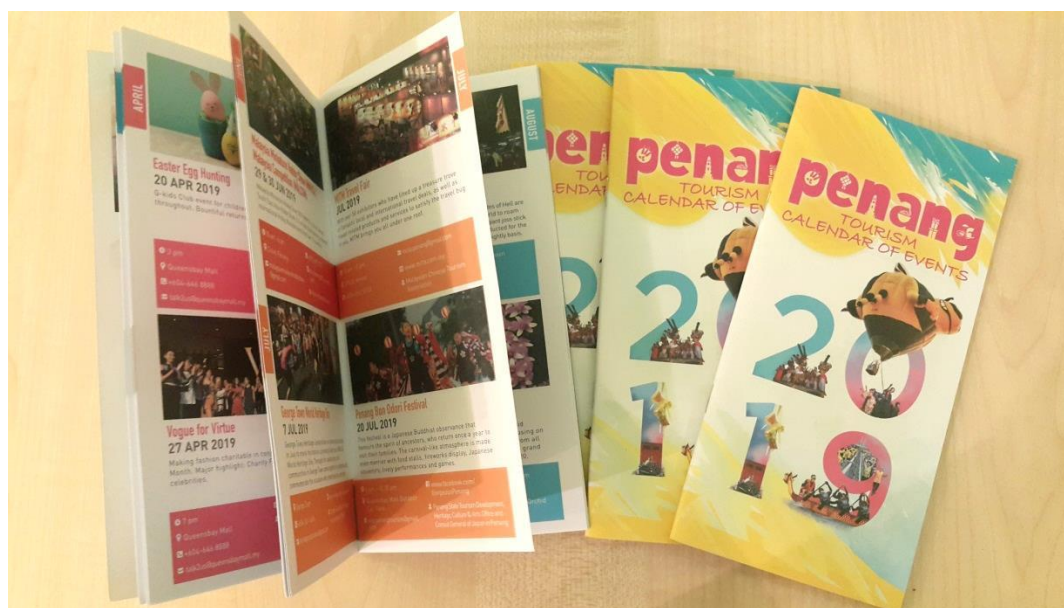
AutoCity	Penang Celebrates Christmas with Jazz 4 – 17 Dec	
Queensbay	Penang Celebrates Christmas with Jazz 4 – 17 Dec	
Sunway Carnival	Penang Celebrates Christmas with Jazz 4 – 17 Dec	
Raja Uda	Penang Celebrates Christmas with Jazz 4 – 17 Dec	

AutoCity	Penang Hot Air Balloon Fiesta 21 Dec – current	
Queensbay	Penang Hot Air Balloon Fiesta 21 Dec – current	
Sunway Carnival	Penang Hot Air Balloon Fiesta 21 Dec – current	
Raja Uda	Penang Hot Air Balloon Fiesta 21 Dec – current	

3.1.10 New Communication Materials

Calendar of Events

PGT designed and produced the Calendar of Events 2019 comprising events and festivals that happen throughout the year. The first batch of this brochure amounting 15,000 copies was printed on 11 December. A second update is now being undertaken and will be reprinted in time for ITB Berlin in March 2019. A Chinese version (in Traditional and Simplified) is also in progress to be produced. Next, a summarised (foldable) version of the main events listed in the brochure will be designed as well. Once done, it will be translated and produced in Korean, Japanese, Thai, Vietnamese and Arabic languages.



Other new brochures that are currently being designed and produced are the Penang Tourist Map and Penang Street Food, which are being updated by the design agencies (PenAds and Karisma Creative), where they are following the look and feel of PGT's brochures, so as to standardise them.

3.2 Updates

3.2.1 Festivals in A Box (October - December 2018)

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.

