



Ctrip Group signs strategic partnership MOU with Penang Global Tourism

Deepening cooperation between China and Malaysia

PENANG, July 9, 2019 – Ctrip, Asia's leading online travel agency, along with, Trip.com, a Ctrip Group company signed a strategic MOU with Penang Global Tourism. Such global partnership is a first for Penang Global Tourism, Ctrip and Trip.com.

According to the agreement, the two sides will focus on various travel products especially for FIT, hotel and attraction product development. Ctrip and Trip.com cooperation will range from marketing to brand awareness of Penang as a top destination for Chinese travellers not only within Malaysia but also South East Asia. Furthermore, the aim is to attract tourists from other countries and regions including Singapore, South Korea, Japan and Hong Kong.

Malaysia is one of the key areas of Ctrip's global expansion. Ctrip looks to further deepen its presence in the Malaysian market- aimed at not only providing a one-stop integrated marketing solutions for Chinese travellers but also to foreign travellers on Trip.com.

YB Yeoh Soon Hin, State EXCO of Tourism Development, Arts, Culture & Heritage and Mr Ooi Chok Yan, Director of Penang Global Tourism and Mr Edison Chen, General Manager of Ctrip Destination Marketing, attended the MOU signing ceremony in Penang. Local Penang hotel partners, travel agencies and attraction partners attended the MOU ceremony as well.

Since 2014, Ctrip has established its branch office in Malaysia and worked closely with local hotels, travel agencies and tourism bureaus to provide more diversified Malaysian travel products for tourists with the final goal of ensuring better travel experiences for Ctrip and Trip.com users.

Ctrip's Destination Marketing has cooperated and carried out comprehensive marketing collaborations with over 300 global destinations. Since 2016 and for South East Asia, Ctrip Destination Marketing has established a long-term stable relationship with Penang Global Tourism. Ctrip's vast user base and big data resources offer insight into user behaviour allowing Penang to enjoy great reputation and gain interest among Chinese tourists.



In June, the Penang government launched the Penang Experience Year 2020 with the tagline *The Diversity of Asia* to usher in the excitement of Visit Malaysia Year 2020. Last year, Penang marketing campaign has reached nearly 10 million exposures at Ctrip.com with 26.2% YOY growth. From customised product development to multiple media channel coverage, the constant yearly exposure at Ctrip helps with the construction of a solid image of Penang in the Chinese market. Along with the newly launched global strategy at Trip.com, it will bring more overseas visitors.

According to Ctrip's 2019 May Long Weekend and the 2019 Dragon Boat Festival Travel Report, Malaysia is number 7 on the most popular destination list for both holidays. Penang is also one of the most popular destinations for the Chinese market due to the slow-paced lifestyle, fantastic local food and highly assorted culture.

"This joint promotion of Ctrip Group and Trip.com has much historic significance that provides a one-stop integrated marketing solution for Penang. Given the travel resources that Penang has to offer, we are confident in helping Penang become a world-class destination. We are also confident in increasing the rapid growth of Penang's overseas tourists," said Edison Chen, General Manager of Ctrip Destination Marketing. "We aim to strengthen the image of Penang in general and promote it as a travel destination with unique experiences in order to convert customers' interest into bookings including flights, hotels, vacation packages and day tour products. We will fully leverage Ctrip's advantages in big data and precision marketing."

Penang Global Tourism said, "We are proud to partake in this venture as Penang is the first Malaysian state to undertake this global tourism campaign and the first state as well to collaborate with Ctrip and Trip.com. Penang Global Tourism is ever keen to explore and approach new ways to work together with major players in the industry of travel and trade as well as media, targeting various worldwide markets. We are certainly looking forward to leveraging on these platforms where it will not only reach out to the Chinese but also other markets globally – Ooi Chok Yan, CEO of Penang Global Tourism."

About Ctrip.com International, Ltd.

Ctrip.com International, Ltd. is a leading travel service provider of accommodation reservation, transportation ticketing, packaged tours and corporate travel management in China. It is the largest online consolidator of accommodations and transportation tickets in China in terms of transaction volume. Ctrip enables business and leisure travelers to make informed and cost-effective bookings by aggregating comprehensive travel related information and offering its services through an advanced transaction and service platform consisting of its



mobile apps, Internet websites and centralized, toll-free, 24-hour customer service center. Ctrip also helps customers book vacation packages and guided tours. In addition, through its corporate travel management services, Ctrip helps corporate clients effectively manage their travel requirements. Since its inception in 1999, Ctrip has experienced substantial growth and become one of the best-known travel brands in China.

About Penang Global Tourism

Set up to promote, market and generate tourism for the Penang State in Malaysia, Penang Global Tourism is a tourism bureau which serves as a focal point for coordinating all tourism activities. PGT, as it is affectionately known, works closely with various key tourism industry players locally and abroad. PGT participates in overseas sales missions at world-renowned trade shows, and the exposure has contributed to Penang's popularity as a destination, investment and home of choice for many from around the world.

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