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Penang Launched JOM! Experience Penang Campaign in Kuala Lumpur City Centre

KUALA LUMPUR- The Penang State Tourism's efforts to spur its tourism industry continues in Kuala Lumpur, as it launches JOM! Experience Penang campaign at the Pullman Hotel, KL City Centre yesterday. This initiative is the first of its kind in Malaysia, intending to instil confidence in travellers visiting Penang, said YB Yeoh Soon Hin, Penang State EXCO for Tourism, Arts, Culture and Heritage (PETACH).

He said as the interstate travel is allowed, Penang State Government have come up with "JOM! Experience Penang", a domestic campaign as part of EPY 2020 campaign to spur Penang's travel industry.

"The 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.

"These promotions offer visitors different experiences and substantial savings on accommodations, attractions, and tours. In addition, 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."

"I urge Malaysians to skip the jet lag and travel locally. Come discover a nearby world-renowned tourist destination this Merdeka holiday — Penang is just a flight or a road trip away."

Jom! 体验槟城在隆推介

（吉隆坡讯）为了刺激槟州旅游市场，槟州政府日前在槟州旅游、艺术、文化与遗产委员会主席杨顺兴行政议员的带领下，于吉隆坡市中心的普尔曼酒店推介“JOM! 体验槟城”推广活动。杨顺兴指出，槟州领先全国推出这项旅游推广活动，通过提高游客对槟城的信心，增加槟城的游客量。

他说，槟州政府所推出的“JOM! 体验槟城”推广活动，隶属“2020年体验槟城”计划下的项目。随着国人获准跨州旅游，他相信这个项目能带动槟州旅游业。

“在这个推广活动下，我们推出了多项优惠配套，包括酒店、旅游景点、旅行团优惠配套，以及谢谢前线人员旅游配套等，以吸引国内游客到槟城旅行。这些优惠配套都能在penangtraveldeals.com找到。”

“这些优惠配套将为游客带来不同的体验，同时还节省更多。此外，通过谢谢前线人员旅游配套，早前站在前线与新冠肺炎抗衡的工作人员将获得免费通行证，享受槟城各大酒店、景点及婚礼配套优惠。”

“我促请国人在国庆日假期来临之际，一起探索槟城这个举世闻名的旅游景点，尽情享受槟城这热情的城市。槟城，只需要数小时的车程，或一个小时的航班，还无需遭受出国旅游的时差反应之苦。”



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