Videos shared on PGT's Facebook page from 1 Oct - 31 December 2018:

No.	Videos	Total Views As At 11 Jan 2019	Date Published
1	Video on Mosques	3.8K	4 Oct 2018
2	Festivals in a Box: Penang International Dragon Boat Festival	93K	25 Nov 2018
3	Festivals in a Box: Penang Chingay Parade	26K	7 Dec 2018
4	Penang Hot Air Balloon Fiesta 2019	75K	19 Dec 2018

Video on Mosques

**Penang Global Tourism**
Published by Janice Kua [?] · 4 October 2018 · 

#Didyouknow...
There is a mosque in Penang that conducts their weekly Friday religious talk in Mandarin, and another that conducts it in Tamil?
Which are the oldest mosques in Penang? And the interesting history behind Penang's oldest mosques?



12,519
People reached

2,524
Engagements

[Boost Post](#)

   106

6 Comments 89 shares 3.8K views

Festivals in a Box: Penang International Dragon Boat Festival

**Penang Global Tourism** is with **Penang International Dragon Boat Festival at Teluk Bahang Dam.**
Published by Janice Kua [?] · 25 November 2018 · Telok Bahang · 

This 8 & 9 Dec, enjoy a weekend of pulsating thrills and spill to the tune of the vigorous beating of drums, strong thrust of roars as international and local dragon boat teams battle it out at Penang's Teluk Bahang Dam to be the champions! The **Penang International Dragon Boat Festival** is held annually as a tradition to honour the "spirit of the dragon" and the spirit of unity as the participants work together as a team for one common purpose
Date: 8 & 9 Dec 2018
Time: 9am - ... [See more](#)



MYPENANG.GOV.MY

Festivals in a Box: Penang International Dragon Boat Festival

[Learn More](#)

[Boost Post](#)

269,484
People reached

14,250
Engagements

   312

2 Comments 24 shares 93K views

Festivals in a Box: Penang Chingay Parade

**Penang Global Tourism**

Published by Janice Kua [?] · 7 December 2018 ·

Two Sundays in a row (16 & 23 Dec), streets of Penang comes alive with a parade of Chingay, Lion and Dragon Dance and Penang Trishaws! 16 Dec on the island and 23 Dec in Seberang Perai, mark your calendars and be sure not to miss an awe-inspiring sight, both unique in its own Penang Island:
Date: 16 Dec 2018
Time: 7pm-11pm
Route: Padang Brown to Esplanade... [See more](#)



[MYPENANG.GOV.MY](#)

Penang Chingay Parade

[Learn More](#)

63,874

People reached

14,594

Engagements

[Boost Post](#)

 325

7 Comments · 139 shares · 26K views

Penang Hot Air Balloon Fiesta 2019

**Penang Global Tourism** shared a video.

Published by Janice Kua [?] · 19 December 2018 at 21:05 ·

It's back! The Penang Hot Air Balloon Fiesta returns this 9 & 10 February 2019. Mark your calendars if you want some jaw-dropping fun and experience. Stay tuned to their Facebook page for more updates



75,435 Views

2,014

People reached

110

Engagements

[Boost Unavailable](#)

 Jhun Lb, Haji Ibrahim Lai and 15 others

1 Comment · 15 shares

3.2.2 Website Google Analytics (October – December 2018)

Website traffic

The Google Analytics Report shows a spike starting 22 to 25 November as there were two adverts running on PGT's Facebook leading to PGT's website, one being a story on Penang War Museum and the other on Penang International Dragon Boat Festival. The gradual spike starting from 8 December to 16 December is caused by the promotions of Penang Chingay Parade which started on 7 December, and Penang Celebrates: Christmas with Jazz. A Penang Story on Penang Rice Dishes was also shared on PGT's Facebook where all the above are linked to the website. The spike on 23 December could possibly be brought in by users searching for events and deals over the Christmas weekend period.

According to the analytics report, majority of users to our mypenang.gov.my website were acquired organically via Google or PGT's Facebook Page. Adverts on Facebook and Instagram were also done throughout October to December 2018 which led traffic to the website's event listing, e-coupon as well as My Stories.

Comparison between 1 July-30 September 2018 and 1 October-31 December 2018

The comparison report shows a 37.61% increase in users to the website, and an increase of 36.88% new users and 34.84% sessions launched. There is a vast increase of users from Singapore, United States and United Kingdom, following targeted adverts done on PGT's social media platforms.

