## 3. Communications - *Reported by D'Yani Ramoo*

## December 2020 - March 2021

### Report Overview

Events' promotion:

All state supported events have been postponed due to the Covid-19 pandemic. However, there were a couple of events which are being held virtually. PGT continued its A&P support for the annual Chinese New Year Celebration (Miaohui) held in February 2021 with LED advertising, Rapid Bus wrap and digital promotions. PGT also helped promote 'The Journey of Art', another virtual event via Facebook advertising in December.

International campaigns:

For international market, we completed our final advertorial in the inflight magazine of Gateway for December issue and installed our remaining Lightbox ad which is part of the OOH campaign in Taiwan, in Ximen MRT Station, for three months - December 2020 to February 2021. In December, we also completed and published our online advertorial on silverkris.com which will later serve as a landing page for programmatic advertising (1 million impressions) targeted to take off from July 2021 onwards. Finally, a billboard was printed and installed in February in Brunei for over 12 months.

Domestic campaigns:

Due to a shutdown on international travel, we have been mainly focusing on the domestic market. Under Comms, the campaigns which we have completed during December 2020 to March 2021 are the retail advertising across all Family Mart stores (200+ stores) nationwide as well as digital advertising via iMedia's brand partners, namely Oh! Media and Goody25. In December, we completed our Penang Responsible Tourism Campaign and had an official launch of Rapid Bus wraps and Bus Shelters. At the same time, a new video was launched as well – Experience It All In Penang, to reiterate our Jom! Experience Campaign.

We have completed a new video called '20 +1 Reasons to visit Penang' to target the domestic market via social media as soon as inter-state travel resumes. We in fact have a series of videos to be launched then: The Other Side Of The Island - Teluk Bahang and Balik Pulau, The Opposite Side Of The Island Seberang Perai and Penang Through The Lens.

The confirmed advertising for Giant Cube and Covered Walkways in KL city centre have been postponed until inter-state travel resumes.

From the wake of the pandemic, PGT has been focusing more on promoting Penang via social media, to ensure Penang remains in the minds of potential visitors especially when the travel ban is lifted. PGT has also been regularly boosting posts on its Facebook page, targeted especially towards the domestic market. In the following pages of this report, you'll find that there has been more effort put into social media and lesser of outdoor advertising of bus wraps and billboards which had been used to promote events that are now all currently put on hold.

3.1 <u>Accomplished from December 2020 to March 2021</u>

3.1.1 Event.

On 22nd December 2020, we launched the “Experience It All In Penang, Responsibly” campaign that unveiled the outdoor adverts on a Rapid Penang bus and Bus Shelter along Lebuh Light as well as the "Experience It All In Penang!" video at the E&O Hotel. The "Experience It All In Penang, Responsibly" campaign was the first campaign by the Penang State Tourism after the first CMCO.

The adverts displayed on Rapid Penang buses and bus shelters were the latest advertising and promotional materials for the "Penang Responsible Tourism" campaign launched on 30th July 2020. They join other existing "Penang Responsible Tourism" materials such as billboards and LED screens across Penang and awareness visuals on digital platforms.

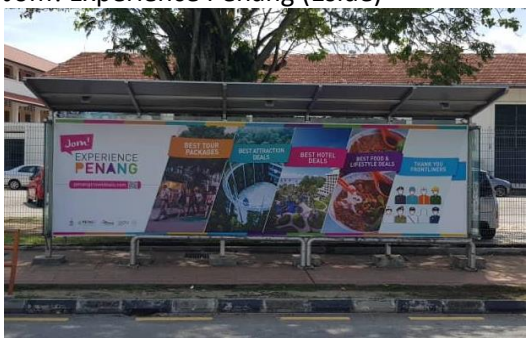
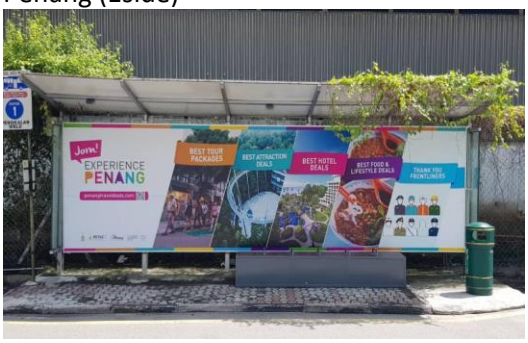
The "Experience It All In Penang!" video highlights some of the very best world-class attractions and experiences Penang has to offer, suitable for all ages. It compares 14 tourist attractions around the world to similar attractions available in Penang, such as Penang Hill’s Funicular Train to Hong Kong’s Peak Tram, The TOP Penang’s Rainbow Skywalk to China's Zhangjiajie Glass Bridge and The Habitat Penang Hill’s Flight of the Colugo to New Zealand's Rotorua Canopy Tours to name a few.

Photos of the event as follows:

3.1.2 Bus Shelters.

Following our booking of Covered Walkways in KL City Centre with media owner, Parisign Media Sdn Bhd, PGT was also given advertising space on 5 bus shelters in Penang, rental free as a package deal. The 5 bus shelters that have been offered by Parisign are the ones that had our Experience Penang 2020 (EPY2020) campaign that were launched on 2nd July 2019. The 5 bus shelters are being provided to PGT to continue advertising rental free for the whole year of 2021. However, at the time of printing and installation in January 2021, we had taken up 6 bus shelters where only one of it (Light Street) is on both sides and the rest are all one sided.

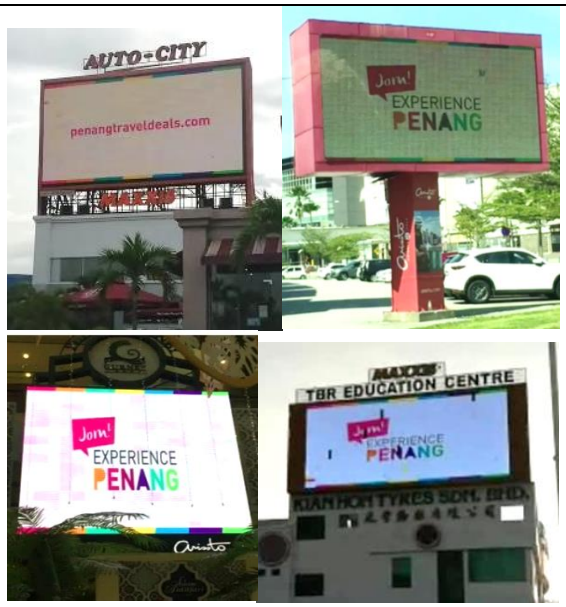
The following are photos of each bus stop in its respective location:

| | |
|---|---|
| **Lebuh Light**:<br>Penang Responsible Tourism (Both sides)<br> <br> | **Pengkalan Weld**:<br>Penang Responsible Tourism (1 side)<br> <br> |
| **Air Item**:<br>Penang Responsible Tourism (1 side)<br> <br> | **Lebuh Farquhar**:<br>Jom! Experience Penang (1side)<br>  <br> |
| **Church Street Pier**: Jom! Experience Penang (1side)<br>  <br> | **Lebuhraya Tun Dr Lim Chong Eu**:<br>Jom! Experience Penang (1side)<br> <br> |

3.1.3 LED board – Anson Road (by Optimal Media)

| | |
|---|---|
| **Penang International Container Art Festival**<br>23 July, then put on hold on 13 Jan 2021 due to MCO 2.0 | |
| **Penang Travel Deals**<br>30 October, then put on hold on 13 Jan 2021 due to MCO 2.0 | |
| **CAT Bridge – by Rapid Penang**<br>8 September, then put on hold on 13 Jan 2021 due to MCO 2.0 | |
| **Penang Responsible Tourism**<br>25 November, then put on hold on 13 Jan 2021 due to MCO 2.0 | |
| **Penang Chinese New Year Celebration - Miaohui**<br>4 January, then put on hold on 13 Jan 2021 due to MCO 2.0 | |

3.1.4 LED boards – AutoCity, Queensbay, Gurney Plaza and Nibong Tebal (by Performance Plus)

| | |
|---|---|
| **Penang International Container Art Festival**<br>23 July, then put on hold on 13 Jan 2021 due to MCO 2.0 | |
| **Penang Travel Deals**<br>30 October, then put on hold on 13 Jan 2021 due to MCO 2.0 |  |
| **CAT Bridge – by Rapid Penang**<br>8 September, then put on hold on 13 Jan 2021 due to MCO 2.0 | |

| | |
|---|---|
| **Penang Responsible Tourism**<br>25 November, then put on hold on 13 Jan 2021 due to MCO 2.0 | |
| **Penang Chinese New Year Celebration - Miaohui**<br>4 January, then put on hold on 13 Jan 2021 due to MCO 2.0 | |

3.1.5 Rapid Bus Wrap - PGT obtained approval from MBPP to wrap one CAT bus for the Chinese New Year Celebration (Miaohui) from 1 Dec 2020 to 31 January 2021. The virtual event was held 12-20 February 2021. Snapshots of the fully wrapped bus is as follows together with its bus number plate details.

| No. | Bus Plate No | Model |
|---|---|---|
| 1 | PJG 965 | SCANIA |

3.1.6 Lightbox Ad in Ximen MRT Station

The Lightbox ad in Ximen MRT Station was part of the OOH campaign in Taiwan and it was finally undertaken for three months from December 2020 to February 2021. We had to update and reprint the ad as the logo was changed from EPY2020 to Jom! Experience Penang logo. The ad was put on hold earlier due to Covid-19 where the initial planned for June to December 2020 as part of the EPY2020 campaign to target Taiwan market.

A snapshot of the installed ad visual as follows:

3.1.7 Print Advertising: Gateway – December '20 issue

PGT reduced the advertorials in Gateway from 12 to 3 issues due to the pandemic. We advertised in January 2020, August 2020 and our final advertorial was published in December 2020.

The following visuals of the hardcopy was sent to us by China Southern Airlines' agency:

3.1.8 Family Mart Retail Advertising

The retail advertising in all FamilyMart stores across Malaysia was undertaken for 3 months from December 2020 to February 2021 to target domestic market. FamilyMart stores in Malaysia, to date totaling 200+ stores achieve approximately 200,000 transactions per day / an average of 1,000 transactions per store per day. FamilyMart stores are located at major transit hubs, universities & colleges, commercial & business districts, etc. and continues to expand rapidly. The counter-top TV screens situated above the payment counter, between the menu screen displayed our 15-sec TVC every 5 minutes. The TVCs that we used each month were on Penang Travel Deals (Jom! Experience Penang), The Other Side Of The Island (Teluk Bahang & Balik Pulau), and Experience It All In Penang (comparison video).

The following are photos of the retail ad and results in terms of number of transactions per store per day, to give an indication of the traffic flow into an outlet:

| **Month** | **Photo** | **Result** |
|---|---|---|
| December:<br>-Penang Travel Deals (Jom! Experience Penang) | | Approx. 750 transactions per day per store |
| January:<br>-The Other Side Of The Island (Teluk Bahang & Balik Pulau) | | Approx. 540 transactions per day per store |
| February:<br>-Experience It All In Penang (comparison video) | | Approx. 710 transactions per day per store |

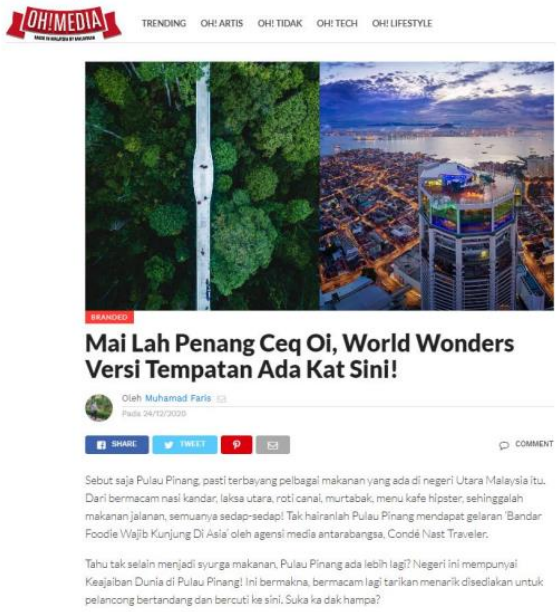
3.1.9 Social Media Advertising – iMedia Brands

Aimed at targeting the millennial audience of the domestic market, PGT worked with iMedia via its brand partners – OH! MEDIA (Malay language) and GOODY25 (Chinese language).

From 23 December 2020 - 23 January 2021, our campaign with iMedia included 1x branded article in OH! MEDIA and 1x branded article in GOODY25 that guaranteed 20,000 reads and 15,000 engagements each in OH! MEDIA and GOODY25. There were also social media posts done to drive traffic to both articles in the online publications. The following are the results of the campaign in detail from iMedia.

OH! MEDIA

**ARTICLE ANALYTICS**




**24 DEC 2020 – 23 JAN 2021**

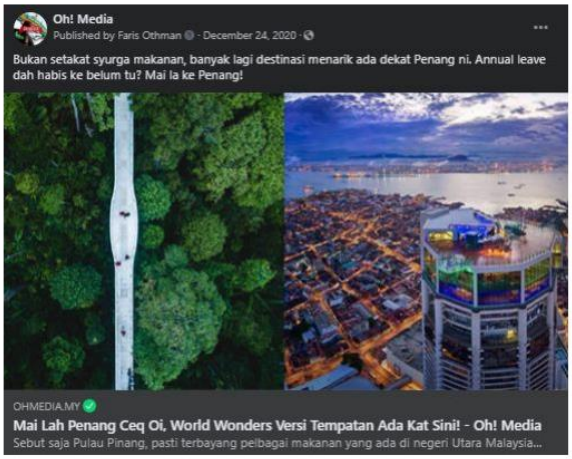
**24,543 PAGEVIEWS**
*Total number of pageviews to the article*

**22,495 UNIQUE PAGEVIEWS**
*Total number of unique pageviews to the article*

**03:20 AVERAGE TIME**
*Average time spent (in minutes and seconds) on the article*

The article has achieved 123% of the target pageviews.

**FACEBOOK ANALYTICS**




**24 DEC 2020 – 23 JAN 2021**

**296,234 REACH**
*Total number of unique users that saw the post*

**28,341 ENGAGEMENT**
*Post clicks, reactions, comments, and shares*

**9.57% ENGAGEMENT RATE**
*Percentage of engagement over reach*

The post has garnered 4,178 likes, comments, shares, and 24,163 post clicks.

GOODY25

## ARTICLE ANALYTICS

**23 DEC 2020 – 22 JAN 2021**

**22,552 PAGEVIEWS**
*Total number of pageviews to the article*

**21,003 UNIQUE PAGEVIEWS**
*Total number of unique pageviews to the article*

**06:39 AVERAGE TIME**
*Average time spent (in minutes and seconds) on the article*

The article has achieved 113% of the target pageviews.

## FACEBOOK ANALYTICS

**23 DEC 2020 – 22 JAN 2021**

**236,128 REACH**
*Total number of unique users that saw the post*

**26,017 ENGAGEMENT**
*Post clicks, reactions, comments, and shares*

**11.02% ENGAGEMENT RATE**
*Percentage of engagement over reach*

The post has garnered 2,813 likes, comments, shares, and 23,186 post clicks.

Campaign Summary:

| ITEM | TARGET | ACHIEVED | DELIVERY % |
|---|---|---|---|
| OHMEDIA Tactical Shoutout | 20,000 pageviews | 24,543 pageviews | 123% |
| OHMEDIA Tactical Shoutout | 15,000 engagements | 28,341 engagements | 189% |
| GOODY25 Tactical Shoutout | 20,000 pageviews | 22,552 pageviews | 113% |
| GOODY25 Tactical Shoutout | 15,000 engagements | 26,017 engagements | 173% |

3.1.10 Billboard Advertising In Brunei

PGT opted to advertise on a billboard in Brunei as it was more worthwhile than advertising on mediums such as TV commercial, newspaper, magazine and radio. The sole media owner of billboard in Brunei is D' Sunlit and out of eight locations that were proposed, PGT chose the billboard located at Gadong Wet Market, a high traffic spot not only for passing traffic but pedestrians as well with an average of over 1.7mil viewers a month. The billboard measuring 47ft x 18ft, was printed and installed on 29 January 2021 for 12 months.

The following is a snapshot of the Gadong Wet Market billboard:

3.1.12 Calendar Of Events 2021 - PDF

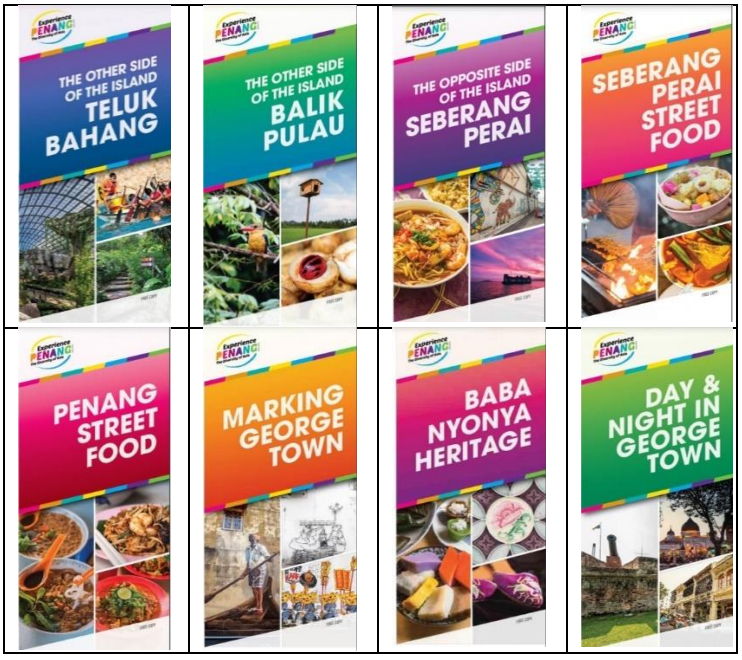
We have published a list of events and festivals on PGT's official website for year 2021. We are also updating the list as and when changes occur nearer to the event date. The initial compilation had been a little challenging due to this uncertain period of time. However, once we more or less had a firmed up list, we produced a PDF version that was downloadable from our website. We will update the PDF version on a quarterly basis. The following is a visual of the PDF's pages:

3.1.13 New set of rollup streamers

We have also designed and printed a new set of rollup streamers for us to use during upcoming events and PCs, as our earlier ones are on EPY2020. Hence, we've incorporated the newly designed logo for the streamers that highlight the three pillars of Food & Lifestyle, Nature & Adventure and Culture & Heritage, as per following visual:

3.1.14 New cover designs of brochures

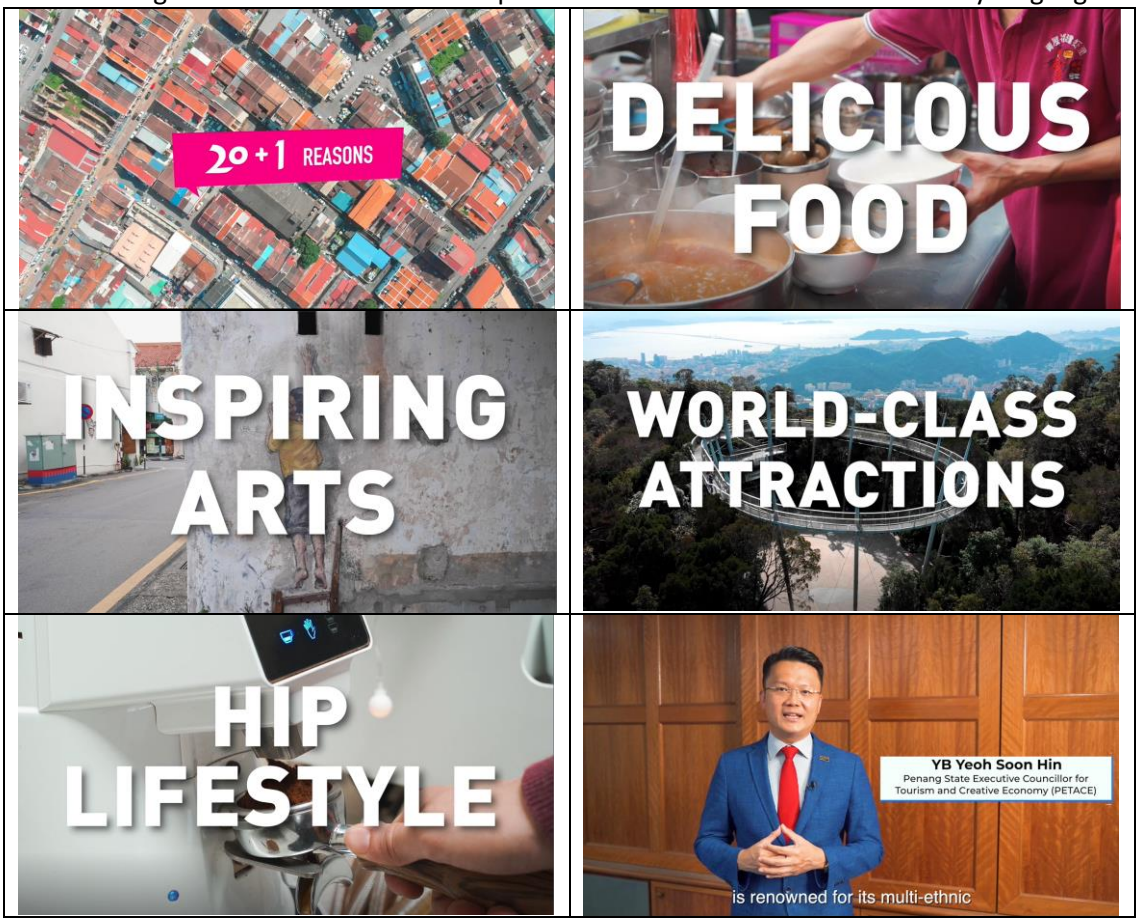
We have updated the covers of our brochures as our series of brochures were all with EPY2020 logo. Hence, we've redesigned it to look a little different from the earlier version and incorporated the new logo in it as well. Currently we're able to update the cover of our PDFs only as we're still unable to update it's content yet due to changes of business operations during the pandemic. The following are visuals of our new brochure covers.



