

## NEWS CLIPPING

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| <b>Headline</b>  | JOM! Experience Penang Campaign Launch Calls Domestic Travellers To Penang                                                                                                                                                  |
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| <b>Page/Link</b> | <a href="http://www.junipersjournal.com/jom-experience-penang-campaign-launch-calls-domestic-travellers-penang/">http://www.junipersjournal.com/jom-experience-penang-campaign-launch-calls-domestic-travellers-penang/</a> |

### JOM! Experience Penang Campaign Launch Calls Domestic Travellers To Penang

By Juniper - July 28, 2020



The Penang State Tourism's efforts to spur its tourism industry continues in Kuala Lumpur, as it launches JOM! Experience Penang campaign at Pullman Hotel, Kuala Lumpur City Centre today. Penang State EXCO for Tourism, Arts, Culture and Heritage (PETACH) YB Yeoh Soon Hin, who also heads Penang State Tourism, presides over the launching ceremony together with Mr Ooi Chok Yan, CEO of Penang Global Tourism.

The JOM! Experience Penang campaign is focused on attracting domestic travellers to Penang with value-for-money promotions, namely Best Hotel Deals, Best Attraction Deals, Best Tour Packages and Thank You Frontliners, all of which are available on the campaign's website – [penangtraveldeals.com](http://penangtraveldeals.com). These promotions offer visitors different experiences and substantial savings on accommodations, attractions and tours. Additionally, the campaign also honours essential workers in Malaysia working at the frontlines of the COVID-19 crisis with free passes and attractive deals on hotels, attractions and weddings through its Thank You Frontliners campaign.

With Penang being a short flight or a few hours' drive away especially from Kuala Lumpur, this is the time to explore all the popular tourist spots and hidden gems of Penang. Penang is known globally for its UNESCO World Heritage Site of George Town, quirky street art, street food, 130-million-year-old virgin rainforest and diverse natural landscapes of hills and beaches.

Penang boasts new attractions with world unsurpassed titles such as World' Steepest Tunnel Track; World's First Tower Curved Skywalk. World's Highest Ropes Course Challenge; World's First Free Standing Vertical Drop Slide; World's Highest Altitude Stressed Ribbon Bridge; Tropical World's First Butterfly & Insect Sanctuary and World's Longest Water Slide with a Guinness World Record.

This campaign is part of the ongoing "Experience Penang 2020" campaign. With the tagline "The Diversity of Asia". EPY 2020 is focused on highlighting Penang's amazing diversity in culture, heritage, arts, food as well as its natural surroundings of lovely sandy beaches and breathtaking hills. The campaign also shines a spotlight on some of Penang Island and Seberang Perai's undiscovered and hidden holiday gems, showing there's much more to Penang than just its well-known icons.