Top 5 countries visiting the site and most viewed pages

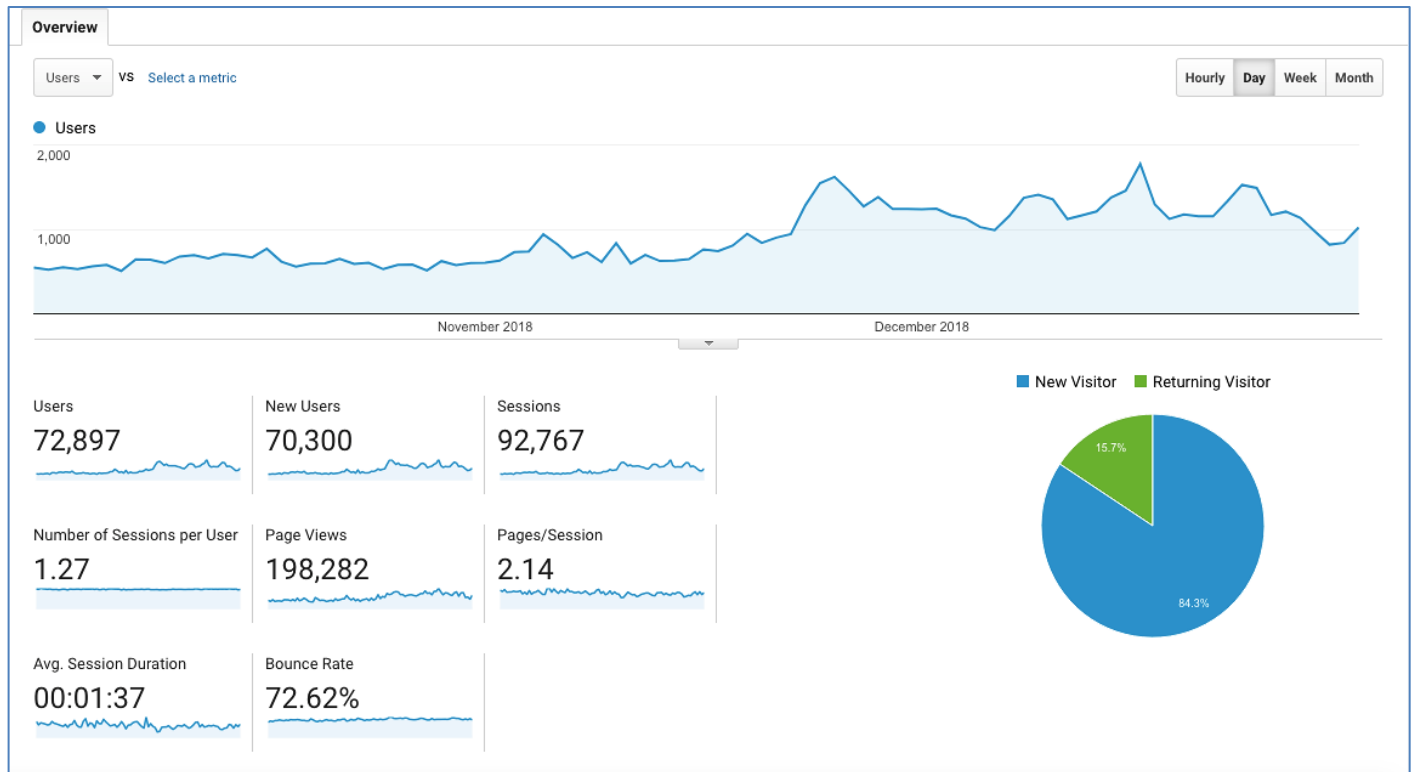
The top 5 countries visiting the site are Singapore, Australia, Indonesia, US and UK. Their most-viewed pages are mainly on Events, Free CAT bus, Culture & Heritage, Food & Lifestyle as well as My Stories.