3.2.15 New video production – 20 +1 Reasons To Visit Penang

PGT has produced a new promotional video to welcome 2021 and especially target domestic tourism. Hence the concept of the video entails 20 +1 (in line with the year 2021) reasons to Visit Penang. The video highlights not only places of interest, but also focuses on the "experiences" of visitors when in Penang. As the "finale" or 21st reason to visit Penang, the video highlights Penang's hospitality and showcases YB as the spokesperson to welcome visitors to Penang.

The following are screenshots of the completed video. It's also translated in Malay language:



3.2 Updates

3.2.1 Social Media Content – Penang Hidden Gems

We engaged Penang Hidden Gems to produce social media content solely for PGT's social media platforms. The content will specifically focus on highlighting Penang's heritage and hidden gems, covering topics that are lesser known to even Penangites. The content will be produced by a group of tourism enthusiasts whom are writers as well and have come together to start Penang Hidden Gems, a relatively new social media page which is increasingly becoming popular on Facebook that started in February this year.

Penang Hidden Gems will produce content (videos and write-up) exclusively for PGT's social media platform to showcase Penang's hidden gems on the island and mainland. The content will be targeting the domestic market hence it will be skewed more towards the use of local lingo.

It includes the production of two videos (2-3 minutes), i.e. Bukit Mertajam and Gertak Sanggul. Each video will include subtitles in 3 separate languages – Malay, English and Chinese. It also includes three FB captions which are for prior release of each video (50-100 words). Additionally there will be two full article write-ups (800-1000 words) on each location to be uploaded to PGT's website under Penang Stories. So far, Penang Hidden Gems has completed the full article write-up, FB posts and video on Gertak Sanggul. The following are screenshots of the video:

3.2.2 Collaboration with Penang Foodie

Due to the overwhelming response from the collaboration with Penang Foodie (x20 videos) last year to promote EPY2020, we're working with Penang Foodie again to promote Penang earliest next year, targeting especially the domestic market and Singapore too.

Penang Foodie had initially proposed to produce 10 cinematic videos however, due to budget constraints, we have cut down to only one video which they will produce differently this time with entirely new footage and it will focus on the hidden gems. The collaboration now however is more focused towards targeting the TikTok audience as PGT also aims to increase its TikTok followers. A total of 21 TikTok videos will be produced for this campaign with entirely new footage.

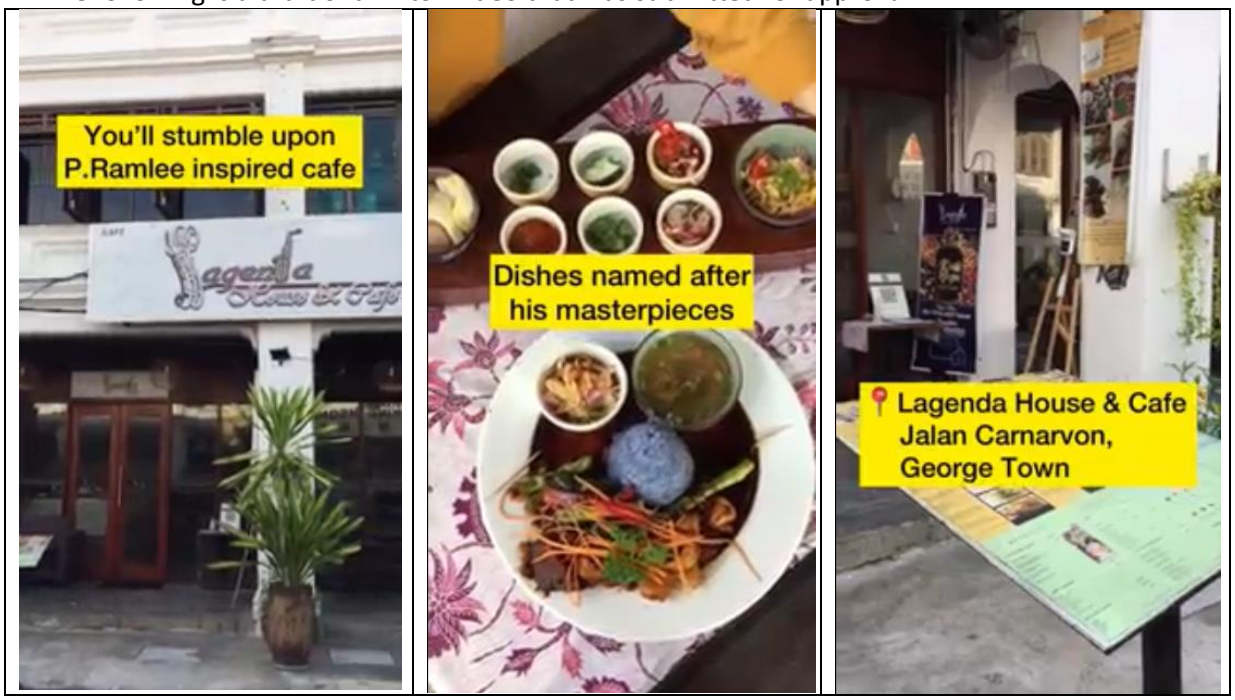
<u>About TikTok:</u>

TikTok, known in China as Douyin, is a trending video-sharing social sharing platform where it is used to make a variety of short-form videos, from genres like dance, comedy, and education, spanning a duration between 3 to 60 seconds. Since its launch in 2016, TikTok has rapidly gained popularity in East Asia, South Asia, South East Asia, the United States, Turkey, Russia, and other parts of the world. As of October 2020, TikTok surpassed over 2 billion mobile downloads worldwide.

In regards to this ad campaign, the videos will be cross-posted on Penang Foodie's social media platforms as well as Penang Global Tourism's, simultaneously. Penang Foodie's platforms have total reach/followers respectively, as follows:

- Penang Foodie – 1.4mil
- KL Foodie – 1.4mil
- Singapore Foodie – 639k
- Johor Foodie – 357k
- Halal Foodie – 400k
- TikTok – 323.1k

The following is a draft of a Tiktok video that was submitted for approval:

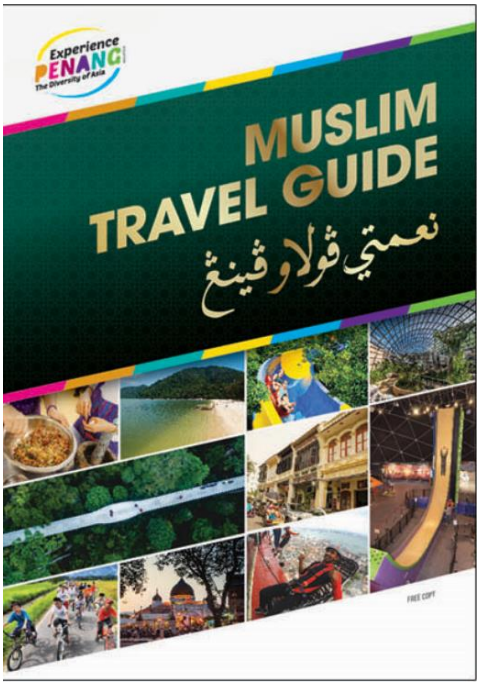
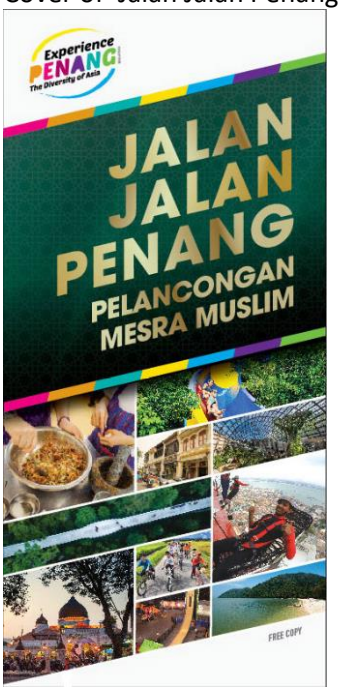


3.2.3 Muslim Travel Guide

PGT will be undertaking to produce a booklet and brochure for Muslim travellers by this year. It is actually an update of the existing Muslim Travel Guide (2016/2017) that was produced by PIHH – Halal Penang (under YB Malik) and funded by PGT then. PGT was also given copies in both English and Arabic, to use/distribute.

This time around, PGT will work directly with the agency, Karisma Kreatif to update the current version which will be translated to Arabic language as the booklet will be for the Arab market. A foldable brochure or simplified version will be produced as well and it will be in Malay language as it is specifically for the domestic market which will be called 'Jalan Penang'. Since we will be focusing on the domestic market in H1 of 2021, the foldable brochure will be very much useful for our local visitors. The booklet will present a complete overview of Penang including a list of mosques in Penang and Halal restaurants. However, the foldable brochure, will also include Muslim-owned and Muslim-friendly eateries /hawker stalls with proper indication of categories.

Karisma Kreatif has submitted a draft copy of the foldable brochure content and is now completing the copywriting for the booklet. Design and layout for both materials will only be done once the content/copy writing is finalised. We have however designed the cover pages for both as follows:

| Cover of Muslim Travel Guide – booklet: | Cover of 'Jalan Jalan Penang' – brochure: |
|---|---|
|   |   |

### 3.2.4 Revamping of Trade Booklet

The trade booklet and foldable trade brochure that we currently have are now outdated and requires a total revamp. These two promotional materials are mainly given out to travel traders during B2B sessions, trade shows and sent out to Tourism Malaysia offices worldwide for their use as well.

We recently went through the trade booklet content in detail and found that much of it requires updating as it was last printed in 2018. We also concluded that the booklet can be further improved with more info on Penang's latest attractions and hidden gems plus aside from sight- seeing, visitors can also take up classes, workshops and engage in educational and experiential activities. Several suggested itineraries will be included as well for the convenience of tour agents so that they can have a better idea when packaging tours for their clients visiting Penang.

On another note, we will also be revamping our website where the content and outline of the trade booklet and website will in fact be quite similar and consistent. However, the website will be more comprehensive than the trade booklet where travel traders can be directed to the website for more details and current information. Hence, the reason why we have planned for both 'platforms' to be done in a consistent manner. Currently, we have already come up with an initial draft and are now working with a copywriter to complete the whole content. Meantime, we are also sourcing for new photographs to be used in this revamped version.

### 3.2.5 Revamping of PGT website

PGT's official website, mypenang.gov.my requires a total revamp to keep up with current trends and information since our last update was done 5 years ago. Ideally a website should undergo a full redesign after 3 years to stay up-to-date in order to capture attention and drive traffic to its website pages. Due to a rapid change in online user experience, it's now our priority to revamp PGT's website, to make it more user-friendly, trendy and equipped with updated information.

PGT's website has always served two roles, i.e., providing general travellers the information they need about Penang, and travel traders who need the information to customise great travel products. To enhance user experience, we would now require to sync and streamline our content to suit users who are becoming increasingly internet-savvy and who want information fast and easy. By doing so, we believe that it can drive more traffic to our website and continue to serve as an official state tourism website with reliable and current information.

We went through the website content in detail and found that much of it requires updating such as on Penang's latest attractions and hidden gems. Aside from sight- seeing, visitors can also take up classes, workshops and engage in educational and experiential activities. Several suggested itineraries will be included as well for the convenience of tour agents so that they can have a better idea when packaging tours for their clients visiting Penang. Another important component of the website is the directory listing which needs to have enhanced filter options for easy search. Additionally to follow the current trend, social media feature i.e., Instagram will also be synced to the homepage itself where ongoing photo feeds will appear in real-time.

We went through a thorough process of sourcing and selecting a suitable website developer. We met up with four different developers who presented their detailed proposals and the best fit company that met our requirements was VeecoTech Web & Ecommerce Sdn Bhd. We have already finalised an outline for the website which will be quite consistent to our trade booklet (as explained earlier). We will be working with VeecoTech on the design and layout of the website first whilst the content is being done.

### 3.2.6 Social Media Advertising – UTOPIA Brands

PGT is always looking into exploring new and potential advertising platforms and partners to gain more branding exposure. Thus, we wish to explore working with another digital media company to undertake social media advertising targeting the millennial audience of the domestic market particularly focusing the Malay market.

We now working with another digital media company called Utopia Advertising where the proposed online publications are **Siakap Keli Press**, **Rileklah** and **Manis Madu**. Manis Madu is Utopia's own brand however Siakap Keli and Rileklah are its brand partners with whom it maintains bulk purchase rates. Hence, Utopia has managed to offer PGT a package deal that's reasonably priced, covering a wide reach of audience. Utopia Advertising also specialises in producing creative video content, talent management, programmatic advertising, live stream programmes and others.

We will be running an advertising campaign via the said Utopia's brand partners - **Siakap Keli Press**, **Rileklah** and **Manis Madu** that are all Malay language platforms and here's an overview of each brand's, as follows:

| **Brand** | **Website** | **Facebook** |
|---|---|---|
| Siakap Keli Press | 834k<br>Unique users | 3mil<br>Followers |
| Rileklah | 201k<br>Unique users | 165k<br>Followers |
| Manis Madu | 266k<br>Unique users | 16,245<br>Followers |

The campaign includes the production of 1 video to be 'viral-ed' via the three brands' social media platforms, an advertorial each on Siakap Keli Press and Manis Madu plus banner ad impressions on Manis Madu that leads to its advertorial page.

Utopia will bear the cost of the full video production, transportation (to and from KL and within Penang), & accommodation of crew and the lifestyle influencer **Faizdickie** who has more than half a million followers on Instagram. Utopia also guarantees a total reach of 420,000 people, 80,000 web ad impressions and 5,000 page views of the web advertorials. However, we can expect a wider reach as the post by **Faizdickie** on his IG page will be additional coverage.

### 3.2.7 Going Places – Destination Guide

We have booked to undertake digital advertising with INK Publishing, the media agency that's managing Malaysia Airlines' media spaces, including its digital platform — Going Places (goingplaces.malaysiaairlines.com). PGT will sponsor content on Penang under the Destination Guide of Going Places' website for 7 months from June to December 2021. However, upon sign up and completion of content, it will already be live on the site and boosting will only start in June 2021.

Currently INK has published a short intro on Penang only, however we will be adding content to the Destination Guide and include videos as well. We also are allowed to update the content each month as we go along to be featured on our sponsored page. Even after the 7-month campaign, our content remains in the Destination Guide. The content will be produced/edited by INK's editorial team too and the page will have a BOOK A FLIGHT button that directs readers to MH's flight booking site.

In order to drive traffic to the Penang Destination Guide page, INK will undertake to do monthly boosting (from June to December 2021) via its Facebook and Instagram targeting the domestic market. There will also be 1 post done (on a suitable month/date of our choice) on Malaysia Airlines' Facebook and Instagram too which will reach over 3 million of its followers worldwide.

3.2.8 Covered Walkways (Extension till 2021) in KL City Centre

An outdoor advertising campaign on EPY2020 was undertaken on Covered Walkways in February 2020. The advertising is 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. In July 2020, we had changed our Covered Walkway visuals with two new Jom! Experience Penang ads featuring the campaign's promotions and "7 World Wonders of Penang", and it was officially unveiled by YB in front of Wisma Genting along Jalan Sultan Ismail then. The advertising period should be ending in March 2021, however now, the media owner, Parisign Media has agreed to extend the campaign period till end of May 2021 due to the Covid-19 outbreak.

PGT has already signed up with Parisign on extending the covered walkways for another 7 months from June 2021. However, due to the inter-state travel ban, we will only proceed once the ban is lifted and the months will be accounted for from then on. Photo of our current ad on one of the Covered Walkways with Jom! Experience Penang:

3.2.9 Giant Cube LED Advertising in KL City Centre

Apart from our advertising on Covered Walkways, for stronger presence of Penang's promotion in the Golden Triangle of Kuala Lumpur, and to especially target the domestic market, we will advertise on the Giant Cube LED, located in front of Lot 10 Shopping Centre, right next to the MRT entrance.

The iconic Giant Cube offers advertisers the visibility and exposure that effectively targets KL's busiest arterial road – Jalan Bukit Bintang. Media owner, YTL InfoScreen reported that the Giant Cube attracts about 5 million pedestrians and 2.4 million vehicles on a monthly basis (based on prior data). Advertising on the Giant Cube covers all four sides of the 20' x 20' LED cube simultaneously when an ad is shown. The ad appears 20 times on every 60min loop or a total of 1,440 times from 7am to 1am (18hours). Also note that there will only be about four to a max of 10 advertisers at a time.

