

NEWS CLIPPING

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JOM! Experience Penang! 7 World Wonders of Penang!

JOM! Experience Penang. Let's explore this diversity state 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. The state also boasts attractions with world unsurpassed titles, branded collectively as **7 World Wonders of Penang**, as well as a host of other hidden holiday gems located across **Penang Island** and **Seberang Perai**.



JOM! Experience Penang! 7 World Wonders of Penang!

Recently, the Penang State Tourism's launched **JOM! Experience Penang** campaign at the **Pullman Hotel, KL City Centre**. **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**.



Launch of "JOM! Experience Penang" campaign at Pullman KLCC. (From L-R): Nigel Wong, Honorary Secretary General of Malaysian Association of Tour and Travel Agents (MATTA); Dato' Angie Ng, President of Malaysia Inbound Chinese Association (MICA); Mr Ooi Chok Yan, CEO of Penang Global Tourism; YB Yeoh Soon Hin, Penang State EXCO for Tourism, Arts, Culture & Heritage (PETACH); Dato' Albert Tan of National President, Malaysian Chinese Tourism Association (MCTA); and Tan Sri Richard Koh, Member of Association of Tourism Attractions Penang (ATAP) and Founder & CEO of Only World Group

Touted by CNN as one of the **"Best Places to Visit for the Ultimate Asia Experience"**. Plus, 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. The initiative is the first of its kind in Malaysia, intending to instil confidence in travellers visiting Penang.



7 World Wonders of Penang

The 7 World Wonders of Penang

1. World's Steepest Tunnel Track
2. World's First Tower Curved Skywalk
3. World's Highest Ropes Course Challenge
4. World's First Free Standing Vertical Drop Slide
5. World's Highest Altitude Stressed Ribbon Bridge
6. Tropical World's First Butterfly & Insect Sanctuary
7. World's Longest Water Slide with a Guinness World Record



JOM Experience Penang travel deals! Find value-for-money promotions, namely Best Hotel Deals, Best Attraction Deals, Best Tour Packages and Thank You Frontliners at penangtraveldeals.com

Are you planning to go to Penang? Now you can find value-for-money promotions, namely **Best Hotel Deals, Best Attraction Deals, Best Tour Packages** and **Thank You Frontliners** at penangtraveldeals.com

These promotions offer 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.



Special guests unveil the new "JOM! Experience Penang" campaign billboards in KL city centre. (From L-R): Mr Ooi Chok Yan, CEO of Penang Global Tourism; Tan Sri Richard Koh, Member of Association of Tourism Attractions Penang (ATAP) and Founder & CEO of Only World Group; YB Yeoh Soon Hin, Penang State EXCO for Tourism, Arts, Culture & Heritage (PETACH); Dato' Albert Tan of National President, Malaysian Chinese Tourism Association (MCTA); and Datuk Michael Tan Yew Tiong, CEO Parisign Media

Two new **JOM! Experience Penang** adverts featuring the campaign's promotions and **7 World Wonders of Penang**, were unveiled in front of Wisma Genting along Jalan Sultan Ismail.



JOM Experience Penang adverts join the ongoing EPY 2020 Outdoor Advertising Campaign on Covered Walkways along Jalan Sultan Ismail and Jalan Raja Chulan, located in front of Wisma Genting and Wisma Cosway

These adverts join the ongoing **EPY 2020 Outdoor Advertising Campaign** on Covered Walkways along Jalan Sultan Ismail and Jalan Raja Chulan, located in front of Wisma Genting and Wisma Cosway. The Penang State Tourism is the first tourism board to advertise on these spaces promoting such a campaign in conjunction with Visit Malaysia Year 2020.



Clan Jetty in Penang Island

The **JOM! Experience Penang** 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.



Asam Laksa

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.

For more information, promotions, and update about **JOM! Experience Penang**, please visit

Website: www.penangtraveldeals.com

Facebook: www.facebook.com/penangglobal.tourism

Instagram: www.instagram.com/penang.experience

#jomexperiencepenang #epy2020

written by [Sunshine Kelly](#) 