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

Ads published on PGT's Facebook and Instagram page that links to mypenang.gov.my:

Advert	Target Market	Budget (RM)	Advert Duration	People Reached	Results
Penang Stories: Penang War Museum	Malaysia Singapore Australia UK	400 400 400 400	23 – 30 Nov	132,389	96 Shares, 548 Reactions, 39 Comments
Festivals in a Box: Penang International Dragon Boat Festival	Malaysia (Northern Region) Singapore Thailand Hong Kong	400 200 200 200	25 Nov – 9 Dec 25 Nov – 2 Dec	269,484	93K Views, 24 Shares, 312 Reactions, 2 Comments
e-coupon: G Hotel & G Kelawai Hotel	Malaysia Singapore Hong Kong	100 200 200	27 Nov – 10 Dec	280,656	30 Reactions
e-coupon: Wonderfood Museum Penang	Malaysia Singapore	100 100	27 Nov – 30 Dec	18,334	8 Shares, 1 Comment, 28 Reactions
Festivals in a Box: Penang Chingay Parade	Malaysia	300 300	5 – 17 Dec	63,874	26k views, 140 Shares, 7 Comments, 325 Reactions
e-coupon: Jonathan Yun Jewellery	Malaysia	100	7 – 24 Dec	129,548	6 Reactions
Penang Stories: Penang Rice Dishes	Malaysia Singapore Australia UK	400 200 200 200	13 – 31 Dec	510,081	1 Shares, 1 Comment, 56 Reactions
Penang Celebrates: Christmas with Jazz	Penang	800	13 – 15 Dec	1,554	1 Share, 2 Comments, 6 Reactions