We will be advertising on the Giant Cube for 5 months. However, due to the inter-state travel ban, we will only proceed once the ban is lifted and the months will be accounted for from then on. The following is a photo of the Giant Cube (in front of Lot 10):

3.2.10 Programmatic Advertising – SIA's first party data (Navigator)

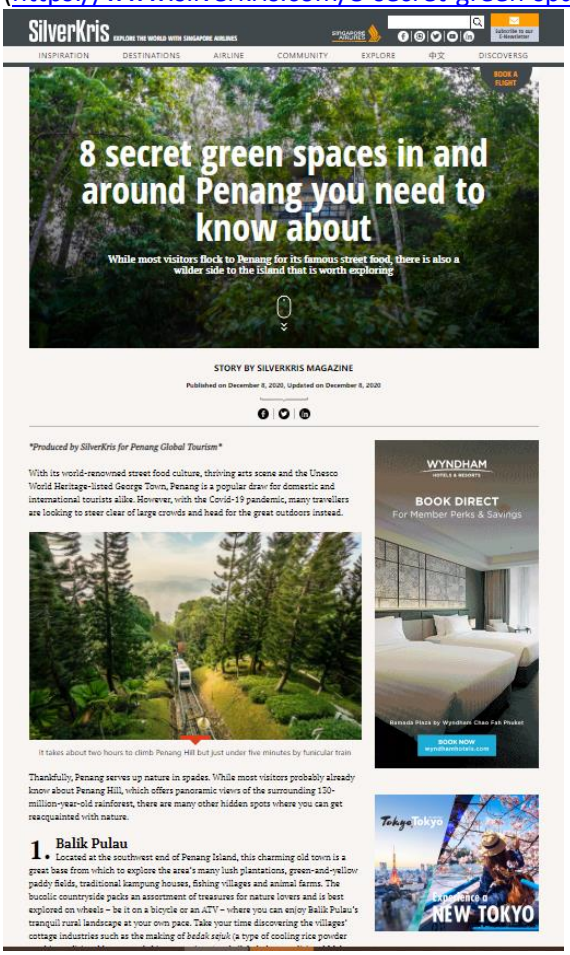
Many airlines have ceased publishing inflight magazines due to hygiene concerns and instead are shifting their focus on digital or online platforms. Singapore Airlines (SIA) that has been publishing its inflight magazines - SilverKris and Silkwinds has now embarked on a new advertising avenue after it ceased publishing its inflight magazines due to Covid-19.

PGT's has engaged SIA's official media agency, Ink Global to undertake on serving ads online targeting the most current audience captured via its database system – customers with the intention to travel, who've visited singaporeair.com. Once they've entered the site, they are already tagged and would start to see our ads whenever they're on Google, Facebook and Instagram. Upon clicking on our ad, they will then be directed to a landing page on silverkris.com with our advertorial on Penang. This is when their interest is further reinforced which in turn will persuade them to book a flight to Penang.

The programmatic advertising via SIA's database includes 1 million impressions (online ads served) to be utilised by end of 2021. We will be planning the creatives for the digital ads soon and target for the campaign to commence after July 2021.

Currently, the landing page on silverkris.com has already been completed and it focuses on Penang's green spaces. We opted for the 'nature' approach to the content, taking into consideration that during this period of time, people would generally prefer to visit less crowded places and open spaces plus focus on healthier alternatives. Thus, in this advertorial we have featured nature-based places of interests and activities. At the end of the article, we've also included a link to a lengthier related write-up with more details that leads to PGT's official website under Penang Stories.

The following is a screenshot of our rather long landing page's header (https://www.silverkris.com/8-secret-green-spaces-in-penang-you-need-to-know-about/):

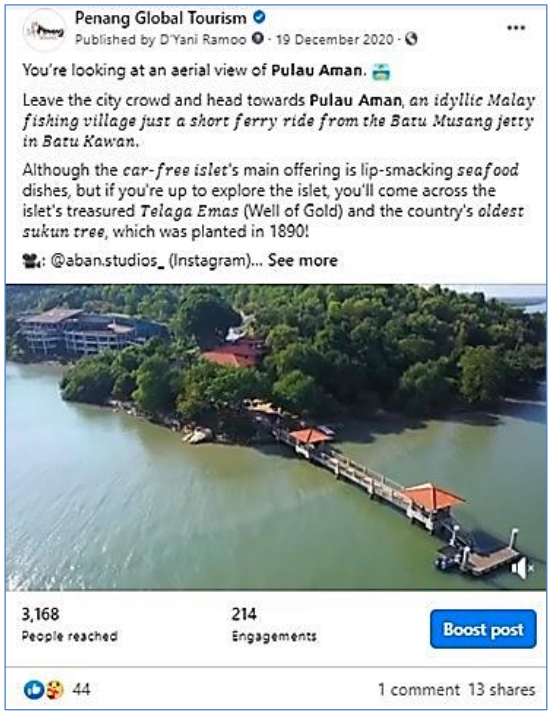
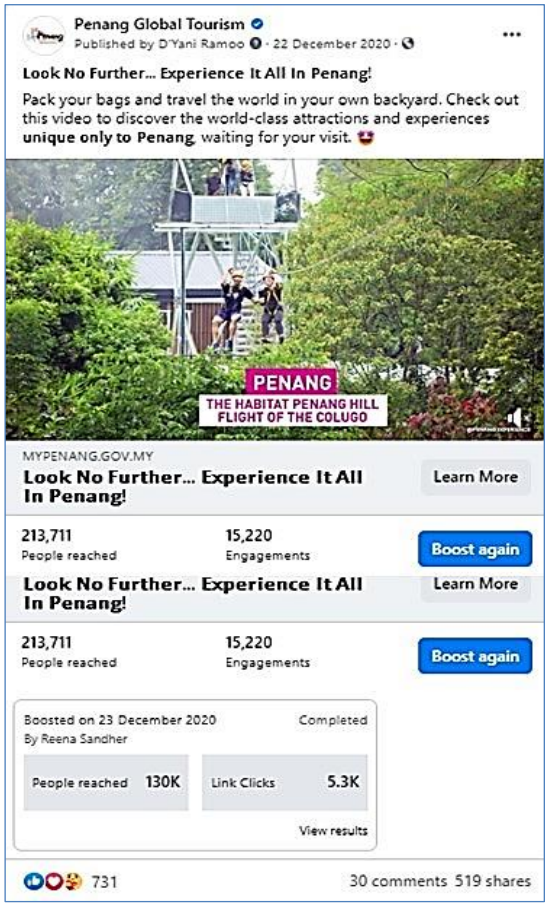


3.2.11 Video Posts on Facebook (1 Dec 2020 - 31 Mar 2021)

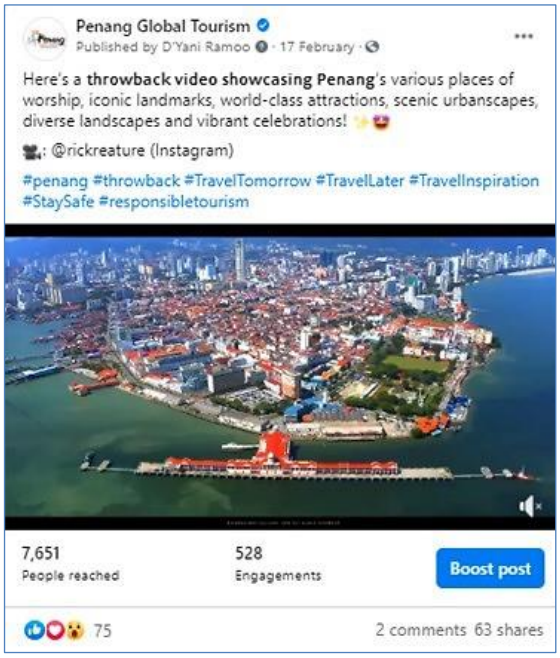
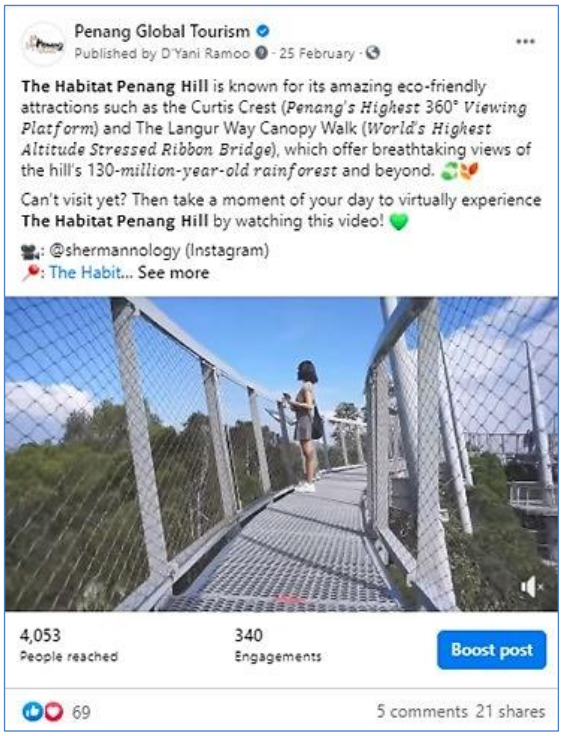
Videos are an effective way to promote Penang as people are more visually driven where it gives them a good preview of what Penang has to offer. The videos posted on our Facebook page are also aimed at garnering more followers to PGT's page as well as to our related websites where the audience are able to obtain more information.

Videos posted on PGT's Facebook page from 1 December 2020 - 31 March 2021:

| No. | Videos | Total Views as at 31 Mar '21 | Date Published |
|---|---|---|---|
| 1 | Penang Foodie x Jom! Nikmati Pulau Pinang -20x Cultural & Historical Places | 8.2k | 9 Dec 2020 |
| 2 | George Town, night view | 738 | 9 Dec 2020 |

| No. | Videos | Total Views as at 31 Mar '21 | Date Published |
|---|---|---|---|
| 3 | Pulau Aman<br>  <br> | 1.1k | 19 Dec 2020 |
| 4 | Experience It All In Penang<br>  <br> | 34.2k | 22 Dec 2020 |

| No. | Videos | Total Views as at 31 Mar '21 | Date Published |
|---|---|---|---|
| 5 | Biking in Gertak Sanggul<br> <br> | 1.3k | 9 Jan 2021 |
| 6 | The Kapitan Keling Mosque<br> <br> | 610 | 9 Feb 2021 |

| No. | Videos | Total Views as at 31 Mar '21 | Date Published |
|---|---|---|---|
| 7 | Throwback video of Penang<br>  <br> | 1.7k | 17 Feb 2021 |
| 8 | The Habitat Penang Hill<br>  <br> | 1.1k | 25 Feb 2021 |

| No. | Videos | Total Views as at 31 Mar '21 | Date Published |
|---|---|---|---|
| 9 | Escape Theme Park<br> <br> | 528 | 10 Mar 2021 |

3.2.12 Results of Paid Advertising via Social Media

Boosted Posts on PGT Facebook Page from 1 December 2020 – 31 March 2021:

| PGT's Facebook Page | | | | | |
|---|---|---|---|---|---|
| **Post/ Advert** | **Target Market** | **Budget (RM)** | **Duration** | **Reach** | **Results** |
| Buletin Mutiara – Waterfall at Sg Rusa, Balik Pulau | Johor Bahru<br>Alor Setar<br>Kota Bharu<br>Melaka<br>Seremban<br>Kuantan<br>Ipoh<br>Perlis<br>Kuching<br>Miri<br>Selangor<br>Terengganu<br>Kuala Lumpur<br>Labuan<br>Kota Kinabalu<br>Putrajaya | 800 | 1 - 5 Dec '20 | 134,749 | 349 link clicks<br>300 shares<br>1.3k reactions<br>143 comments |
| Penang Stories – 8 Eco-Friendly Gems In Penang You Need To Know About | Johor Bahru<br>Alor Setar<br>Kota Bharu<br>Melaka<br>Seremban<br>Kuantan<br>Ipoh<br>Perlis<br>Kuching<br>Miri<br>Selangor<br>Terengganu<br>Kuala Lumpur<br>Labuan<br>Kota Kinabalu<br>Putrajaya | 800 | 5 - 9 Dec '20 | 98,752 | 463 link clicks<br>25 shares<br>1.3k reactions<br>2 comments |
| 20 Tempat Bersejarah & Kebudayaan di Pulau Pinang | Johor Bahru<br>Alor Setar<br>Kota Bharu<br>Melaka<br>Seremban<br>Kuantan<br>Ipoh<br>Perlis<br>Kuching<br>Miri<br>Selangor<br>Terengganu<br>Kuala Lumpur<br>Labuan<br>Kota Kinabalu<br>Putrajaya | 800 | 9 - 13 Dec '20 | 23,092 | 8.2k views<br>392 link clicks<br>171 shares<br>401 reactions<br>36 comments |

| PGT's Facebook Page | | | | | |
|---|---|---|---|---|---|
| **Post/ Advert** | **Target Market** | **Budget (RM)** | **Duration** | **Reach** | **Results** |
| The Journey of Art | Johor Bahru<br>Alor Setar<br>Kota Bharu<br>Melaka<br>Seremban<br>Kuantan<br>Ipoh<br>Perlis<br>Kuching<br>Miri<br>Selangor<br>Terengganu<br>Kuala Lumpur<br>Labuan<br>Kota Kinabalu<br>Putrajaya | 200 | 11 - 13 Dec '20 | 10,660 | 13 shares<br>132 reactions<br>0 comments |
| Experience It All In Penang! | Johor Bahru<br>Alor Setar<br>Kota Bharu<br>Melaka<br>Seremban<br>Kuantan<br>Ipoh<br>Perlis<br>Kuching<br>Miri<br>Selangor<br>Terengganu<br>Kuala Lumpur<br>Labuan<br>Kota Kinabalu<br>Putrajaya | 800 | 23 - 28 Dec '20 | 130,432 | 519 shares<br>731 reactions<br>20 comments<br>5.3k link clicks<br>12k views |
| Kisah Pulau Pinang – 8 Permata Mesra Alam di Pulau Pinang Yang Perlu Anda Tahu | Johor Bahru<br>Alor Setar<br>Kota Bharu<br>Melaka<br>Seremban<br>Kuantan<br>Ipoh<br>Perlis<br>Kuching<br>Miri<br>Selangor<br>Terengganu<br>Kuala Lumpur<br>Labuan<br>Kota Kinabalu<br>Putrajaya | 800 | 23 - 28 Dec '20 | 107,320 | 29 shares<br>309 reactions<br>14 comments<br>5, 495 link clicks |

The total amounts spent on PGT Facebook page from 1 December 2020 - 31 March 2021 is as follows:

| | |
|---|---|
| Penang Global Tourism | **RM 4,800** |

3.2.13 Facebook Posts (non-paid), each month from 1 December 2020 - 31 March 2021

Month: December 2020

| Published | Post | Type | Targeting | Reach | Engagement |
|---|---|---|---|---|---|
| 31/12/2020 18:02 | Step right this way to the iconic Penang Hill. | | | 14.2K | 201<br>492 |
| 31/12/2020 11:45 | **Penang's iconic ferry service**, which has been | | | 27.4K | 1.2K<br>1.2K |
| 30/12/2020 15:26 | | | | 1.8K | 7<br>6 |
| 30/12/2020 14:23 | Located in Seberang Perai Utara, the **Air Hitam** | | | 3.7K | 83<br>66 |
| 29/12/2020 15:11 | Located in Jalan Burma, the newly-opened Little | | | 3K | 106<br>21 |
| 28/12/2020 14:06 | Teringin nak makan burger di Pulau Pinang tapi tak | | | 2K | 58<br>16 |
| 28/12/2020 10:45 | Mai Lah Penang Ceq Oi, World Wonders Versi | | | 1.6K | 46<br>22 |
| 28/12/2020 10:16 | Body temperature measurement is best taken | | | 1.9K | 9<br>12 |
| 27/12/2020 17:26 | Penang's internationally recognised foodscapes not | | | 2.4K | 91<br>18 |
| 27/12/2020 13:45 | The Journey of Art | | | 1.8K | 31<br>9 |
| 27/12/2020 11:44 | *From Pulau Jerejak to Pulau Aman*, Penang's | | | 5.2K | 350<br>235 |
| 26/12/2020 14:59 | *What's New To Spot in Penang*: This **mural of** | | | 1.3K | 14<br>6 |
| 26/12/2020 13:45 | Indulge in outstanding performances for Week 3 | | | 1.9K | 41<br>15 |
| 26/12/2020 12:24 | 【旅行】【小资旅游】在槟城就可以体验媲美全球旅游 | | | 1.7K | 47<br>18 |
| 25/12/2020 15:16 | | | | 4.8K | 178<br>55 |
| 24/12/2020 17:09 | Merry Christmas & Happy New Year! | | | 1.2K | 34<br>28 |
| 24/12/2020 11:15 | **#25 PENANG THEN & NOW** Prior to the opening | | | 10.8K | 185<br>323 |
| 23/12/2020 17:41 | AirAsia and Penang Tourism collaborate to | | | 5.3K | 255<br>108 |
| 22/12/2020 15:14 | The Penang State Tourism launched an "Experience It | | | 3.2K | 59<br>53 |
| 21/12/2020 22:46 | | | | 1.4K | 20<br>2 |
| 21/12/2020 11:51 | Menggabungkan persekitaran hutan hujan | | | 3K | 126<br>46 |
| 21/12/2020 09:15 | Keep practicing the new norm to protect yourself | | | 1K | 3<br>3 |
| 20/12/2020 13:46 | Penang Global Tourism was live. | | | 1.5K | 39<br>6 |
| 19/12/2020 15:04 | You're looking at an aerial view of **Pulau Aman.** | | | 3.2K | 145<br>68 |
| 19/12/2020 13:51 | Counting down to the live session for Week 2 of "The | | | 1.4K | 24<br>7 |

| | | | | | |
|---|---|---|---|---|---|
| 18/12/2020<br>17:50 | **#8 PENANG THROUGH ART** You're looking at an | | | 6.3K | 110<br>249 |
| 17/12/2020<br>17:39 | The **Bagan Ajam R&R** — a coastal rest-and-recreation | | | 2.3K | 62<br>50 |
| 17/12/2020<br>09:33 | Wearing a face mask helps to protect you from COVID- | | | 847 | 5<br>0 |
| 16/12/2020<br>20:09 | Take a break from the buzz of the nearby George Town | | | 1.3K | 38<br>25 |
| 16/12/2020<br>10:22 | | | | 1.9K | 8<br>14 |
| 15/12/2020<br>19:21 | Seberang Perai is the home of **hearty Malay** | | | 2.2K | 83<br>22 |
| 15/12/2020<br>15:43 | | | | 2.2K | 21<br>47 |
| 14/12/2020<br>11:58 | | | | 1.2K | 3<br>4 |
| 14/12/2020<br>11:42 | **Empangan Mengkuang** yang ditutup sekian lama | | | 6.1K | 197<br>168 |
| 14/12/2020<br>06:44 | Some people infected with the virus show no | | | 2K | 8<br>10 |
| 13/12/2020<br>17:20 | Pulau Jerejak surely looks gorgeous from the sky at | | | 16.7K | 342<br>501 |
| 13/12/2020<br>13:45 | WE ARE LIVE NOW! The second day of "The | | | 1.4K | 29<br>4 |
| 12/12/2020<br>17:43 | **End the year in style with a visit to Penang this** | | | 5.8K | 216<br>64 |
| 12/12/2020<br>17:11 | **Seberang Perai** just keeps unveiling hidden treasures | | | 1.9K | 85<br>40 |
| 12/12/2020<br>13:45 | Penang Global Tourism was live. | | | 2.4K | 84<br>32 |
| 11/12/2020<br>18:38 | **#7 PENANG THROUGH ART** You're looking at an | | | 2.9K | 32<br>79 |
| 11/12/2020<br>12:57 | Looking for more action other than staying home | | | 5.7K | 223<br>289 |
| 10/12/2020<br>19:33 | This content isn't available at the moment | | | 651 | 5<br>10 |
| 10/12/2020<br>15:00 | **Escape the crowds and reconnect with nature at** | | | 5.9K | 317<br>250 |
| 09/12/2020<br>17:23 | The heritage city of **George Town** surely dazzles at | | | 3K | 96<br>79 |
| 08/12/2020<br>14:38 | Located on the **northern coast of Penang island,** | | | 25.4K | 444<br>821 |
| 07/12/2020<br>21:15 | | | | 2.7K | 16<br>37 |
| 07/12/2020<br>16:13 | This content isn't available at the moment | | | 375 | 11<br>1 |
| 07/12/2020<br>15:23 | Jika anda seorang yang berminat dengan dunia | | | 3.6K | 142<br>40 |
| 07/12/2020<br>11:12 | | | | 3.9K | 47<br>148 |
| 07/12/2020<br>10:10 | **Let's continue to follow the 3Ws to curb the** | | | 969 | 4<br>4 |
| 07/12/2020<br>05:45 | | | | 1.3K | 6<br>4 |
| 06/12/2020<br>21:49 | Mr. Lee Beng Chuan, **widely regarded as one of** | | | 23.8K | 1.3K<br>623 |

| | | | | | |
|---|---|---|---|---|---|
| 05/12/2020 15:58 | **#24 PENANG THEN & NOW** Also known as the | | | 7.3K | 218<br>241 |
| 05/12/2020 10:17 | Did you know that there is another **uniquely Penang** | | | 1.9K | 59<br>11 |
| 04/12/2020 22:55 | | | | 1.5K | 8<br>10 |
| 04/12/2020 15:56 | **#6 PENANG THROUGH ART** You're looking at an | | | 8.5K | 103<br>376 |
| 04/12/2020 10:50 | As the COVID-19 pandemic continues, we all | | | 2.3K | 4<br>5 |
| 03/12/2020 17:18 | | | | 1.6K | 8<br>9 |
| 03/12/2020 15:37 | From **parks to forest reserves**, Seberang Perai | | | 5.3K | 208<br>202 |
| 03/12/2020 10:49 | Bagi yang berada di kawasan Bayan Baru, | | | 3.5K | 103<br>31 |
| 02/12/2020 15:48 | You're looking at the **oldest fire station in Penang.** | | | 37.1K | 545<br>1.4K |
| 02/12/2020 13:44 | | | | 1K | 5<br>1 |
| 02/12/2020 10:30 | Majlis Keselamatan Negara (MKN) is | | | 1.3K | 1<br>3 |
| 01/12/2020 15:44 | | | | 2.3K | 72<br>17 |

| Total Post | Total Reach | Total Post Clicks | Total Reaction, Comments & Shares |
|---|---|---|---|
| 68 | 315,042 | 8,589 | 8,756 |

