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Penang gears up to attract domestic travellers

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KUALA LUMPUR: The Penang State Tourism's efforts to spur its tourism industry continues in Kuala Lumpur, as it launches JOM! Experience Penang Campaign today.

The JOM! Experience Penang campaign is focused on attracting domestic travellers to Penang with value-for-money promotions which are available at penangtravedeals.com. The Campaign also honors 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.

YB Yeoh Soon Hin, Penang State EXCO for Tourism, Arts, Culture, and Heritage (PETACH) said that not only is Penang a Covid-19 green zone since 25th April, PETACH has also recently launched the Covid-19 safety accreditation programme to strengthen preventive measures undertaken by Penang's tourism industry players.

He also said that with so many attractive discounts and deals under this campaign, Malaysians should travel locally. The JOM! Experience Penang campaign is part of the ongoing "Experience Penang 2020" campaign.