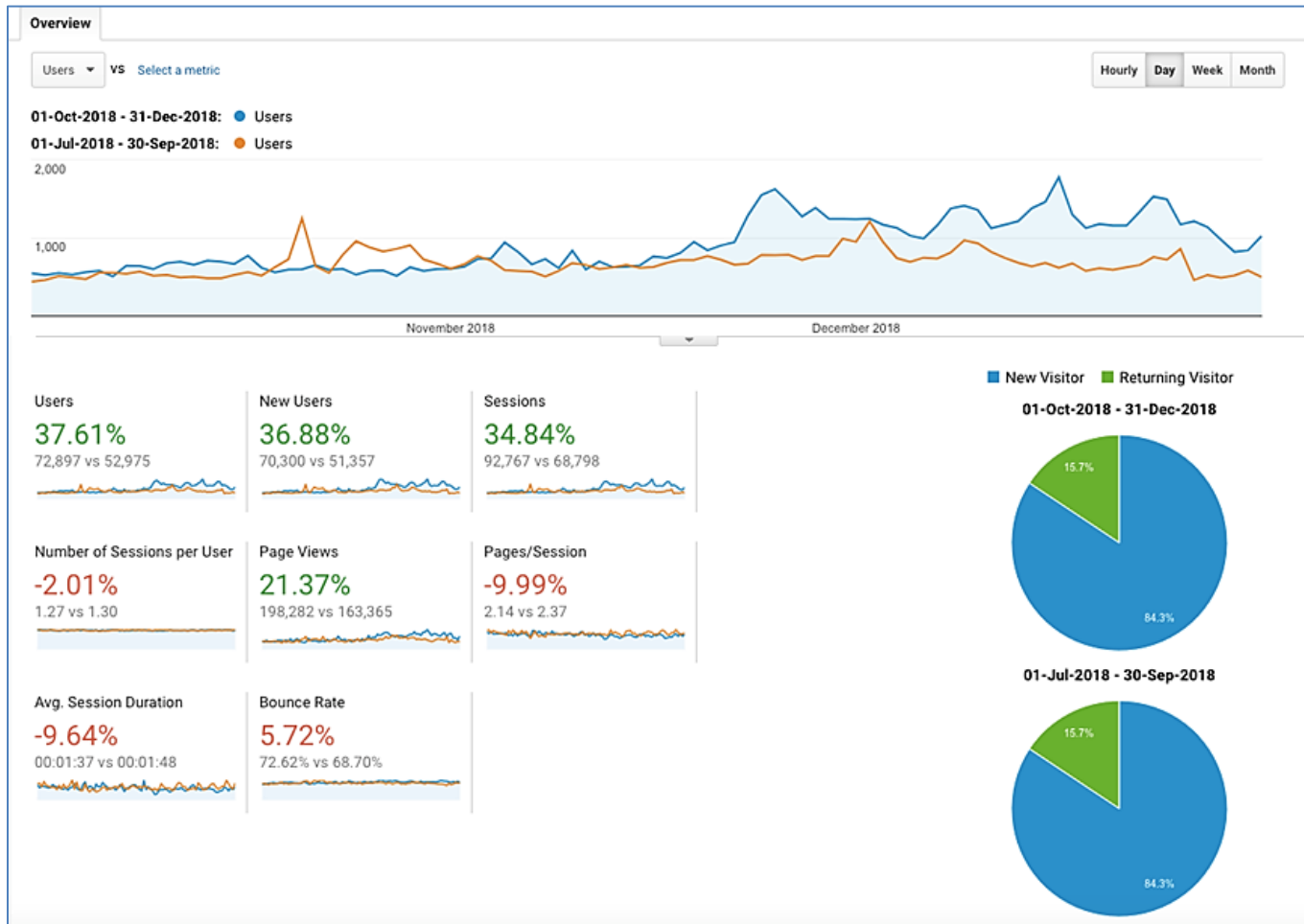
Period: 1 October - 31 December 2018



Top 10 users' locations and sources:

Country ?	Acquisition			Behaviour	
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages/Session ?
	72,897 % of Total: 100.00% (72,897)	70,354 % of Total: 100.08% (70,300)	92,767 % of Total: 100.00% (92,767)	72.62% Avg for View: 72.62% (0.00%)	2.14 Avg for View: 2.14 (0.00%)
1. Malaysia	58,663 (80.04%)	56,161 (79.83%)	74,534 (80.35%)	74.32%	1.97
2. Singapore	4,720 (6.44%)	4,569 (6.49%)	6,082 (6.56%)	64.24%	2.88
3. Australia	1,553 (2.12%)	1,519 (2.16%)	1,907 (2.06%)	67.86%	2.75
4. Indonesia	1,375 (1.88%)	1,327 (1.89%)	1,786 (1.93%)	62.99%	3.17
5. United Kingdom	1,191 (1.62%)	1,172 (1.67%)	1,408 (1.52%)	72.16%	2.30
6. United States	1,191 (1.62%)	1,167 (1.66%)	1,336 (1.44%)	77.25%	2.12
7. Thailand	680 (0.93%)	640 (0.91%)	859 (0.93%)	62.40%	2.98
8. Hong Kong	525 (0.72%)	512 (0.73%)	744 (0.80%)	59.95%	3.43
9. India	450 (0.61%)	435 (0.62%)	531 (0.57%)	65.73%	2.74
10. Japan	257 (0.35%)	238 (0.34%)	315 (0.34%)	66.03%	2.46

Comparison between 1 July – 30 September 2018 and 1 October – 31 December 2018:



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

Item	1 Jul – 30 Sept 2018	1 Oct – 31 Dec 2018
Users	52,975	72,897
Sessions	68,798	92,767
Page Views	163,365	198,282
Ave. Session Duration	00:01:48	00:01:37
Bounce Rate	68.70%	72.62%

The top 5 countries visiting our website; in comparison of the time periods:

Country	No. of New Session		Increase / Decrease	Most-viewed Pages
	1 Jul – 30 Sept 2018	1 Oct – 31 Dec 2018		
Singapore	3,766	4,720	954	Free CAT Bus, Events, e-coupon, Culture & Heritage, Food & Lifestyle
Australia	897	1,553	656	Events, My Stories, Free CAT Bus
Indonesia	864	1,375	511	Events, Free CAT Bus, Culture & Heritage, Food & Lifestyle, Getting Around
United States	898	1,191	293	Events, Free CAT Bus
United Kingdom	505	1,191	686	Events, Culture & Heritage, Free CAT Bus, e-coupon, My Stories, Getting Around, Food & Lifestyle, Nature & Adventure