Month: January 2021

| Published | Post | Type | Targeting | Reach | Engagement |
|---|---|---|---|---|---|
| 31/01/2021 14:44 | Sitting on a 10ha former coconut plantation, | | | 65.1K | 755 2.2K |
| 30/01/2021 16:43 | Built between 1896 and 1902 by master craftsmen | | | 14.4K | 289 556 |
| 29/01/2021 10:34 | Listed as one of Artnet's "10 *Best Places in the* | | | 8.8K | 155 337 |
| 28/01/2021 15:32 | **#12 PENANG THROUGH ART** You're looking at a | | | 4.1K | 29 126 |
| 27/01/2021 15:18 | | | | 1.4K | 29 5 |
| 27/01/2021 09:29 | The lively, colourful and vibrant **Thaipusam** has | | | 4K | 227 72 |
| 26/01/2021 21:15 | Catch Hong Kong stars 黃曉文 Philip Keung and 黃氏 | | | 3.5K | 336 55 |
| 26/01/2021 16:15 | B2B trade media company in the UAE - **TravTalk**, | | | 2K | 25 35 |
| 26/01/2021 14:38 | If you like staying away from the crowds, then | | | 2.5K | 56 19 |
| 26/01/2021 13:02 | | | | 2.7K | 79 34 |
| 25/01/2021 12:45 | Tahukah anda ada kedai **nasi dalca** di **Tasek** | | | 996 | 13 4 |
| 25/01/2021 08:07 | If your COVID-19 test is positive, *isolate yourself* | | | 5.7K | 30 39 |
| 24/01/2021 17:12 | Here's a gorgeous Penang view to dream about. 💚 | | | 5.7K | 78 184 |
| 23/01/2021 15:29 | **There is nothing more amazing than a family** | | | 3.5K | 148 56 |
| 22/01/2021 15:16 | **#11 PENANG THROUGH ART** You're looking at a | | | 5.7K | 212 325 |
| 22/01/2021 10:14 | | | | 3.3K | 82 19 |
| 21/01/2021 15:18 | #penanginternationalcontainerartfestival #picaf | | | 1.7K | 7 17 |
| 21/01/2021 14:06 | Penang's world-renowned gastronomic offerings are | | | 1.2K | 13 14 |
| 20/01/2021 15:19 | No trip to Penang is complete without getting | | | 11.8K | 193 476 |
| 20/01/2021 09:21 | Social isolation and loneliness have a long- | | | 1.6K | 2 9 |
| 19/01/2021 13:55 | Penang is often touted as the "***Land of Char Koay*** | | | 1.7K | 51 29 |
| 19/01/2021 12:27 | Did you know that other than Halal dim sum and | | | 3.3K | 77 56 |
| 18/01/2021 15:55 | Selepas aktiviti pendakian dibenarkan nanti, bolehlah | | | 4.8K | 129 51 |
| 18/01/2021 09:34 | Body temperature must be measured on the forehead, | | | 5.7K | 25 51 |
| 17/01/2021 17:20 | Located in Batu Maung, the **Sam Poh Footprint** | | | 9K | 575 195 |

| | | | | | |
|---|---|---|---|---|---|
| 16/01/2021<br>16:19 | Jalan Burma's Quallys Cafe serves up some of | | | 3.7K | 139<br>50 |
| 16/01/2021<br>11:20 | Let's do our part to break the chain of COVID-19 | | | 785 | 5<br>2 |
| 15/01/2021<br>16:59 | **#28 PENANG THEN & NOW** Designed by | | | 7.7K | 165<br>219 |
| 15/01/2021<br>14:14 | | | | 2.3K | 24<br>17 |
| 15/01/2021<br>11:51 | Think we only *campur* (mix) our Nasi Kandar | | | 3K | 127<br>226 |
| 14/01/2021<br>17:04 | **#10 PENANG THROUGH ART** You're looking at a | | | 3.1K | 41<br>162 |
| 14/01/2021<br>13:04 | | | | 1.4K | 30<br>6 |
| 14/01/2021<br>12:20 | | | | 1.5K | 25<br>5 |
| 13/01/2021<br>13:53 | Following the Movement Control Order (MCO) | | | 2.1K | 16<br>14 |
| 13/01/2021<br>13:41 | | | | 1.2K | 47<br>3 |
| 12/01/2021<br>16:23 | | | | 1.3K | 8<br>6 |
| 11/01/2021<br>09:28 | Always practice the new norms to help break the | | | 404 | 3<br>7 |
| 09/01/2021<br>01:07 | Penang is becoming a cyclist's paradise with its | | | 3.8K | 189<br>79 |
| 08/01/2021<br>11:48 | **#9 PENANG THROUGH ART** You're looking at a | | | 9.5K | 283<br>500 |
| 07/01/2021<br>17:48 | **#27 PENANG THEN & NOW** Located along *Jalan* | | | 12.8K | 426<br>413 |
| 07/01/2021<br>09:30 | | | | 2.2K | 41<br>19 |
| 06/01/2021<br>17:22 | The sleepy hinterland of **Bumbong Lima** in | | | 2.7K | 100<br>45 |
| 06/01/2021<br>09:33 | | | | 3.3K | 71<br>80 |
| 05/01/2021<br>17:00 | *Craving the outdoors*? Get your fix at the **Mengkuang** | | | 2.1K | 19<br>59 |
| 04/01/2021<br>14:38 | Tak lengkap rasanya jika anda ke **Balik Pulau** tetapi | | | 1.9K | 71<br>13 |
| 04/01/2021<br>09:38 | Let's lighten the burden of our frontliners and **break** | | | 389 | 3<br>3 |
| 04/01/2021<br>09:12 | NOTICE: Penang Hill Funicular Service **will** | | | 1.9K | 34<br>9 |
| 03/01/2021<br>16:34 | Penang's internationally acclaimed foodscapes | | | 3.4K | 103<br>83 |

| | | | | | |
|---|---|---|---|---|---|
| 02/01/2021<br>16:16 | An **ottu kadai** (mini sundry shop) is one of Penang's | | | 5.1K | 133<br>57 |
| 02/01/2021<br>13:50 | Our final week for "The Journey of Art: A Shelter for | | | 1.5K | 43<br>15 |
| 02/01/2021<br>11:08 | **Contact tracing** is an important step in curbing | | | 6.2K | 41<br>18 |
| 01/01/2021<br>23:44 | | | | 2K | 24<br>25 |
| 01/01/2021<br>17:01 | **#26 PENANG THEN & NOW** For more than three | | | 9.1K | 310<br>189 |
| 01/01/2021<br>16:01 | | | | 1.3K | 11<br>7 |
| 01/01/2021<br>16:01 | | | | 1.6K | 12<br>8 |

| Total Post | Total Reach | Total Post Clicks | Total Reaction, Comments & Shares |
|---|---|---|---|
| 55 | 273,474 | 6,159 | 7,303 |

Month: February 2021

| Published | Post | Type | Targeting | Reach | Engagement |
|---|---|---|---|---|---|
| 28/02/2021 13:17 | Stacked one on top of another, these containers | | | 3.8K | 26 109 |
| 27/02/2021 16:56 | Swinging into the lush greenery of **Tropical Spice** | | | 3.2K | 28 67 |
| 26/02/2021 10:55 | **#14 PENANG THROUGH ART** You're looking at a | | | 5.8K | 148 175 |
| 25/02/2021 22:02 | | | | 2.2K | 71 17 |
| 25/02/2021 15:09 | **The Habitat Penang Hill** is known for its amazing eco- | | | 4.1K | 211 134 |
| 24/02/2021 14:00 | **#31 PENANG THEN & NOW** In the mid-1800s, the | | | 6.8K | 68 172 |
| 24/02/2021 09:03 | Cashless transactions are now seen as an effective | | | 408 | 0 2 |
| 23/02/2021 16:38 | How cool is this? The century-old **Cheong Fatt** | | | 24K | 1.1K 1K |
| 23/02/2021 13:59 | | | | 1.2K | 19 8 |
| 23/02/2021 09:12 | What's new to spot in Penang: this **new mural** | | | 5.9K | 221 171 |
| 22/02/2021 16:29 | Selain daripada pelbagai permata tersembunyi atau | | | 3.4K | 56 21 |
| 22/02/2021 09:19 | COVID-19 spreads easily so teaching children to | | | 1.2K | 17 2 |
| 21/02/2021 15:57 | Listed as one of Artnet's "10 *Best Places in the* | | | 2.4K | 11 55 |
| 20/02/2021 16:07 | **HAPPENING LIVE! Celebrate Chinese New** | | | 1.4K | 49 6 |
| 20/02/2021 11:28 | You're looking at a photo of a lightning storm hovering | | | 1.9K | 113 50 |
| 19/02/2021 23:51 | **One of the best day hikes in Penang** is just a short | | | 3.9K | 165 113 |
| 19/02/2021 14:16 | **#30 PENANG THEN & NOW** Located along *Lebuk* | | | 3.4K | 92 70 |
| 18/02/2021 15:58 | **PENANG ARTIST FEATURE** Penang-born cartoonist | | | 22.9K | 786 985 |
| 17/02/2021 14:26 | Here's **a throwback video showcasing Penang's** | | | 7.7K | 308 219 |
| 16/02/2021 16:39 | **Nikmati perjalanan tanpa tunai dan tanpa** | | | 2.2K | 15 13 |
| 16/02/2021 13:00 | Penang's art scene is making waves in the | | | 2.1K | 45 27 |
| 15/02/2021 22:33 | | | | 1.2K | 27 8 |
| 15/02/2021 15:16 | Mungkin ramai yang tahu Pulau Pinang juga terkenal | | | 1.9K | 40 5 |
| 15/02/2021 10:27 | Got a negative COVID-19 test result? Don't | | | 6.1K | 35 46 |
| 15/02/2021 09:00 | Join Stephen's journey on discovering about his | | | 2.7K | 139 48 |
| 14/02/2021 17:17 | Seberang Perai's mural scene is quickly catching | | | 3.1K | 28 79 |
| 14/02/2021 08:51 | From *thrilling high-altitude views to alluring* | | | 17.2K | 697 283 |
| 13/02/2021 16:41 | There's no shortage of photogenic spots in | | | 8.6K | 372 290 |

| | | | | | |
|---|---|---|---|---|---|
| 12/02/2021<br>14:16 | **#14 PENANG THROUGH ART** You're looking at a | | | 10.1K | 255<br>520 |
| 11/02/2021<br>16:33 | | | | 763 | 21<br>22 |
| 11/02/2021<br>14:35 | Sending a little "**huat**" your way. ❤️🧧🐖🤩 To usher | | | 12.2K | 76<br>430 |
| 11/02/2021<br>13:18 | | | | 2K | 42<br>14 |
| 10/02/2021<br>14:19 | *Though it will be a quiet Chinese New Year this* | | | 20K | 745<br>899 |
| 10/02/2021<br>11:20 | **#29 PENANG THEN & NOW** Situated in Kepala | | | 2.3K | 24<br>29 |
| 10/02/2021<br>09:50 | As the COVID-19 pandemic continues, we all | | | 489 | 1<br>2 |
| 09/02/2021<br>21:00 | Catch Hong Kong stars 黃 皓文 Philip Keung and 殷亭 | | | 7.5K | 817<br>151 |
| 09/02/2021<br>14:59 | The **Kapitan Keling Mosque** along Jalan Masjid | | | 2.1K | 51<br>46 |
| 09/02/2021<br>14:32 | | | | 1.8K | 29<br>14 |
| 08/02/2021<br>17:24 | Buat peminat **mee udang, Warung Pak Su** di Juru, | | | 2.6K | 35<br>42 |
| 08/02/2021<br>10:42 | Follow these tips to look after your *mental health* if | | | 1.7K | 3<br>3 |
| 07/02/2021<br>19:04 | **Kek Lok Si Display Of Lights** - happening **LIVE** | | | 1.7K | 322<br>9 |
| 07/02/2021<br>14:30 | Rising high above lush paddy fields, this towering | | | 2.8K | 22<br>87 |
| 06/02/2021<br>16:53 | Wow! **penangtraveldeals.com** | | | 1.7K | 23<br>1 |
| 06/02/2021<br>16:21 | **Upside down or right side up?** 🙃🤔 The **Upside** | | | 4.2K | 75<br>61 |
| 06/02/2021<br>11:33 | Did you know that Penang once had electric trams? | | | 3.6K | 187<br>103 |
| 05/02/2021<br>21:42 | Wow! **penangtraveldeals.com** | | | 4.8K | 250<br>66 |
| 05/02/2021<br>14:30 | Check out these gorgeous illustrations by Chong Fei | | | 289.3K | 14.2K<br>11.3K |
| 04/02/2021<br>16:44 | | | | 2K | 35<br>39 |
| 04/02/2021<br>16:26 | *It's no secret that Penang is the gastronomic capital* | | | 1.9K | 66<br>63 |
| 04/02/2021<br>10:11 | **#13 PENANG THROUGH ART** Check this out — a | | | 7.9K | 213<br>454 |
| 03/02/2021<br>16:31 | You're looking at an amazing drone footage of | | | 1.8K | 62<br>33 |
| 03/02/2021<br>09:52 | Practice physical distancing by keeping a | | | 1.4K | 7<br>3 |
| 02/02/2021<br>20:59 | Catch Hong Kong stars 黃 皓文 Philip Keung and 殷亭 | | | 13.6K | 1.2K<br>365 |
| 02/02/2021<br>16:27 | Nine days of Miao Hui celebration in new normal | | | 3.2K | 143<br>89 |

| | | | | | |
|---|---|---|---|---|---|
| 02/02/2021 16:39 | Every year during Chinese New Year, the majestic Kek | | | 3.5K | 217 119 |
| 02/02/2021 13:48 | | | | 1.6K | 39 14 |
| 02/02/2021 10:40 | **Congratulations to Datuk Nicol David!** The Penang- | | | 6.5K | 232 515 |
| 01/02/2021 14:01 | | | | 1.3K | 6 8 |
| 01/02/2021 12:09 | Ada penggemar nasi kandar di sini? Kalau | | | 2.9K | 77 28 |
| 01/02/2021 10:23 | If you are tested positive for COVID-19, you may | | | 1.8K | 14 10 |

| Total Post | Total Reach | Total Post Clicks | Total Reaction, Comments & Shares |
|---|---|---|---|
| 60 | 571,760 | 24,376 | 19,714 |

Month: March 2021

| Published | Post | Type | Targeting | Reach | Engagement |
|---|---|---|---|---|---|
| 31/03/2021 23:36 | | | | 1.2K | 7<br>4 |
| 31/03/2021 17:52 | Pictures of blooming **tecoma** trees in Malaysia | | | 3.1K | 44<br>125 |
| 31/03/2021 11:06 | **#36 PENANG THEN & NOW** *Donated by* | | | 2.1K | 9<br>39 |
| 31/03/2021 09:00 | Penang's Gēn 根 is ranked at number 92 on **Asia's 50** | | | 2.8K | 193<br>28 |
| 30/03/2021 17:36 | Kompleks Tun Abdul Razak (**KOMTAR**) and the | | | 2.7K | 22<br>93 |
| 30/03/2021 11:09 | | | | 990 | 26<br>10 |
| 30/03/2021 10:52 | The views along the **Nan Shan hiking trail** in **Paya** | | | 7.9K | 384<br>251 |
| 29/03/2021 22:38 | | | | 1.4K | 12<br>6 |
| 29/03/2021 17:04 | This content isn't available at the moment | | | 1.4K | 24<br>16 |
| 29/03/2021 16:51 | Kepada peminat-peminat makanan Jepun, **So Sushi** | | | 4.9K | 218<br>75 |
| 29/03/2021 09:29 | COVID-19 can be difficult for children to understand. | | | 608 | 6<br>0 |
| 28/03/2021 14:39 | If you're looking for mind-blowing art pieces in | | | 4.9K | 120<br>185 |
| 27/03/2021 13:20 | 😍😍 | | | 9.6K | 585<br>407 |
| 26/03/2021 15:27 | **PENANG ARTIST FEATURE: YUKIRA YUKIRA** – a duo | | | 134.6K | 11.7K<br>4.5K |
| 26/03/2021 10:08 | Nyonya Palazzo: the taste of olden days Penang | | | 2.2K | 128<br>77 |
| 26/03/2021 08:52 | Making these **gigantic dragon joss sticks** is an | | | 3.5K | 74<br>97 |
| 26/03/2021 06:02 | | | | 1.9K | 37<br>22 |
| 25/03/2021 14:04 | **#35 PENANG THEN & NOW** Completed in 1923, | | | 2.6K | 28<br>58 |
| 24/03/2021 17:07 | The Streets Of Penang Are Now Blooming With | | | 3.2K | 268<br>311 |
| 24/03/2021 15:44 | **Penang Artisan Feature: Kenny Loh** *Nyonya kebaya* | | | 5.3K | 248<br>225 |
| 24/03/2021 09:03 | It's always safer to know your risk so you can shop | | | 1.5K | 9<br>10 |
| 23/03/2021 17:15 | School holiday is around the corner. *Take a break* | | | 2.9K | 52<br>28 |
| 23/03/2021 10:15 | Real life "💚" and "🖤"emojis actually exist in | | | 3.6K | 103<br>87 |
| 22/03/2021 15:33 | Buat peminat *char koay teow* yang masih keliru | | | 1.1K | 25<br>6 |
| 22/03/2021 08:41 | Malaysia is well on its way to achieving herd immunity | | | 1.3K | 2<br>7 |
| 21/03/2021 16:16 | Surrounded by paddy fields and backdropped by | | | 2.5K | 31<br>70 |
| 20/03/2021 16:53 | A dazzling aerial shot of **Seberang Perai Tengah** at | | | 2.2K | 24<br>42 |

