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Headline	Penang State Tourism unveils campaign hoping to capture domestic footfall
Media	Advertising + Marketing
Date	30 July 2020
Page/Link	https://www.marketing-interactive.com/penang-state-tourism-unveils-campaign-hoping-to-capture-domestic-footfall

Penang State Tourism unveils campaign hoping to capture domestic footfall

APOORVA BANSAL 30 JULY 2020



The Penang State Tourism has launched **JOM! Experience Penang** campaign at Pullman hotel, KL City Centre, in a bid to spur its domestic tourism industry. The campaign is focused on attracting domestic travellers to Penang with various promotions on hotels, attractions, tours and an exclusive for frontliners in Malaysia, who can obtain free passes and deals through its Thank You Frontliners campaign.

JOM! Experience Penang campaign is part of the ongoing Experience Penang 2020 campaign, which is focused on highlighting Penang's diversity in culture, heritage, arts, food as well as its natural surroundings of sandy beaches and hills. The campaign also shines a spotlight on Penang Island and Seberang Perai's undiscovered and hidden holiday gems, bringing attention to less-known places in Penang apart from the usual tourist spots.

YB Yeoh Soon Hin, Penang State EXCO for Tourism, Arts, Culture and Heritage (PETACH) said after being restricted to people's own homes for months, this was a great time for everyone to start travelling again and explore the state. "Not only is Penang a COVID-19 green zone since 25 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 instill confidence in travellers visiting Penang," Yeoh added.

Separately, the Penang State Tourism also revealed two new JOM! Experience Penang adverts featuring the campaign's promotions and 7 World Wonders of Penang in front of Wisma Genting along Jalan Sultan Ismail. It clinches the spot as the first tourism board to advertise on these spaces in conjunction with Visit Malaysia Year 2020.

Last year, Penang State Tourism named **TikTok its co-branding partner** in promoting the state as a key travel destination within Southeast Asia. As part of the partnership, a series of online initiatives, including online challenges, bespoke filters and stickers, were launched to promote the state's tourism offerings on the short video platform. The online challenges encouraged consumers to capture their best moments in Penang ranging from documenting its rich heritage, diverse culture and food, art and nature, via the sticker on its platform.