

NEWS CLIPPING

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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.

宣传JOM!体验槟城 杨顺兴赴隆推广景点

(吉隆坡 29 日讯) 槟州旅游发展委员会来到吉隆坡市中心酒店举办“JOM! 体验槟城”活动推介礼，为媒体介绍多姿多彩的槟城。而两个宣传主题“JOM! 体验槟城”活动和“槟城 7 大世界奇观”的全新户外广告，也正式于苏丹依斯迈路的云顶大厦前揭幕，槟州政府为推广当地旅游景点不遗余力。

槟州旅游、艺术、文化及遗产委员会主席杨顺兴表示，为配合宣传体验槟城 2020 旅游年，有关广告牌设立于吉隆坡市中心的云顶大厦及科士威大厦前、苏丹依斯迈路及拉惹朱兰路的有盖走廊，希望借此吸引民众到槟城吃喝玩乐。

他指出，“JOM! 体验槟城”活动主要是以多项超值旅游优惠吸引国人到槟城旅游，得到更多不同的旅游体验，民众可从 penangtraveldeals.com 网站上获取更多有关优惠详情。

他更提到，为了表彰抗疫前线人员的付出，这项活动也透过感谢前线人员运动为全马前线人员推出各项促销，包括酒店优惠、旅游景点优惠以及一站式婚策优惠，让前线人员到槟城举办婚礼，同时也可以悠然度假，一览槟城各景点。

他说，因新冠肺炎导致之前许多安排好的活动被迫取消，许多人也因为行动管制令而被迫待在家中长达数月之久，现在是更好的时期再次展开国内旅游，探索被联合国教科文组织列为世界文化遗产、拥有奇特街头艺术、街头美食、1.3 亿年历史原始雨林，以及丘陵和海滩等自然景观而举世闻名的乔治市。



槟州旅游发展委员会来到吉隆坡市中心酒店举办“JOM! 体验槟城”活动推介礼，左起为王振添、伍安琪、黄苗原、杨顺兴、陈三顺以及许展强。

“自 4 月 25 日开始，槟城一直维持绿州状态，槟州旅游、艺术、文化及遗产委员会近期更发起‘防疫标准作业程序认证’机制，以提高州内旅游业者的防疫警觉，槟城是马来西亚首个启动这项机制的州属，旨在让前往槟城的游客安心旅游。”

马来西亚华人旅游业公会总会长拿督陈三顺表示，“JOM! 体验槟城”活动推介以来，短短两周槟

城分会已接获超过 3000 张订单，这证明了槟城是值得去游玩的好地方。

槟城环球旅游机构首席执行官黄苗原也在现场为媒体介绍槟城好玩好吃的景点与美食，出席推介礼的嘉宾还包括马来西亚主题公园暨家庭娱乐协会主席丹斯里拿督斯里拿督许展强、马中旅游文化促进商会总会长拿督伍安琪以及马来西亚旅游总会总秘书长王振添。#