| | | | | | |
|---|---|---|---|---|---|
| 19/03/2021<br>23:09 | School holiday is around the corner. *Take a break* | | | 2.1K | 25<br>24 |
| 19/03/2021<br>14:30 | **#34 PENANG THEN & NOW** Located in Jalan | | | 9K | 96<br>209 |
| 19/03/2021<br>09:49 | Greatest Athlete of All Time is back in Penang! | | | 4.8K | 317<br>130 |
| 18/03/2021<br>14:47 | | | | 1.9K | 17<br>22 |
| 18/03/2021<br>09:47 | One of Penang's world wonders – **Entopia by** | | | 2.1K | 43<br>41 |
| 18/03/2021<br>08:46 | Tatler Malaysia lists *Penang's Pasir Panjang* | | | 2.7K | 197<br>67 |
| 17/03/2021<br>11:24 | Sited in the heart of George Town's UNESCO | | | 1.6K | 65<br>24 |
| 17/03/2021<br>10:35 | Received the date for your COVID-19 vaccination? | | | 1.9K | 29<br>11 |
| 16/03/2021<br>21:50 | **Penang's Siam Road Char Koay Teow** is honoured | | | 6.2K | 242<br>168 |
| 16/03/2021<br>17:09 | Pulau Aman may be attracting seafood lovers | | | 3K | 102<br>26 |
| 16/03/2021<br>14:03 | Bearing resemblance to the famous Cheong Fatt | | | 5.3K | 213<br>113 |
| 15/03/2021<br>11:24 | Buat peminat masakan barat, Thai dan Melayu, | | | 3.2K | 102<br>70 |
| 15/03/2021<br>09:03 | Older adults are considered a high risk | | | 1.4K | 7<br>4 |
| 14/03/2021<br>19:44 | | | | 3.1K | 92<br>74 |
| 14/03/2021<br>19:44 | Rep introduces murals of Air Itam to boost tourism | | | 6.8K | 176<br>178 |
| 14/03/2021<br>12:26 | *Ranked #2 in Street Art Cities* "**Best of January** | | | 11.4K | 116<br>245 |
| 13/03/2021<br>15:45 | Rising high from the ground and anchoring | | | 20.9K | 207<br>479 |
| 12/03/2021<br>16:07 | Isn't this a breathtaking photo of the **Penang** | | | 129.7K | 2.1K<br>4.7K |
| 12/03/2021<br>11:46 | **#15 PENANG THROUGH ART** You're looking at a | | | 8.3K | 160<br>264 |
| 11/03/2021<br>17:56 | **#33 PENANG THEN & NOW** Built in 1818, **St.** | | | 2.8K | 23<br>100 |
| 11/03/2021<br>12:01 | Wherever you are in the world, feed your | | | 2.1K | 42<br>41 |
| 10/03/2021<br>12:06 | Thrill-seekers will love to tackle all of the adventures | | | 1.8K | 43<br>19 |
| 10/03/2021<br>10:14 | **MALAYSIA TAKES PART IN THE INAUGURAL VIRTUAL** | | | 2.8K | 61<br>45 |
| 10/03/2021<br>09:38 | Heading out? Make sure to wear your face mask and | | | 1.5K | 8<br>7 |
| 10/03/2021<br>12:06 | Thrill-seekers will love to tackle all of the adventures | | | 1.8K | 43<br>19 |
| 10/03/2021<br>10:14 | **MALAYSIA TAKES PART IN THE INAUGURAL VIRTUAL** | | | 2.8K | 61<br>45 |

| | | | | | |
|---|---|---|---|---|---|
| 10/03/2021 09:38 | Heading out? Make sure to wear your face mask and | | | 1.5K | 8 7 |
| 09/03/2021 17:58 | **Pantai Malindo** in *Balik Pulau* is one of the best | | | 2.6K | 70 27 |
| 09/03/2021 12:30 | Located in *Sungai Bakap*, **Kee Poh Huat Kongsi** is a | | | 3.4K | 67 53 |
| 08/03/2021 16:16 | Mungkin ramai yang sudah tahu Pulau Pinang juga | | | 1.7K | 25 18 |
| 08/03/2021 11:00 | Over 500,000 Malaysians have registered on the first | | | 881 | 5 2 |
| 07/03/2021 09:30 | Listed #3 in Creativebloq's **"Street art: 49 incredible** | | | 3.4K | 92 58 |
| 05/03/2021 20:24 | **Penang** is filled with gorgeous terrains and | | | 3.4K | 141 69 |
| 05/03/2021 16:11 | | | | 2.6K | 119 26 |
| 05/03/2021 16:09 | | | | 870 | 13 1 |
| 05/03/2021 16:07 | | | | 3.7K | 150 56 |
| 05/03/2021 16:05 | | | | 1.2K | 10 9 |
| 05/03/2021 16:03 | | | | 1.4K | 13 9 |
| 05/03/2021 16:00 | | | | 1.8K | 49 6 |
| 05/03/2021 15:40 | Penang-born mandopop singer and songwriter, **Abin** | | | 1.7K | 79 30 |
| 05/03/2021 15:37 | Penang-born mandopop singer and songwriter, **Abin** | | | 2K | 84 26 |
| 05/03/2021 13:54 | | | | 1.4K | 6 9 |
| 05/03/2021 08:54 | | | | 1.4K | 12 18 |
| 04/03/2021 18:49 | | | | 2.5K | 35 51 |
| 04/03/2021 11:32 | **#32 PENANG THEN & NOW** The **Penang Islamic** | | | 4.5K | 43 48 |
| 03/03/2021 11:26 | **Bukit Mertajam** is pretty special. 💖 Not only is it | | | 3.5K | 106 97 |
| 03/03/2021 08:33 | Protect yourself and others around you by taking | | | 807 | 3 0 |
| 02/03/2021 15:31 | Check out these gorgeous shots of blooming *Tecoma* | | | 3.8K | 85 53 |
| 01/03/2021 11:48 | Kalau ada yang tercari-cari **makanan barat di** | | | 2.9K | 36 7 |
| 01/03/2021 09:35 | COVID-19 vaccines are here. Yay! 😊 Here's what | | | 2.5K | 7 14 |

| Total Post | Total Reach | Total Post Clicks | Total Reaction, Comments & Shares |
|---|---|---|---|
| 77 | 510,448 | 20,139 | 14,598 |

In summary, the total number of posts (non-paid) and reach for PGT's Facebook each month from 1 Dec 2020 - 31 Mar 2021 is as per the following table:

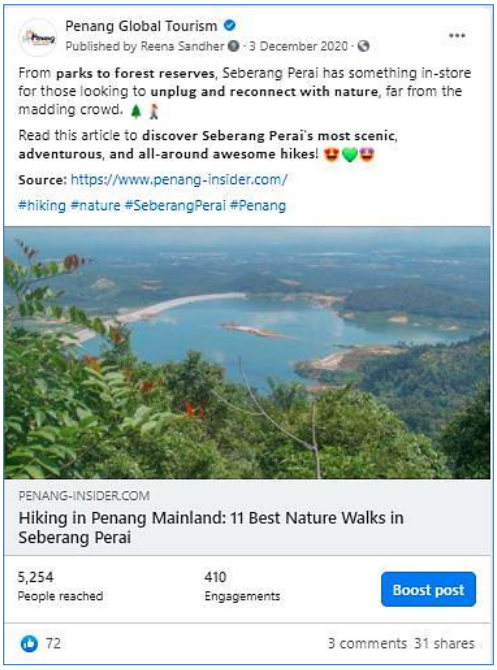
| Month | Total Posts | Total Reach | Total Post Clicks | Total Reactions, Comments & Shares |
|---|---|---|---|---|
| Dec 2020 | 68 | 315,042 | 8,589 | 8,756 |
| Jan 2021 | 55 | 273,474 | 6,159 | 7,303 |
| Feb 2021 | 60 | 571,760 | 24,376 | 19,714 |
| Mar 2021 | 77 | 510,448 | 20,139 | 14,598 |
| **Total** | **260** | **1,670,724** | **59,263** | **50,371** |

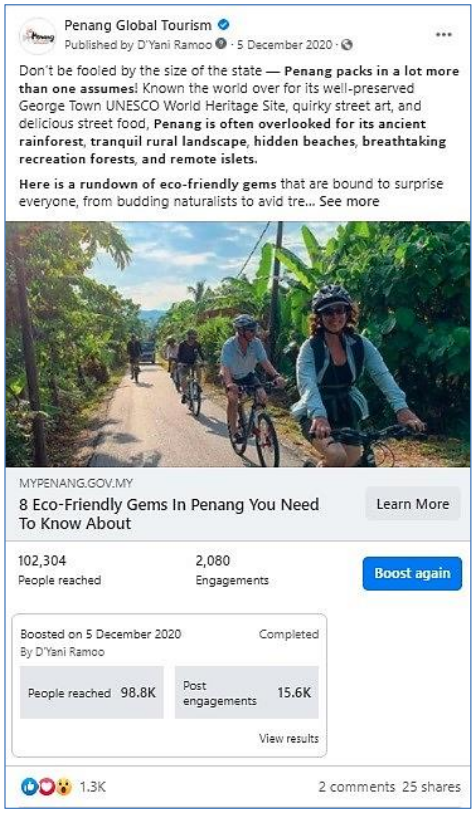
3.2.14 Facebook Posts on Seberang Perai (Mainland) from Dec 2020 to Mar 2021 are as follows:

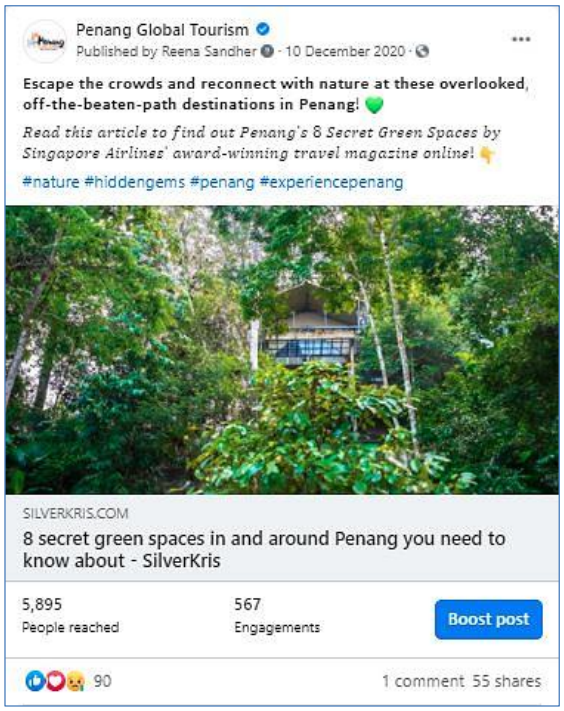
| **December 2020 -** Facebook Posts on Seberang Perai | | | | |
|---|---|---|---|---|
| **No.** | **Posts** | **Total Reach** | **Total Engagement** | **Date Published** |
| 1 | Hiking in Penang Mainland | 5,254 | 410 | 3 December |
| 2 | 8 Eco-Friendly Gems in Penang You Need To Know | 102,304 | 2,080 | 5 December |
| 3 | 20 Tempat Bersejarah dan Kebudayaan di Pulau Pinang | 33,092 | 1,744 | 9 December |
| 4 | 8 Secret green spaces in and around Penang you need to know about | 5,895 | 567 | 10 December |
| 5 | Bukit Seraya Trek, Machang Bubuk | 1,895 | 125 | 12 December |
| 6 | Mengkuang Dam | 6,064 | 365 | 14 December |
| 7 | Mee Kuah & Laksa, Permatang Pauh | 2,187 | 105 | 15 December |
| 8 | Bagan Ajam R&R | 2,328 | 112 | 17 December |
| 9 | Pulau Aman | 3,173 | 214 | 19 December |
| 10 | Experience it all in Penang Video | 214,155 | 15,220 | 22 December |
| 11 | 8 Permata Mesra Alam di Pulau Pinang yang perlu anda tahu | 107,320 | 7,140 | 23 December |
| 12 | Minor Basilica of St. Anne's documentary | 4,775 | 255 | 25 December |
| 13 | Air Hitam Dalam Educational Forest | 3,708 | 149 | 30 December |

| Total Posts | Total Reach | Total Engagement |
|---|---|---|
| 13 | 492,150 | 28,486 |

The following are screenshots of the December 2020 posts on Seberang Perai, as listed above:





Penang Global Tourism
Published by D'Yani Ramoo · 12 December 2020 ·

**Seberang Perai** just keeps unveiling hidden treasures these days. 💎

Located in **Machang Bubuk**, the trek in **Bukit Seraya** may be one of the lesser-known trails in the state, but it surely **promises amazing finds for both nature lovers and history buffs** — *it hides forgotten colonial sites and a secret natural gem!* 🤩

Thumb thru this post shared by I Love Bukit Mertajam for pictures of Bukit Seraya's colonial dam, century-old railway track and a waterfall the locals named "Tok Jang... See more

I Love Bukit Mertajam
16 September 2020 ·

Empangan Keretapi Bukit Seraya, Air Terjun Tok Janggut, Landasan Keretapi Enjin Stim.

Menerokai destinasi eko-pelancongan & warisan di Bukit Seraya, Machang Bu... See more

1,895 People reached | 125 Engagements | Boost Unavailable

29 | 5 shares

Penang Global Tourism
Published by D'Yani Ramoo · 14 December 2020 ·

**Empangan Mengkuang** yang ditutup sekian lama kini telah dibuka! 🥰

Dibina pada tahun 1985, empangan terbesar di Pulau Pinang ini menjanjikan panorama indah dan udara bersih. Ia sememangnya sesuai untuk anda *bersenam* dan *bersantai* bersama-sama kawan-kawan dan keluarga dengan mematuhi prosedur operasi standard (SOP) yang ditetapkan. 💚

Untuk melihat suasana damai yang me... See more

Tung Cy ▸ Hiking & Camping Around Malaysia
10 December 2020 ·

Penang Bukit Mertajam mengkuang dam
Reopen after 9y4m9d

6,064 People reached | 365 Engagements | Boost Unavailable

144 | 2 comments 20 shares

Penang Global Tourism
Published by D'Yani Ramoo · 15 December 2020 ·

Seberang Perai is the home of **hearty Malay meals** – from *Nasi Campur* with an assortment of kampung-style *lauk* (side dishes) to *Cucur Udang*, *Nasi Lemak*, and more. 🍲

But for those who crave for *Mee Kuah* and *Laksa*, **Pak Tam Adi Mee Kuah** & **Laksa Sotong** in Permatang Pauh serves up some of the most delicious and finest traditional Malay noodle dishes in this part of the mainland. 🍜

Check out this post by Jalan Jalan Cari Makan Penang for more info! 👇

*P's*: Oh, did we mention the hu... See more

Jalan Jalan Cari Makan Penang
5 December 2020 ·

Dalam PENANG nie,mee kuah,laksa memang banyak.Tapi nak cari yang betoi-betoi padu..Memang susah..

La nie hampa tak payah risau dahh..
Kita dah ada Port nak pek... See more

2,187 People reached | 105 Engagements | Boost Unavailable

20 | 2 shares

Penang Global Tourism
Published by D'Yani Ramoo · 17 December 2020 ·

The **Bagan Ajam R&R** — a coastal rest-and-recreation area along the Butterworth Outer Ring Road (BORR) — offers a seafront hawker centre and a panoramic view of the Penang channel and the island. 🥰 😍 😍

It surely is a scenic spot to unwind after a day of exploring *urban Butterworth, which includes the Butterworth Art Walk, Taman Selat Rope Walk, and the historical sites within Butterworth's heritage enclave.*

Read this article to find out what to see and do at **Bagan Ajam R&R**!

So... See more

BUTTERWORTHGUIDE.COM.MY
C 03. Bagan Ajam R&R
Bagan Ajam R&R - One of the newest and most picturesque outdo...

2,328 People reached | 112 Engagements | Boost post

33 | 1 comment 6 shares

Penang Global Tourism
Published by D'Yani Ramoo · 19 December 2020 ·

You're looking at an aerial view of **Pulau Aman.**

Leave the city crowd and head towards **Pulau Aman**, *an idyllic Malay fishing village just a short ferry ride from the Batu Musang jetty in Batu Kawan.*

Although the *car-free islet*'s main offering is lip-smacking *seafood* dishes, but if you're up to explore the islet, you'll come across the islet's treasured *Telaga Emas* (Well of Gold) and the country's *oldest sukun tree*, which was planted in 1890!

: @aban.studios_ (Instagram)... See more

3,173 People reached | 214 Engagements | Boost post

44 | 1 comment 13 shares

Penang Global Tourism
Posted by D'Yani Ramoo
22 December ·

**Look No Further... Experience It All In Penang!**

Pack your bags and travel the world in your own backyard. Check out this video to discover the world-class attractions and experiences **unique only to Penang**, waiting for your visit.

MYPENANG.GOV.MY
**Look No Further... Experience It All In Penang!** | Learn More

731 | 30 comments 519 shares 34.2K views

Penang Global Tourism
Published by D'Yani Ramoo · 23 December 2020 ·

Sebut sahaja **Pulau Pinang**, ramai yang teringatkan *syurga makanan, seni jalanan*, dan *tapak warisan UNESCO George Town.*

Tapi tahukah anda, **Pulau Pinang** juga semakin terkenal dengan **tarikan semula jadi** seperti hutan hujan tropika yang berusia 130 juta tahun, pantai yang indah, kawasan perkampungan yang aman, pulau-pulau kecil yang tersembunyi dan juga hutan rekreasi yang menarik?

Jom baca artikel ini untuk maklumat lanjut.

