

NEWS CLIPPING

Headline	JOM! Experience Penang Campaign Launch Calls Domestic Travellers To Penang
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JOM! Experience Penang Campaign Launch Calls Domestic Travellers To Penang

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's 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.



■杨顺兴（左4）率队到吉隆坡，推广“JOM! 体验槟城”

（槟城29日讯）槟州政府到吉隆坡推广“JOM! 体验槟城”，通过提高游客对槟城的信心，增加槟城的游客量。

槟州旅游、艺术、文化与遗产委员会主席杨顺兴日前率队，到吉隆坡一家酒店，推介“JOM! 体验槟城”。

他说，槟州政府所推出的这项推广活动，隶属

推出多項優惠配套 檳到首都招遊客

“2020年体验槟城”计划下的项目。随著国人获准跨州旅游，他相信该项目能带动槟州旅游业。

“我们推出多项优惠配套，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。”

他也说，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。”