

NEWS CLIPPING

Headline	Yeoh Soon Hin launches “Jom Experience Penang” campaign
Media	Sin Chew Northern (Night Paper)
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Yeoh Soon Hin launches “Jom Experience Penang” campaign

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. 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.

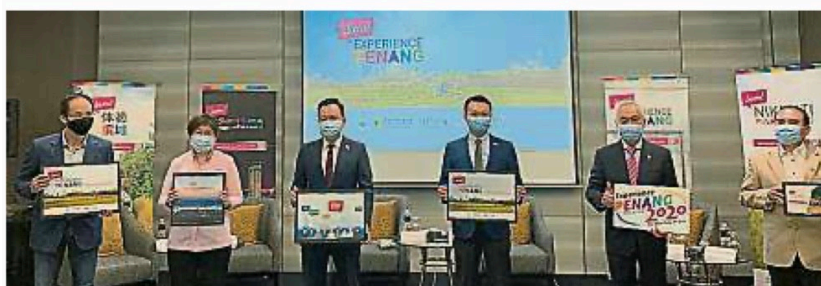
With Penang being a short flight or a few hours’ drive away especially from Kuala Lumpur, this is the time to explore all the popular tourist spots and hidden gems of Penang. Penang is known globally for its UNESCO World Heritage Site of George Town, quirky street art, street food, 130-million-year-old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

楊順興率領團隊

赴隆推廣“JOM!體驗檳城”



楊順興（左四）帶領團隊到吉隆坡市中心的普爾曼酒店推介“JOM! 體驗檳城”推廣活動。

（檳城29日訊）檳州旅遊、藝術、文化與古迹委員會主席楊順興日前帶領團隊，到吉隆坡市中心的普爾曼酒店推介“JOM! 體驗檳城”推廣活動。

他促請國人在國慶日假期來臨之際，一起探索檳城這個舉世聞名的旅遊景點，尽情享受檳城這熱情的城市。

楊順興指出，檳州領先全國推出這項旅遊推廣活動，通過提高遊客對檳城的信心，增加檳城的遊客量。

他說，檳州政府所推出的“JOM! 體驗檳城”推廣活動，屬於“2020年體驗檳城”計劃下的項目。隨著國人獲准跨州旅遊，他相信這個項目能帶動檳州旅遊業。

此活動的优惠配套可通過 penangtraveldeals.com 查詢。