#tarikansemulajadi #hutanhujantropika #rekreasi... See more

MYPENANG.GOV.MY
8 Permata Mesra Alam di Pulau Pinang Yang Perlu Anda Ta | Learn More

107,320 People reached | 7,140 Engagements | Boost again

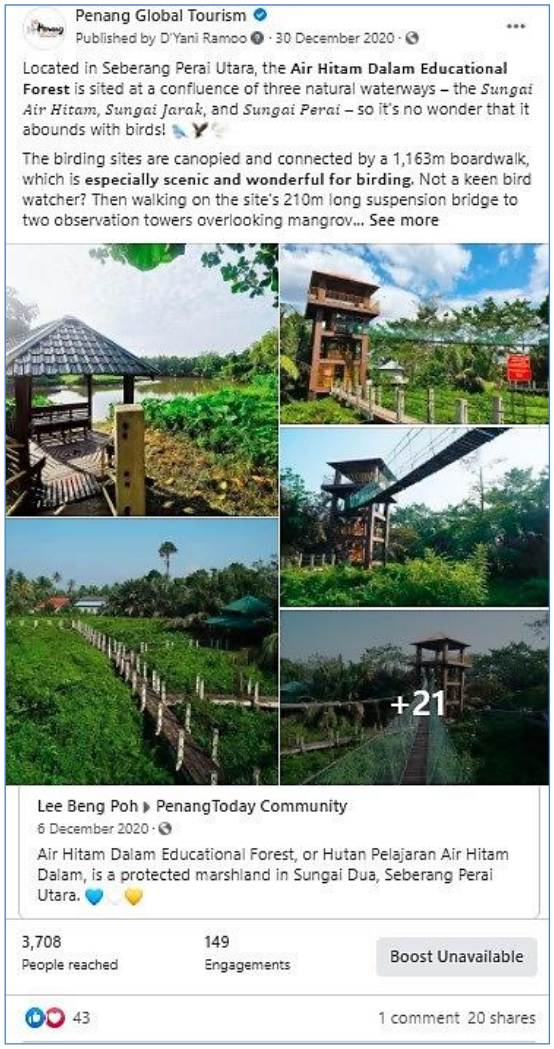
285 | 14 comments 41 shares

Penang Global Tourism
Published by D'Yani Ramoo · 25 December 2020 ·

Majlis Bandaraya Seberang Perai is at Minor Basilica of St. Anne, Bukit Mertajam.
25 December 2020 · Bukit Mertajam ·
Dokumentari Sejarah Minor Basilica of St Anne, Bukit Mertajam

4,775 People reached | 255 Engagements | Boost Unavailable

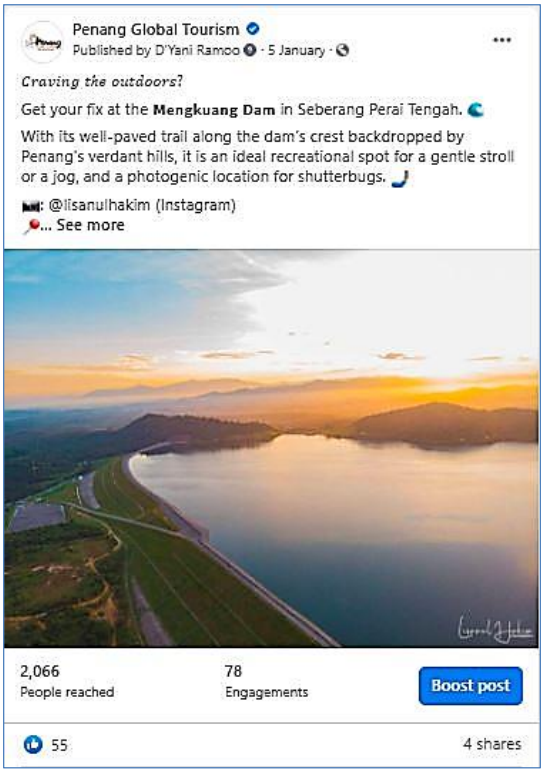
51 | 1 comment 22 shares




| **January 2021 -** Facebook Posts on Seberang Perai | | | | |
|---|---|---|---|---|
| **No.** | **Posts** | **Total Reach** | **Total Engagement** | **Date Published** |
| 1 | Mengkuang Dam | 2,066 | 78 | 5 January |
| 2 | Military Pillbox of Bumbong Lima | 2,719 | 145 | 6 January |
| 3 | Buletin Mutiara – Mengkuang Dam | 2,210 | 60 | 7 January |
| 4 | Empangan Seraya | 4,775 | 180 | 18 January |
| 5 | Food Trail in Bukit Mertajam | 1,218 | 27 | 21 January |
| 6 | Nasi Dalca Tasek Gelugor | 996 | 19 | 25 January |
| 7 | Frog Hill | 2,518 | 75 | 26 January |
| 8 | Kampung Agong | 65,381 | 2,973 | 31 January |

| **Total Posts** | **Total Reach** | **Total Engagement** |
|---|---|---|
| 8 | **81,883** | **3,557** |

The following are screenshots of the January 2021 posts on Seberang Perai, as listed above:



Penang Global Tourism
Published by D'Yani Ramoo · 21 January ·

Penang's world-renowned gastronomic offerings are not limited to the Island as mainland Penang is a terrain ripe for culinary adventure, too! 🥰😍🤩

Read this article by Penang Monthly to discover **Bukit Mertajam's must-eats** — *from hearty yam rice to tantalising cendol* — so you can add them to your food bucket list...later 😊

Source: Penang Monthly

#PenangFood #BukitMertajam #SeberangPerai #TravelTomorrow #... See more

PENANGMONTHLY.COM

Come Travel the Rich Food Trail in Bukit Mertajam

PENANG'S GASTRONOMIC DELIGHTS are world-renowned. But so...

| 1,218 | 27 | |
|---|---|---|
| People reached | Engagements | Boost post |

8 5 shares

---

Penang Global Tourism shared a video from the playlist FOODIE.
Published by D'Yani Ramoo · 25 January ·

Tahukah anda ada kedai **nasi dalca** di **Tasek Gelugor**, Seberang Perai? 😲

Memang menarik **aneka lauk** di Warung Wafiy ini. Ada *kambing masala, ayam masak merah, daging kicap dan kuah dalca* yang padu. Sekali kena memang terangkat! 👉👍

Bagi yang ingin mencuba, boleh lah datang sendiri ke restoran ini selepas PKP nanti tapi buat masa ni, admin dapat belanja video terbitan Yakpur Production di bawah je. 😘👇

🎥: Yakpur Production
📍: Warung Wafiy, No. 15, Jalan Tasek Gelugor Jaya

#nasid... See more

Yakpur Production posted a video to the playlist FOODIE.
26 December 2020 ·

NASI DALCHA NI BUKAN BIASA-BIASA!!!!

Selalu kalau nak makan nasi dalcha, memang orang akan mai Penang sebelah pulau. Tapi MENGEJUTKAN ada NASI DALCHA yang POWE... See more

| 996 | 19 | |
|---|---|---|
| People reached | Engagements | Boost Unavailable |

3 1 comment 2 shares

---

Penang Global Tourism
Published by D'Yani Ramoo · 26 January ·

If you like staying away from the crowds, then escape to a world of gorgeous serenity at **Frog Hill**, Tasek Gelugor! 💚

Dubbed as Penang's answer to China's well-known Jiuzhaigou, **Frog Hill** is a favourite spot for naturalists and avid shutterbugs, thanks to the **abandoned quarry**'s dramatic views of **turquoise-coloured pools.** 😍

Check out these photos and add **Frog Hill** to your list when visiting Penang... later. 😎

*Travel reminder: Frog Hill is a remote area so visitors are ad...* See more

城年Y事 added 19 new photos to the album 0012 Kubang Semang Frog Hills 高巴三万青蛙山.
12 January ·

Kubang Semang Frog Hills
高巴三万青蛙山

曾几何时
这也是一个非常火爆的点... See more

See translation

| 2,518 | 75 | |
|---|---|---|
| People reached | Engagements | Boost Unavailable |

14 3 comments 2 shares

---

Penang Global Tourism
Published by D'Yani Ramoo · 31 January ·

Sitting on a 10ha former coconut plantation, **Kampung Agong** has a wealth of photogenic settings to offer Instagram addicts — *from traditional wooden houses, Instagram-ready piano, swings, and giant nests!* 🥰😍🤩

Be sure not to miss it when visiting Penang... later 😉

📷: @z.own_ (Instagram)
📍: **Kampung Agong**, Penaga, Seberang Perai

#KampungAgong #Penaga #SeberangPerai #... See more

| 65,381 | 2,973 | |
|---|---|---|
| People reached | Engagements | Boost post |

1.8K 33 comments 56 shares

| **February 2021 -** Facebook Posts on Seberang Perai | | | | |
|---|---|---|---|---|
| **No.** | **Posts** | **Total Reach** | **Total Engagement** | **Date Published** |
| 1 | Mee Udang, Warung Pak Su | 2,587 | 77 | 8 February |
| 2 | Then & Now – Jambatan Merdeka | 2,294 | 53 | 10 February |
| 3 | CNY Deco | 20,010 | 1,644 | 10 February |
| 4 | PICAF – Batu Kawan | 3,140 | 107 | 14 February |
| 5 | TwinCafe, Simpang Empat | 1,877 | 45 | 15 February |
| 6 | Throwback video of Penang | 7,668 | 529 | 17 February |
| 7 | Rojak Tonggek & Popia Yusof | 3,391 | 77 | 22 February |
| 8 | PICAF – Dataran Merdeka | 3,802 | 135 | 28 February |

| **Total Posts** | **Total Reach** | **Total Engagement** |
|---|---|---|
| **8** | **44,769** | **2,667** |

The following are screenshots of the February 2021 posts on Seberang Perai, as listed above:

Penang Global Tourism
Published by D'Yani Ramoo · 10 February ·

**#29 PENANG THEN & NOW**

Situated in Kepala Batas, **Jambatan Merdeka** doesn't just connect the states of Kedah and Penang - it is also a physical connection to the World War II era.

The bridge was constructed to replace an older bridge destroyed by the British army when the Japanese Army soldiers reached Bumbung Lima in 1942. Formerly known as Titi Sungai Muda, the upgraded bridge was renamed **Jambatan Merdeka** *when former Prime Minister Tunku Abdul Rahman officially opened it in* ... See more

2,294 People reached | 53 Engagements | Boost post

24 | 3 shares

Penang Global Tourism
Published by D'Yani Ramoo · 14 February ·

Seberang Perai's mural scene is quickly catching up with George Town's iconic street art. 😍

If you're looking for mind-blowing art pieces on the *opposite site of the island*, this Penang International Container Art Festival's installation by *Canadian-born artist Emmanuel Jarus* is a good place to start! 😊🍃🎨

Be sure not to miss it when visiting Penang... later 😉

📷: @cindytye1819 (Instagram)
📍: Aspen Vision City, Batu ... See more

3,140 People reached | 107 Engagements | Boost post

33 | 6 shares

Penang Global Tourism
Published by D'Yani Ramoo · 15 February ·

Mungkin ramai yang tahu Pulau Pinang juga terkenal dengan sup, namun untuk mereka yang belum pernah rasa **sup utara** bila ke negeri ini, boleh masukkan TwinCafe Sup88 ke dalam senarai perjalanan anda selepas PKP nanti. 🍲

Terletak di *Simpang Ampat, Seberang Perai*, restoran ini menghidangkan **aneka jenis sup** seperti **sup special**, **sup tulang rusuk**, **sup meatball**, **sup gearbox** dan macam macam lagi. 🍲😉

Tak cukup dengan sup sahaja, malah ada nasi ayam dan nasi daging untuk melengkapkan... See more

Laparpo
30 October 2020 ·
Raja Sup di Simpang Empat TwinCafe Sup88

1,877 People reached | 45 Engagements | Boost Unavailable

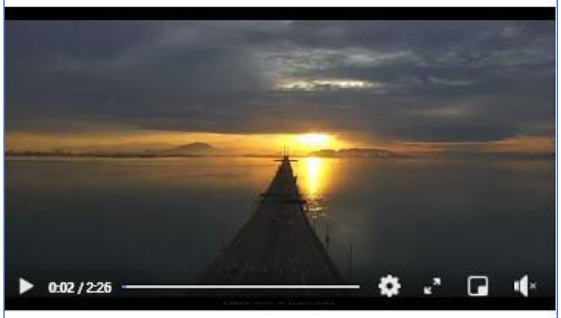
5 | 1 share

Penang Global Tourism
Published by D'Yani Ramoo · 17 February ·

Here's a **throwback video showcasing Penang**'s various places of worship, iconic landmarks, world-class attractions, scenic urbanscapes, diverse landscapes and vibrant celebrations! ✨😍

🎥: @rickreature (Instagram)

#penang #throwback #TravelTomorrow #TravelLater #TravelInspiration #StaySafe #responsibletourism



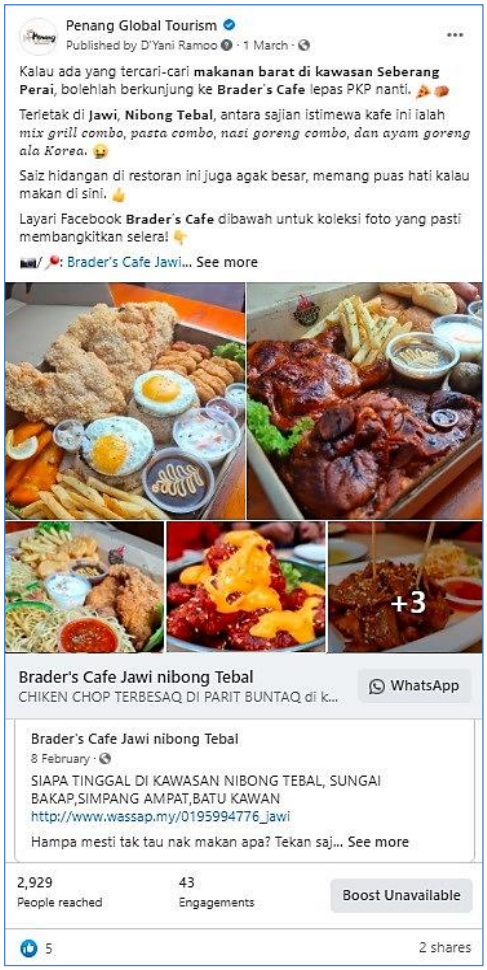

7,668 People reached | 529 Engagements | Boost post

75 | 2 comments 63 shares

| **March 2021 -** Facebook Posts on Seberang Perai | | | | |
|---|---|---|---|---|
| **No.** | **Posts** | **Total Reach** | **Total Engagement** | **Date Published** |
| 1 | Brader's Café, Jawi | 2,929 | 43 | 1 March |
| 2 | Buletin Mutiara – Tecoma Trees | 3,827 | 138 | 2 March |
| 3 | Bukit Mertajam Paddy Fields | 3,510 | 203 | 3 March |
| 4 | Medan Selera Mee Udang | 1,714 | 49 | 8 March |
| 5 | Kee Poh Huat Kongsi | 3,355 | 120 | 9 March |
| 6 | De Pauh Garden Restaurant | 3,274 | 174 | 15 March |
| 7 | Pulau Gedung | 2,963 | 128 | 16 March |
| 8 | Iwan Shifudo Grill & Hot Pot | 1,126 | 32 | 22 March |
| 9 | Tecome Tress, Bukit Mertajam | 9,606 | 992 | 27 March |
| 10 | Sushi Café, Bukit Mertajam | 4,880 | 293 | 29 March |

| **Total Posts** | **Total Reach** | **Total Engagement** |
|---|---|---|
| **10** | **37,184** | **2,172** |

The following are screenshots of the March 2021 posts on Seberang Perai, as listed above:



Penang Global Tourism
Published by D'Yani Ramoo · 9 March at 12:30 ·

Located in *Sungai Bakap*, **Kee Poh Huat Kongsi** is a *hidden gem* waiting for your visit.

The sprawling **clan house** has a *well-preserved ancestral hall, temple and row of Straits Eclectic style townhouses built* by Kee Lai Huat, founder of *Sungai Bakap*.

Thumb through the album for a visual journey through the *historic ancestral home* and make sure to drop by when you can travel to Penang... later.

: @Eric Yeoh (Facebook)
: Kee Poh Huat Kongsi, *Sungai Bakap*

#KeePohHuatKon... See more

Eric Yeoh added 16 new photos to the album Mainland Meanderings (1) — at Kee Poh Huat Kongsi
24 January · Sungai Bakap ·

Pre-MCO meanderings in Penang on the mainland. Exploring the sights and cuisine of Sungai Bakap. Kee Poh Huat's ancestral home.

3,355 People reached | 120 Engagements | Boost Unavailable

40 | 13 shares

Penang Global Tourism
Published by D'Yani Ramoo · 15 March at 11:24 ·

Buat peminat masakan barat, Thai dan Melayu, Restoran **De Pauh Garden** sememangnya salah satu tempat wajib untuk di singgah.

Restoran yang beroperasi di *Permatang Pauh, Seberang Perai* ini cukup terkenal kerana menyajikan makanan yang menepati pelbagai citarasa, *dari nasi Melayu hingga ke masakan Thai.*

Bukan sahaja menu enak, malah Restoran **De Pauh Garden** juga dilengkapi dengan dekorasi yang menarik, sesuai untuk pengunjung yang gemar mengambil gambar media sosial.

: @... See more

3,274 People reached | 174 Engagements | Boost post

19 | 1 comment 9 shares

Penang Global Tourism
Published by D'Yani Ramoo · 16 March at 17:09 ·

Pulau Aman may be attracting seafood lovers with its delicious array of fresh seafood but the neighbouring **Pulau Gedung** is slowly attracting hiking enthusiasts from near and far!

Believed to have been a pirate's domain back in the day, **Pulau Gedung** is a hiker's paradise of rugged terrains and epic views. It even hides a forgotten colonial weapons storage building.

Thumb through the following album for a virtual hike through the untouched paradise of **Pulau Gedung**.

... See more

Rexy Prakash Chacko
10 January · Instagram ·

PULAU GEDONG: Hiking in the islets of Penang.

Had a fantastic day last night hiking from north to south of Pulau Gedong, the larger island just beside Pulau Am... See more

2,963 People reached | 128 Engagements | Boost Unavailable

22 | 4 shares

Penang Global Tourism
Published by D'Yani Ramoo · 22 March at 15:33 ·

Buat peminat *char koay teow* yang masih keliru tempat makan mana nak tuju, bolehlah cuba restoran **Iwan Shifudo Grill** & **Hot Pot** di Bertam, Kepala Batas!

*Char koay teow* disini dimasak dengan pelbagai makanan laut seperti ketam, sotong, udang dan kepah dan dihidangkan dalam talam yang besar. Sesuai dikongsi sekeluarga ye.

Alang-alang singgah di restoran ini, jangan lupa cuba daging bakar Danok. Resepi yang berasal dari negara jiran ini sememangnya popular dengan pendu... See more

Iwan Shifudo Grill & Hot Pot Bertam
16 March at 12:45 ·

Dulu Iwan Char Koey Teow & Mee Udang
Skrang Iwan Shifudo Grill & Hot Pot Bertam
owner yg sama..menu yg sama cuma nama Restoran yg kami tukar..dan ada tambaha... See more

1,126 People reached | 32 Engagements | Boost Unavailable

5 | 1 comment 1 share

Penang Global Tourism
Published by D'Yani Ramoo · 27 March at 13:20 ·
+15
Jeffrey B. Wira ▸ Places Malaysia Group
27 March at 01:23 ·
Sakura (tecoma trees) in Bukit Mertajam, Penang
9,606
People reached
992
Engagements
Boost Unavailable
318
19 comments 65 shares

Penang Global Tourism
Published by D'Yani Ramoo · 29 March at 16:51 ·
Kepada peminat-peminat makanan Jepun, So Sushi Supply & Café ialah salah satu restoran (dijamin halal) yang harus di kunjungi di Bukit Mertajam. Tak kira anda peminat sushi ataupun peminat teppanyaki, semuanya di dapati di restoran ini.
Menu yang popular di sini semestinya aneka jenis sushi. Selain itu, ada juga teppanyaki, set nasi, ramen dan macam macam lagi. Memang rambang mata, sesuai datang dengan keluarga dan rakan-rakan anda selepas penat beriadah di Taman Rimba B... See more
+4
4,880
People reached
293
Engagements
Boost post
18
9 comments 20 shares

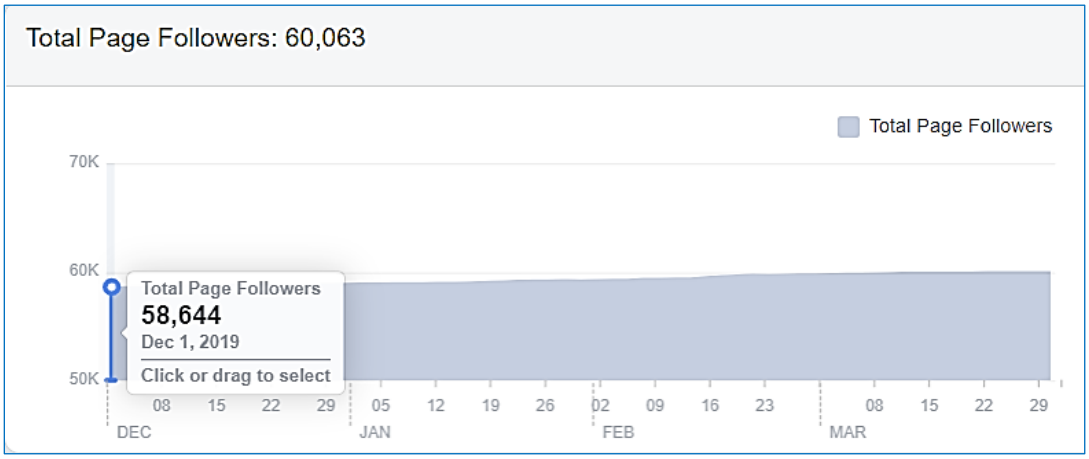
3.2.15 PGT's Facebook Page Analytics

Based on the insights of PGT's Facebook Page, there has been an 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 December 2020 to 31 March 2021 was 69,575 and 71,914 whereas the number of Page Followers recorded on 1 December 2019 to 31 March 2020 was 58,644 and 60,063. Thus, there's an increase of Page Followers for the current period. The increase is at a relatively good pace, taking into consideration of the inter-state travel ban since MCO2.0 in January 2021 where we have considerably reduced the boosting of our posts.