The following are the top 10 page views in the mypenang.gov.my website from 1 October – 31 December 2018:

Landing Page ?	Acquisition			Behaviour		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?
	92,767 % of Total: 100.00% (92,767)	75.84% Avg for View: 75.78% (0.08%)	70,354 % of Total: 100.08% (70,300)	72.62% Avg for View: 72.62% (0.00%)	2.14 Avg for View: 2.14 (0.00%)	00:01:37 Avg for View: 00:01:37 (0.00%)
1. /events/all-events/158/ 	17,765 (19.15%)	80.69%	14,335 (20.38%)	83.07%	1.35	00:00:42
2. /events/all-events/ 	10,435 (11.25%)	76.38%	7,970 (11.33%)	51.98%	2.95	00:02:04
3. / 	9,429 (10.16%)	78.84%	7,434 (10.57%)	40.10%	4.66	00:03:43
4. /culture-heritage/heritage-zones/free-cat-bus/ 	7,322 (7.89%)	70.34%	5,150 (7.32%)	80.21%	1.55	00:01:42
5. /ecoupon/all/view/14/ 	4,268 (4.60%)	79.05%	3,374 (4.80%)	81.65%	1.70	00:01:39
6. /culture-heritage/my-stories/118/ 	1,642 (1.77%)	96.65%	1,587 (2.26%)	97.75%	1.04	00:00:04
7. /events/all-events/162/ 	1,353 (1.46%)	62.82%	850 (1.21%)	70.14%	1.62	00:01:36
8. /all/directory/1176/ 	1,332 (1.44%)	90.09%	1,200 (1.71%)	64.94%	1.91	00:00:44
9. /about-penang/getting-around/ 	1,274 (1.37%)	77.16%	983 (1.40%)	88.23%	1.36	00:01:02
10. /culture-heritage/ecoupon/49/ 	1,167 (1.26%)	76.18%	889 (1.26%)	79.35%	1.97	00:01:55

3.2.3 Penang Global Tourism Mobile App

The following table shows the total number of downloads for 1 October to 31 December 2018 on iOS and Android:

Domestic/In'tial	iOS		Android	
Malaysia	96	26.37%	70	48.61%
Overseas	268	73.63%	74	51.39%
Total downloads	364	-	144	-

The total number of downloads (Malaysia and overseas) in the three months is 508.

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

iOS:

1. Singapore	- 60
2. Thailand	- 25
3. Indonesia	- 25
4. Hong Kong	- 23
5. Great Britain	- 20

Android:

1. Indonesia	- 24
2. Singapore	- 16
3. Hong Kong	- 10
4. Great Britain	- 4
5. Taiwan	- 3

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.

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

PGT has rebranded the e-newsletter as well as consolidated the previous two versions into one. This is due to the poor response received on the previous versions *Hello Penang!* (directed to industry players) and *Don't Say We Bojio* (directed to the mass).

The rebranded version *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 #4 – Nov 2018

Overview Report:

Item	Figure
Recipients	3,879
Successfully Sent	3,879
Opened This Campaign	362 (9.33%)
Clicked A Link	81 (2.09%)
Unsubscribed	19 (0.49%)



Number of link clicks and links viewed:

Overview

Message

Opens (362)

Links (148)

Forwards (0)

Bounces (0)

Unsubscriptions (19)

Updates (0)

Social Sharing (0)

236 Total Clicks

148 Unique Clicks

3,799 Didn't Click (97.94%)

2.91 Avg. Clicks

Don't Say Penang Bojio Issue #5 – Jan 2019

Overview Report:

Item	Figure
Recipients	3,968
Successfully Sent	3,968
Opened This Campaign	300 (7.56%)
Clicked A Link	82 (2.07%)
Unsubscribed	13 (0.33%)



Number of link clicks and links viewed:

Overview	Message	Opens (300)	Links (253)	Forwards (0)	Bounces (0)	Unsubscriptions (13)	Updates (0)	Social Sharing (0)
284 Total Clicks 253 Unique Clicks 3,887 Didn't Click (97.96%) 3.46 Avg. Clicks								
Search								
Link	Unique Clicks	Total Clicks						
http://list8.ebuzzzz.com/p_v.php	21	26						
http://mypenang.gov.my/ecompon/all/view/114/	14	14						
http://mypenang.gov.my/ecompon/all/view/117/	12	12						
http://mypenang.gov.my/ecompon/all/view/118/	2	2						
http://mypenang.gov.my/ecompon/all/view/120/	3	3						
http://mypenang.gov.my/ecompon/all/view/121/	0	0						
http://mypenang.gov.my/ecompon/all/view/128/	11	11						
http://mypenang.gov.my/events/all-events/110/	10	10						
http://mypenang.gov.my/events/all-events/111/	12	12						
http://mypenang.gov.my/events/all-events/112/	15	15						
http://mypenang.gov.my/events/all-events/113/	13	13						
http://mypenang.gov.my/events/all-events/122/	14	14						
http://mypenang.gov.my/events/all-events/124/	10	12						
http://mypenang.gov.my/events/all-events/126/	13	13						
http://mypenang.gov.my/events/all-events/207/	14	14						
http://mypenang.gov.my/events/all-events/208/	16	16						
http://www.penanghotairballoonfiesta.com	25	38						
http://www.youtube.com/c/PenangGlobalTourism	7	7						
https://bouldervalleynlamping.com.my/	20	29						
https://www.facebook.com/LFSSPenang	14	16						

Summary:

- Number of recipients of this e-newsletter is rapidly increasing
- Percentage of recipients who opened the e-newsletter fluctuates and is low at an average of less than 10%.
- Percentage of link clicks is low at less than 3%. Most link clicks are to Penang events and featured e-coupons.
- Percentage of recipients who unsubscribed fluctuates and is at 0.33% - converted into 13 out of 3968 recipients in the latest issue.

3.3 Recent Publicity (Oct - Dec 2018)

October 2018

Local

<u>No</u>	<u>Name</u>	<u>Description</u>	<u>Type of Publication</u>
1	Senses of Malaysia	Featured Penang in an article titled "North to Penang" in its October 2018 issue.	Magazine
2	EsSENze Malaysia	Featured Penang in its Vol. 52 – 18 issue.	Magazine
3	The Expat	Featured Penang in its October 2018 issue.	Magazine

Foreign

<u>No</u>	<u>Name</u>	<u>Description</u>	<u>Type of Publication</u>
1	www.worldofbuzz.com	Featured George Town as the only Asian city chosen for UNESCO's New Heritage Projects on 1 October 2018.	Online
2	The National	Featured Penang fine dining restaurants on 7 October 2018.	Online

November 2018

Local

<u>No</u>	<u>Name</u>	<u>Description</u>	<u>Type of Publication</u>
1	The Star	Featured Penang's Goddess of Mercy Temple on 12 November 2018.	Daily

Foreign

<u>No</u>	<u>Name</u>	<u>Description</u>	<u>Type of Publication</u>
1	Essenze Australia	Featured the Penang International Luxury Collections Week 2018 in its issue of Vol. 14 - 18.	Magazine
2	Conde Nast Traveller	Featured Penang as Asia's Next Great Foodie City on 15 November 2018	Online

December 2018**Local**

<u>No</u>	<u>Name</u>	<u>Description</u>	<u>Type of Publication</u>
1	The Star	Featured Penang Global Tourism in article titled "China pressmen experience diversity of Penang" on 10 December 2018.	Daily
2	Travel 360	Featured DoubleTree Resort by Hilton Hotel Penang in its December 2018 issue.	Magazine

Foreign

<u>No</u>	<u>Name</u>	<u>Description</u>	<u>Type of Publication</u>
1	China Social Organisation	Featured Penang on its front cover in its 7 th issue of 2018.	Magazine