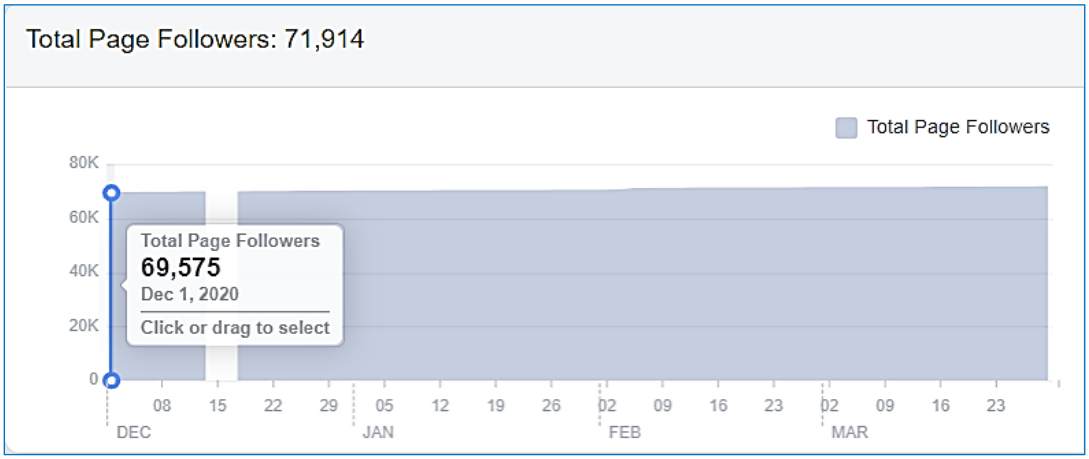
Comparison of Page Followers:

| YOY Comparison | Page Followers | | Increased by | % Increase |
|---|---|---|---|---|
| 1 Dec 2019 - 31 Mar 2020 | 58,644 | 60,063 | 1,419 | 2.42 |
| 1 Dec 2020 - 31 Mar 2021 | 69,575 | 71,914 | **2,339** | **3.36** |

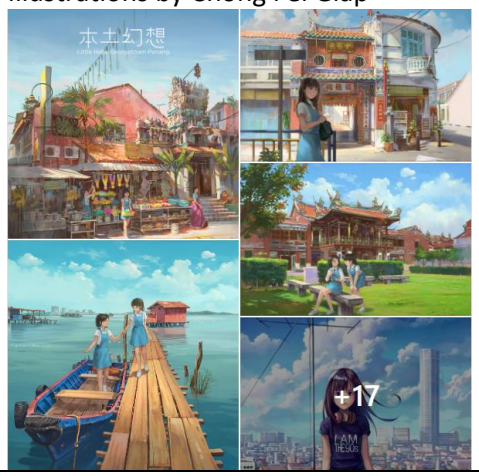
Page Followers: 1 December 2019 - 31 March 2020




Page Followers: 1 December 2020 - 31 March 2021



The top post on PGT's FB page for each month of December 2020 to March 2021, as follows:

| Month | Posts/Videos | Total Reach |
|---|---|---|
| December 2020 | Experience It All In Penang (Comparison Video)<br> <br> | Organic: 88,600<br>Paid: 125,235 |
| January 2021 | Instagram shot – Kampung Agong<br> | Organic: 65,381<br>Paid: - |
| February 2021 | Illustrations by Chong Fei Giap<br>  <br> | Organic: 289,265<br>Paid: - |
| March 2021 | Manga comic 'The Playful Guardians' by YUKIRA<br> <br> | Organic: 136,377<br>Paid: - |

**Facebook Posts Summary From 1 December 2020 - 31 March 2021**

Total Posts & Total Reach of Facebook Posts – Boosted vs Non-Boosted:

| | Total Posts | % Total Posts | Total Reach |
|---|---|---|---|
| **Boosted Posts** | 9 | 3.35 | 678,280 |
| **Non-Boosted Posts** | 260 | 96.65 | 1,670,724 |
| **Total** | 269 | 100 | 2,349,004 |

Total Posts & Total Reach of Facebook Posts – Island vs Mainland:

| | Total Posts | % Total Posts | Total Reach |
|---|---|---|---|
| **Island** | 230 | 85.50 | 1,693,018 |
| **Mainland** | 39 | 14.50 | 655,986 |
| **Total** | 269 | 100 | 2,349,004 |

3.2.16 Website Google Analytics for mypenang.gov.my

The analytics report shows a year-on-year (YOY) comparison between two time periods – 1 December 2020 – 31 March 2021 and 1 December 2019 – 31 March 2020.

Website traffic

The Google Analytics Report shows a downward trend when compared between year 2020 and year 2021. There was a spike on 31 December 2019 with 3,121 users. However, in comparison to 31 December 2020, there were only 1,119 users to the website. That's a decrease of 64.15%. There's also a difference in users on 8 February 2020 in comparison with 8 February 2021, recording 2,544 and 161 users respectively. The other major difference was recorded on 29 February 2020 and 1 March 2021 with a difference in users at 3,096 and 190 respectively.

The significant decrease of users to the website for December 2020 to March 2021 could be mainly owing to the unfortunate occurrence of the Covid-19 pandemic and the nation's movement control order (MCO2.0) where inter-state travel is currently banned. Based on previous reports, visitors have been going to our site mainly to know more on the latest events and happenings in Penang. Hence, since there had been none during this period of time, traffic to our site have lessened considerably. There were quite a number of visitors that were linked to mypenang.gov.my directly and at the same time, via Facebook, organic Google search, the Penang state government's website, yahoo.com and others.

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

| Source/Medium | Acquisition: Users |
|---|---|
| | 31,760 (% of Total: 100.00% (31,760)) |
| 1. (direct) / (none) | 29,969 (93.90%) |
| 2. m.facebook.com / referral | 557 (1.75%) |
| 3. google / organic | 449 (1.41%) |
| 4. penang.gov.my / referral | 277 (0.87%) |
| 5. bing / organic | 192 (0.60%) |
| 6. portal.xpossible.com / referral | 87 (0.27%) |
| 7. yahoo / organic | 75 (0.23%) |
| 8. l.facebook.com / referral | 58 (0.18%) |
| 9. forum.lowyat.net / referral | 40 (0.13%) |
| 10. duckduckgo / organic | 28 (0.09%) |

Comparison between 1 Dec 2020 - 31 Mar 2021 and 1 Dec 2019 - 31 Mar 2020

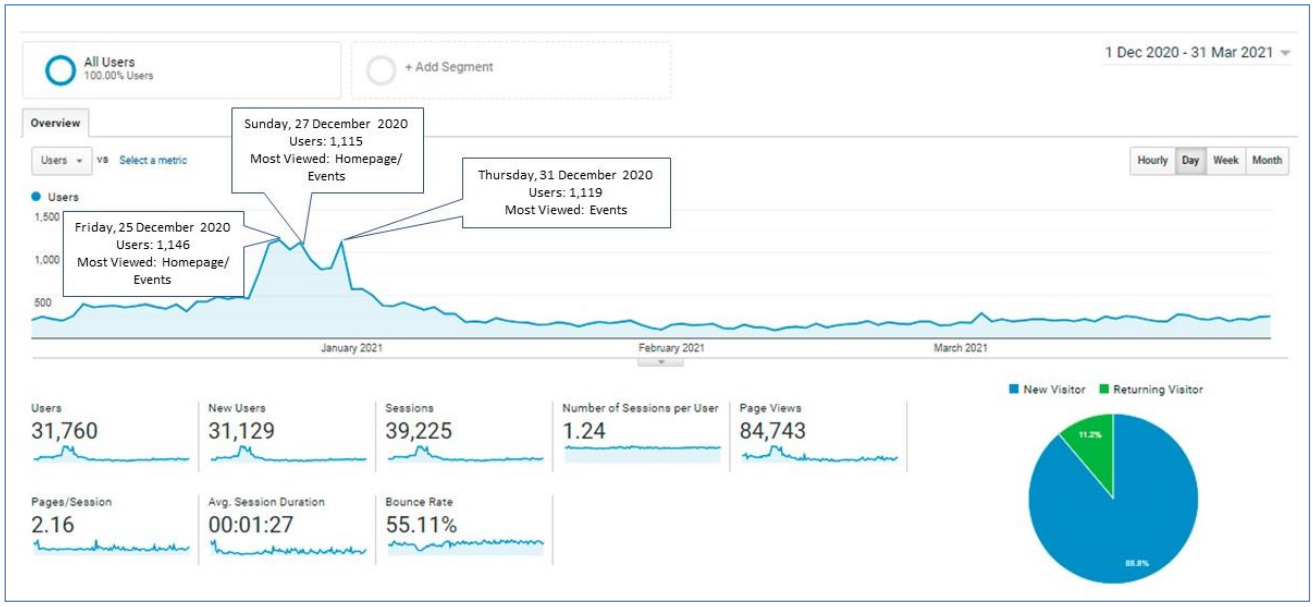
The comparison report shows a decrease of 69.78% in new users to the website. The number of sessions per user also recorded a slight decrease of 5.48%. However, there's an increase on the Average Session Duration which is at 5.39%. Although with a lower number of users to the website, it shows that the time spent on the website as a whole has increased.

Top 5 countries visiting the site and most viewed pages

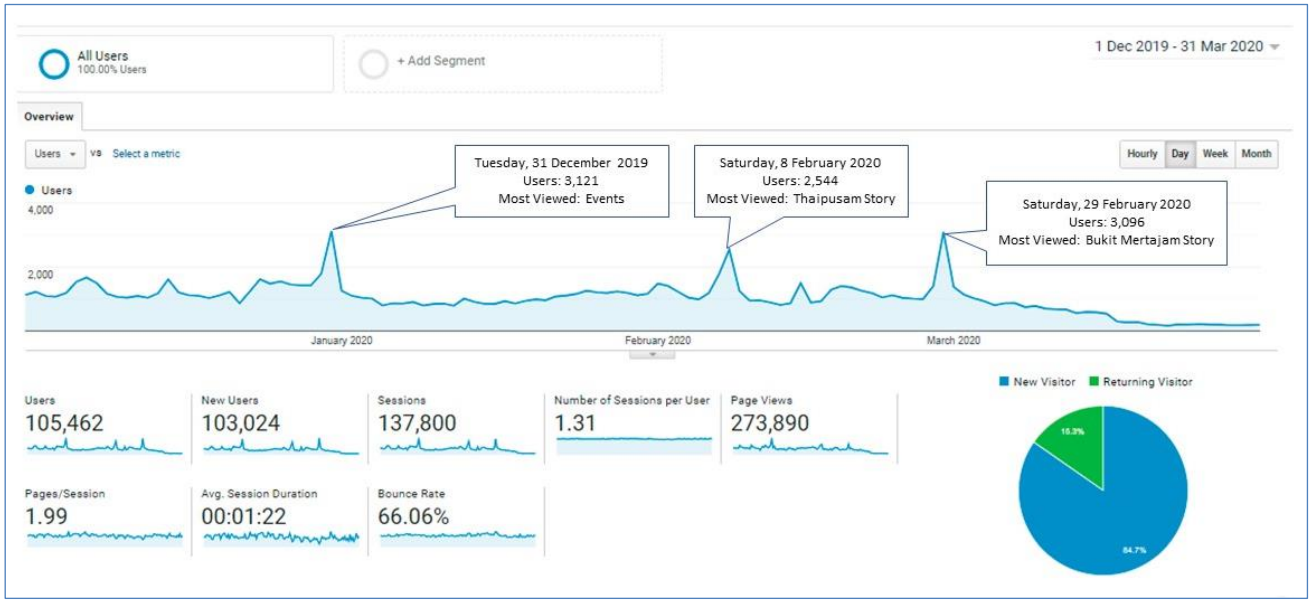
The top 5 countries visiting the site are Malaysia, United States, Singapore, China and Australia. Their most-viewed pages are mainly on Events, Culture & Heritage, Penang Stories, Directory and About Penang.

The following will show the relevant charts and tables summarising the Google analytics report as highlighted above.

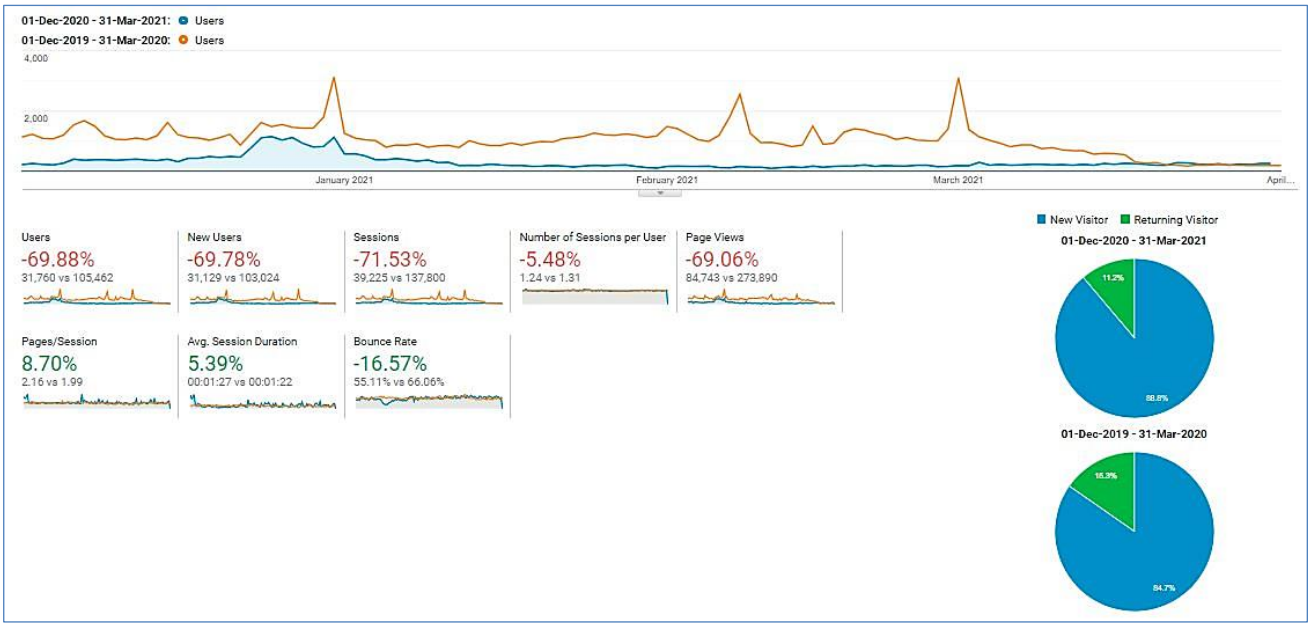
Period: 1 December 2020 - 31 March 2021




Period: 1 December 2019 - 31 March 2020



Comparison Chart of 1 December 2020 - 31 March 2021 and 1 December 2019 - 31 March 2020




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

| Item | 1 Dec 2020 - 31 Mar 2021 | 1 Dec 2019 - 31 Mar 2020 |
|---|---|---|
| Users | 31, 760 | 105, 462 |
| Sessions | 39, 225 | 137, 800 |
| Page Views | 84, 743 | 273, 890 |
| Ave. Session Duration | 00:01:27 | 00:01:22 |
| Bounce Rate | 55.11% | 66.06% |

Current period's Top 10 users by Country from 1 December 2020 - 31 March 2021:

| Country | Acquisition | | | Behaviour |
|---|---|---|---|---|
| | Users | New Users | Sessions | Bounce Rate |
| | 31,760 % of Total: 100.00% (31,760) | 31,151 % of Total: 100.07% (31,129) | 39,225 % of Total: 100.00% (39,225) | 55.11% Avg for View: 55.11% (0.00%) |
| 1. Malaysia | 27,669 (86.84%) | 27,026 (86.76%) | 34,495 (87.94%) | 53.87% |
| 2. United States | 849 (2.66%) | 837 (2.69%) | 865 (2.21%) | 66.82% |
| 3. Singapore | 626 (1.96%) | 613 (1.97%) | 724 (1.85%) | 66.85% |
| 4. China | 370 (1.16%) | 367 (1.18%) | 399 (1.02%) | 73.68% |
| 5. Australia | 290 (0.91%) | 287 (0.92%) | 322 (0.82%) | 72.05% |
| 6. United Kingdom | 234 (0.73%) | 230 (0.74%) | 265 (0.68%) | 69.06% |
| 7. Indonesia | 201 (0.63%) | 197 (0.63%) | 236 (0.60%) | 63.56% |
| 8. India | 179 (0.56%) | 176 (0.56%) | 197 (0.50%) | 72.59% |
| 9. Japan | 135 (0.42%) | 129 (0.41%) | 187 (0.48%) | 53.48% |
| 10. Germany | 119 (0.37%) | 116 (0.37%) | 136 (0.35%) | 41.18% |

Comparison of the Top 10 users by Country: ((1 Dec 2020 - 31 Mar 2021 and 1 Dec 2019 - 31 Mar 2020))

| Country | Acquisition | | | Behaviour | | |
|---|---|---|---|---|---|---|
| | Users | New Users | Sessions | Bounce Rate | Pages/Session | Avg. Session Duration |
| | 69.88% ▼ 31,760 vs 105,462 | 69.79% ▼ 31,151 vs 103,110 | 71.53% ▼ 39,225 vs 137,800 | 16.57% ▼ 55.11% vs 66.06% | 8.70% ▲ 2.16 vs 1.99 | 5.39% ▲ 00:01:27 vs 00:01:22 |
| 1. Malaysia | | | | | | |
| 01-Dec-2020 - 31-Mar-2021 | **27,669** (86.84%) | 27,026 (86.76%) | 34,495 (87.94%) | 53.87% | 2.17 | 00:01:29 |
| 01-Dec-2019 - 31-Mar-2020 | **86,146** (80.83%) | 83,499 (80.98%) | 112,773 (81.84%) | 67.13% | 1.90 | 00:01:18 |
| **% Change** | **-67.88%** | **-67.63%** | **-69.41%** | **-19.75%** | **14.18%** | **14.93%** |
| 2. United States | | | | | | |
| 01-Dec-2020 - 31-Mar-2021 | **849** (2.66%) | 837 (2.69%) | 865 (2.21%) | 66.82% | 1.97 | 00:00:38 |
| 01-Dec-2019 - 31-Mar-2020 | **2,445** (2.29%) | 2,365 (2.29%) | 2,642 (1.92%) | 66.50% | 1.89 | 00:00:43 |
| **% Change** | **-65.28%** | **-64.61%** | **-67.26%** | **0.48%** | **3.91%** | **-11.64%** |
| 5. Australia | | | | | | |
| 01-Dec-2020 - 31-Mar-2021 | **290** (0.91%) | 287 (0.92%) | 322 (0.82%) | 72.05% | 1.64 | 00:01:08 |
| 01-Dec-2019 - 31-Mar-2020 | **1,529** (1.43%) | 1,479 (1.43%) | 1,879 (1.36%) | 59.29% | 2.60 | 00:01:58 |
| **% Change** | **-81.03%** | **-80.59%** | **-82.86%** | **21.53%** | **-37.03%** | **-42.44%** |
| 6. United Kingdom | | | | | | |
| 01-Dec-2020 - 31-Mar-2021 | **234** (0.73%) | 230 (0.74%) | 265 (0.68%) | 69.06% | 1.93 | 00:01:10 |
| 01-Dec-2019 - 31-Mar-2020 | **1,176** (1.10%) | 1,142 (1.11%) | 1,460 (1.06%) | 52.26% | 3.04 | 00:02:05 |
| **% Change** | **-80.10%** | **-79.86%** | **-81.85%** | **32.14%** | **-36.38%** | **-44.22%** |
| 7. Indonesia | | | | | | |
| 01-Dec-2020 - 31-Mar-2021 | **201** (0.63%) | 197 (0.63%) | 236 (0.60%) | 63.56% | 2.15 | 00:01:36 |
| 01-Dec-2019 - 31-Mar-2020 | **1,672** (1.57%) | 1,593 (1.54%) | 2,262 (1.64%) | 64.46% | 2.25 | 00:02:04 |
| **% Change** | **-87.98%** | **-87.63%** | **-89.57%** | **-1.39%** | **-4.25%** | **-22.44%** |
| 8. India | | | | | | |
| 01-Dec-2020 - 31-Mar-2021 | **179** (0.56%) | 176 (0.56%) | 197 (0.50%) | 72.59% | 1.63 | 00:01:06 |
| 01-Dec-2019 - 31-Mar-2020 | **491** (0.46%) | 478 (0.46%) | 623 (0.45%) | 54.57% | 2.55 | 00:02:04 |
| **% Change** | **-63.54%** | **-63.18%** | **-68.38%** | **33.01%** | **-35.79%** | **-46.26%** |
| 9. Japan | | | | | | |
| 01-Dec-2020 - 31-Mar-2021 | **135** (0.42%) | 129 (0.41%) | 187 (0.48%) | 53.48% | 2.56 | 00:01:39 |
| 01-Dec-2019 - 31-Mar-2020 | **755** (0.71%) | 719 (0.70%) | 888 (0.64%) | 58.33% | 2.15 | 00:01:05 |
| **% Change** | **-82.12%** | **-82.06%** | **-78.94%** | **-8.33%** | **19.21%** | **51.79%** |
| 10. Germany | | | | | | |
| 01-Dec-2020 - 31-Mar-2021 | **119** (0.37%) | 116 (0.37%) | 136 (0.35%) | 41.18% | 3.13 | 00:01:36 |
| 01-Dec-2019 - 31-Mar-2020 | **509** (0.48%) | 492 (0.48%) | 627 (0.46%) | 52.47% | 2.73 | 00:02:34 |
| **% Change** | **-76.62%** | **-76.42%** | **-78.31%** | **-21.53%** | **14.65%** | **-37.31%** |

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

| **Country** | **Most viewed Pages** |
|---|---|
| Malaysia | Events, Penang Stories, Culture and Heritage and Directory |
| United States | Penang Stories, Home page, Events |
| Singapore | Penang Stories, Culture and Heritage |
| China | Penang Stories |
| Australia | Penang Stories, Culture and Heritage |

Top page views in the mypenang.gov.my website from 1 Dec 2020 - 31 Mar 2021:

| Landing Page | Sessions | % New Sessions | New Users | Bounce Rate |
|---|---|---|---|---|
| | 39,225<br>% of Total: 100.00% (39,225) | 79.42%<br>Avg for View: 79.36% (0.07%) | 31,151<br>% of Total: 100.07% (31,129) | 55.11%<br>Avg for View: 55.11% (0.00%) |
| 1. /?lg=en | **9,731** (24.81%) | 72.63% | 7,068 (22.69%) | 2.61% |
| 2. /events/all-events/?lg=en | **2,104** (5.36%) | 82.79% | 1,742 (5.59%) | 61.50% |
| 3. /all/my-stories/93/?lg=en | **1,127** (2.87%) | 86.25% | 972 (3.12%) | 87.49% |
| 4. /culture-heritage/heritage-zones/free-cat-bus/?lg=en | **966** (2.46%) | 80.33% | 776 (2.49%) | 82.09% |
| 5. /about-penang/transportation/?lg=en | **730** (1.86%) | 81.64% | 596 (1.91%) | 86.85% |
| 6. /culture-heritage/heritage-zones/?lg=en | **655** (1.67%) | 70.69% | 463 (1.49%) | 79.85% |
| 7. /nature-adventure/directory/105/?lg=en | **616** (1.57%) | 71.10% | 438 (1.41%) | 83.77% |
| 8. /events/all-events/?quarter=1&lg=en | **441** (1.12%) | 77.55% | 342 (1.10%) | 60.77% |
| 9. /all/my-stories/118/?lg=en | **396** (1.01%) | 85.86% | 340 (1.09%) | 88.89% |
| 10. /downloads/?lg=en | **396** (1.01%) | 47.22% | 187 (0.60%) | 87.12% |

3.2.17 Website Google Analytics for Penang Travel Deals (penangtraveldeals.com)

The analytics report shows the time period of the website from 1 December 2020 - 31 March 2021. As the website was launched in June 2020, there will be no comparison report for this duration.

Website traffic

The Google Analytics Report shows a spike on 8 December 2020 with 639 users. There was also a spike on 24 December 2020 with 342 users and on 9 February 2021 with 234 users.

There's be an upward trend of users to the website in December 2020 and it could have been brought by visitors searching for travel deals as interstate traveling was allowed at that point of time. Besides that, it could be a driven crowd from Facebook posts (organically and through adverts). There were quite a number of visitors that were linked to our penangtraveldeals.com website via Facebook and there were also users that searched for the website directly. Besides that, the other source that directed users to the website are via organic google search, Facebook, YouTube and news portal, such as Kwong Wah Yit Poh and Oh! Media and Goody25, where are campaign was undertaken with an advertorial and social media posts via its platforms.

The following is a list of the top 10 sites, penangtraveldeals.com was accessed:

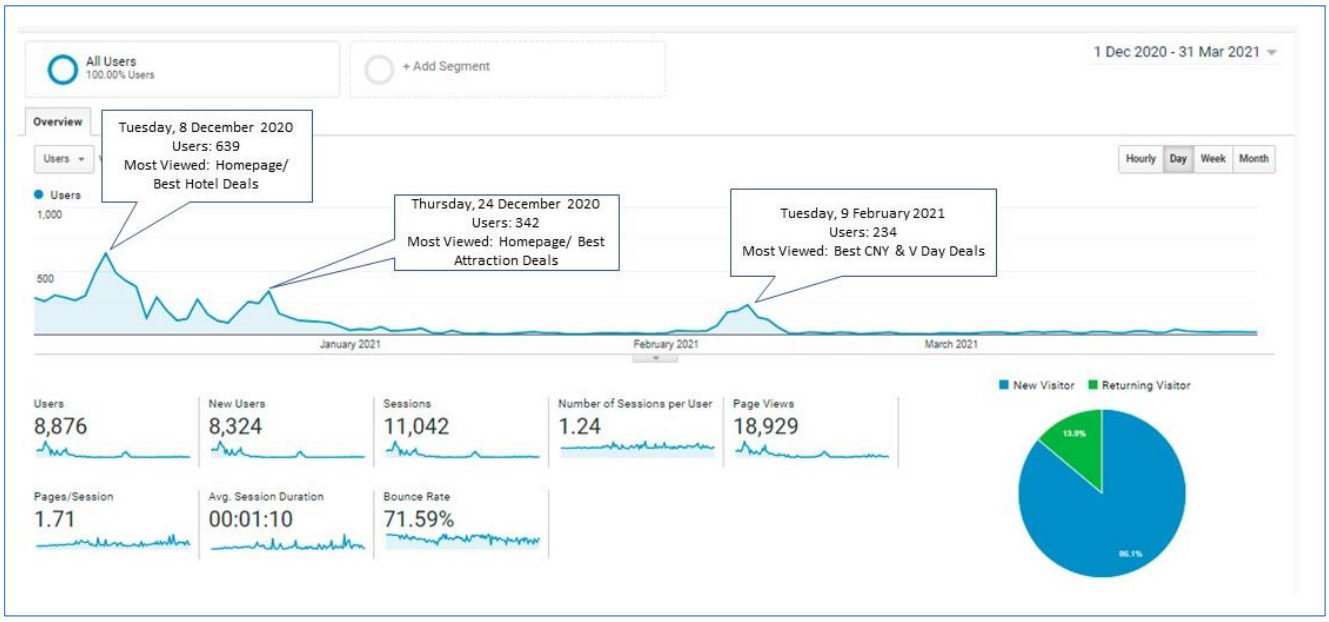
| | Source/Medium | Acquisition<br>Users |
|---|---|---|
| | | 8,876<br>% of Total: 100.00% (8,876) |
| 1. | googleads.g.doubleclick.net / referral | 2,998 (33.14%) |
| 2. | (direct) / (none) | 1,612 (17.82%) |
| 3. | m.facebook.com / referral | 1,393 (15.40%) |
| 4. | google / organic | 1,172 (12.96%) |
| 5. | youtube.com / referral | 143 (1.58%) |
| 6. | connect.themediatrust.com / referral | 95 (1.05%) |
| 7. | kwongwah.com.my / referral | 54 (0.60%) |
| 8. | ohmedia.my / referral | 52 (0.57%) |
| 9. | goody25.com / referral | 49 (0.54%) |
| 10. | l.facebook.com / referral | 46 (0.51%) |

Top 5 countries visiting the site and most viewed pages

The top 5 countries visiting the site are Malaysia, United States, China, Singapore and Philippines. Their most-viewed pages are mainly on Frontliner Deals, Best Hotel Deals, Best Year End Deals and Best Attraction Deals.

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

Period: 1 December 2020 – 31 March 2021




Current period's Top 10 users by Country from 1 December 2020 - 31 March 2021:

| Country | Acquisition | | | Behaviour |
|---|---|---|---|---|
| | Users | New Users | Sessions | Bounce Rate |
| | 8,876<br>% of Total:<br>100.00% (8,876) | 8,331<br>% of Total:<br>100.08% (8,324) | 11,042<br>% of Total:<br>100.00% (11,042) | 71.59%<br>Avg for View:<br>71.59% (0.00%) |
| 1. Malaysia | **8,173** (92.21%) | 7,648 (91.80%) | 10,342 (93.66%) | 72.58% |
| 2. United States | **491** (5.54%) | 489 (5.87%) | 491 (4.45%) | 46.64% |
| 3. China | **48** (0.54%) | 48 (0.58%) | 50 (0.45%) | 98.00% |
| 4. Singapore | **33** (0.37%) | 32 (0.38%) | 37 (0.34%) | 72.97% |
| 5. Philippines | **16** (0.18%) | 15 (0.18%) | 18 (0.16%) | 94.44% |
| 6. Australia | **13** (0.15%) | 13 (0.16%) | 13 (0.12%) | 61.54% |
| 7. Canada | **12** (0.14%) | 12 (0.14%) | 12 (0.11%) | 66.67% |
| 8. Indonesia | **12** (0.14%) | 12 (0.14%) | 12 (0.11%) | 83.33% |
| 9. United Arab Emirates | **11** (0.12%) | 11 (0.13%) | 11 (0.10%) | 100.00% |
| 10. United Kingdom | **9** (0.10%) | 9 (0.11%) | 10 (0.09%) | 80.00% |

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

| Country | Most viewed Pages |
|---|---|
| Malaysia | Best Frontliner Hotel Deals, Best Hotel Deals, Best Attraction Deals, Best Year End Deals |
| United States | Best Frontliner Hotel Deals, Best Attraction Deals, Best Food & Lifestyle Deals, Best Hotel Deals |
| China | Home Page, Best Frontliner Deals, Best Tour Packages |
| Singapore | Home Page, Best Attraction Deals, Best Tour Packages |
| Philippines | Best Frontliner Deals, Best Attraction Deals |

Top page views in penangtraveldeals.com website from 1 Dec 2020 - 31 Mar 2021:

| Landing Page | Acquisition | | | Behaviour |
|---|---|---|---|---|
| | Sessions | % New Sessions | New Users | Bounce Rate |
| | 11,042 % of Total: 100.00% (11,042) | 75.45% Avg for View: 75.38% (0.08%) | 8,331 % of Total: 100.08% (8,324) | 71.59% Avg for View: 71.59% (0.00%) |
| 1. / | 6,843 (61.97%) | 80.11% | 5,482 (65.80%) | 71.88% |
| 2. /frontliner-hotel-deals | 653 (5.91%) | 68.61% | 448 (5.38%) | 66.16% |
| 3. /frontliner-specials | 554 (5.02%) | 72.20% | 400 (4.80%) | 26.35% |
| 4. /hotel-deals | 530 (4.80%) | 22.26% | 118 (1.42%) | 80.57% |
| 5. /year-end-deals | 229 (2.07%) | 60.70% | 139 (1.67%) | 63.76% |
| 6. /attraction-deals | 169 (1.53%) | 54.44% | 92 (1.10%) | 75.74% |
| 7. /best-food---lifestyle-deals | 150 (1.36%) | 58.67% | 88 (1.06%) | 76.00% |
| 8. /frontliner-attraction-deals | 134 (1.21%) | 48.51% | 65 (0.78%) | 79.10% |
| 9. /best-tour-packages | 114 (1.03%) | 60.53% | 69 (0.83%) | 83.33% |
| 10. /school-holiday-deals | 60 (0.54%) | 66.67% | 40 (0.48%) | 55.00% |

3.3 Recent Publicity (December 2020 – March 2021)

**December 2020**
**Local**

| No | Name | Description | Type of Publication |
|---|---|---|---|
| 1 | Bernama | Penang launches Malaysia's first Creative Economy E-Commerce live streaming event<br><br>Public takes a ride on Ferry for one final time | Online |
| 2 | Buletin Mutiara | The Journey of Art launched in December by YB Yeoh Soon Hin<br><br>Penang hotel industry plans to further boost its services come 2021 | Online |
| 3 | Oriental Daily | Penang State Government launches online platform for the art industry<br><br>Hotel occupancy rates reaches 90% during Christmas holiday | Online |
| 4 | The Star | Traders prepare for domestic tourism<br><br>Holidaymakers packing Penang heritage enclave<br><br>Penang Hill launches "Experience Penang Hill" half-day excursions<br><br>Restoring the iconic Balik Pulau roundabout<br><br>Food outlets see roaring business after travel restrictions relaxed<br><br>Miao Hui celebration with online twist | Online |
| 5 | New Straits Times | Penang State Government urged those traveling in to Penang to practise "Responsible Tourism"<br><br>Last ride for thousands on Penang's iconic car-carrying ferries | Online |
| 6 | Guang Ming Daily | Not many visitors at Kampung Agong after the re-opening of inter-state travel | Online |

| | | | |
|---|---|---|---|
| | | Getaway to Penang with AirAsia. A collaboration between PGT and AirAsia | |
| 7 | Malaysiakini | Penang's iconic ferry services to cease on 31 Dec | Online |
| 8 | Kwong Wah Yit Poh | PETACE is committed in promoting creative arts | Print |
| 9 | Malay Mail | Penang pushes its "world" attractions in bid to draw domestic tourists | Online |
| 10 | Where2lifestylemagazine | AirAsia to start Penang to Kota Baru direct flights | Online |

**December 2020**
**Foreign**

| No | Name | Description | Type of Publication |
|---|---|---|---|
| 1 | The People Online | Penang joins forces with AirAsia to strengthen local tourism amid Covid-19 | Online |

**January 2021**
**Local**

| No | Name | Description | Type of Publication |
|---|---|---|---|
| 1 | Guang Ming | Penang continues to see a rise in domestic tourists<br><br>Kek Lok Si Temple lights up on February 7th<br><br>Penang state government launched "Creative Economy Entrepreneurship Fund" for the creative industry players | Online |
| 2 | The Star | Local tourists spend long weekend in Penang<br><br>Jade Emperor celebration called off for the first time<br><br>Penang hotels shift focus to F&B | Online |

| | | | |
|---|---|---|---|
| | | Hotel Equatorial Penang to shut down effective March 31 | |
| 3 | The Malaysian Insight | Penang focus on reviving domestic tourism industry in 2021 | Online |
| 4 | Kwong Wah Yit Poh | Penang focuses on domestic tourism in the first half of the year, focusing on nature, cultural and creative tourism<br><br>Penang hotel may suspend business if MCO is extended to reduce operating costs | Online |
| 5 | China Press | Siam Road Char Koay Teow makes it to top 50 under BBC travel | Online |
| 6 | Malay Mail | Penang Port Commission gifts one ferry to state government | Online |

**January 2021**
**Foreign**

| No | Name | Description | Type of Publication |
|---|---|---|---|
| 1 | Retail News Asia | AirAsia and Penang Tourism collaborate to provide more value deals for domestic tourists | Online |
| 2 | BBC Travel | Siam Road Char Koay Teow listed as Malaysia's humble 'King of Noodles' | Online |

**February 2021**
**Local**

| No | Name | Description | Type of Publication |
|---|---|---|---|
| 1 | The Vibes | Only half of all MAH hotels in Penang are open for business | Online |
| 2 | The Star | Annual lighting ceremony of Kek Lok Si temple goes live<br>The 'curry mee' sisters immortalised in the form of a mural art at the Ayer Itam market | Online |
| 3 | Malay Mail | Penang CNY events will continue online, Chief Minister says as covid-19 restricts mass gathering | Online |

| | | | |
|---|---|---|---|
| 4 | Kwong Wah Yit Poh | Mural painted to honour the Curry Mee sisters in Air Itam<br><br>Penang CNY decorations at Esplanade | Online |
| 5 | Free Malaysia Today | Hidden Penang café doubles as traditional Teochew Opera House | Online |
| 6 | Oriental Daily | George Town back alley beautified | Online |
| 7 | New Straits Times | The Top Penang keeps Chap Goh Meh tradition alive | Online |

**March 2021**
**Local**

| **No** | **Name** | **Description** | **Type of Publication** |
|---|---|---|---|
| 1 | Free Malaysia Today | Penang's last trishaw maker to put the brakes on business<br><br>Cartoonist, Azmi Hussin draws big success after repeated rejections<br><br>'Susu Tarik" man of Air Itam becomes a work of art | Online |
| 2 | The Star | Traditional woodcarving artisan finds digital footing<br><br>Tap into eco-tourism potential, said Penang CM | Online |
| 3 | New Straits Times | Penang artists and creative businesses gets a boost via Penang Arts Council<br><br>Cruises set to resume in Penang beginning May 2021 | Online |
| 4 | Tatler Malaysia | Pasir Panjang Beach listed as one of stunning beaches in Malaysia to visit in 2021 | Online |
| 5 | Nan Yang | MATTA and MOTAC join forces to develop tourism in Penang | Online |
| 6 | Kwong Wah Yit Poh | Penang Ferry to be used as tourist attraction, mentioned YB Yeoh Soon Hin | 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/Year (2020/2021)** | **Local News Coverage** | **Foreign News Coverage** |
|---|---|---|
| December 2020 | 10 | 1 |
| January 2021 | 6 | 2 |
| February 2021 | 7 | 0 |
| March 2021 | 6 | 0 |
| **Total** | **29** | **3** |