

NEWS CLIPPING

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Jom, Experience Penang!

BY CLEFFAIRY // AUGUST 5, 2020 // NO COMMENTS

Would you believe me if I told you that I'm a Penang-lang? Not sure what's that? Well, it's a Malaysian local slang for Penangite; a term used to refer to the locals who were born or stays in Penang, Malaysia. Yes, people, I'm a Penang-lang. Well, almost. I was born and raised in Penang but now I'm staying in Kuala Lumpur, Malaysia with my family.

Penang, dubbed as the Pearl of The Orient is a state located in the Northern of Malaysia. Once an important Straits of Malacca trading hub, the city is known for its British colonial buildings, Chinese shophouses and mosques. Beyond the old town, George Town is a modern city with skyscrapers and shopping malls. Verdant Penang Hill, with hiking and a funicular railway, overlooks it all.



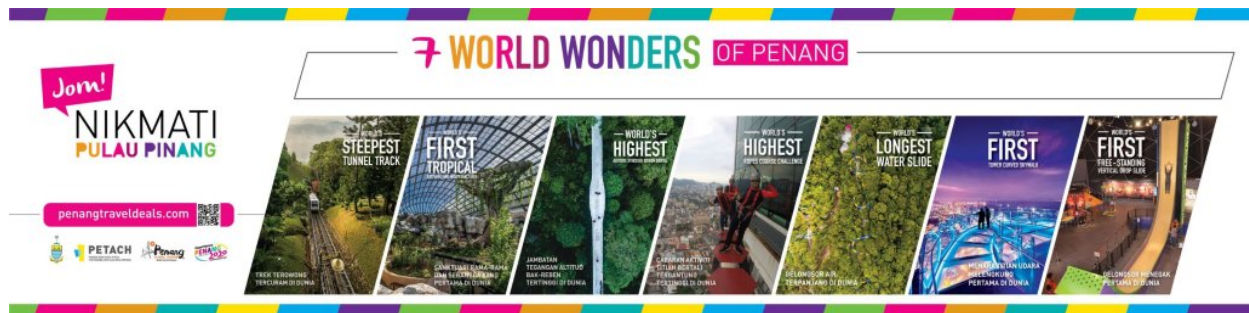
The Penang State Tourism's efforts to spur its tourism industry continues in Kuala Lumpur, as it launches JOM! Experience Penang campaign at the Pullman Hotel, KL City Centre today. Penang State EXCO for Tourism, Arts, Culture and Heritage (PETACH) YB Yeoh Soon Hin, who also heads Penang State Tourism, presides over the launching ceremony together with Mr Ooi Chok Yan, CEO of Penang Global Tourism.



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.

YB Yeoh Soon Hin, Penang State EXCO for Tourism, Arts, Culture and Heritage (PETACH) said, "After being

confined to our homes for months, there's never a better time to start travelling again and explore the diversity of a nearby 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.



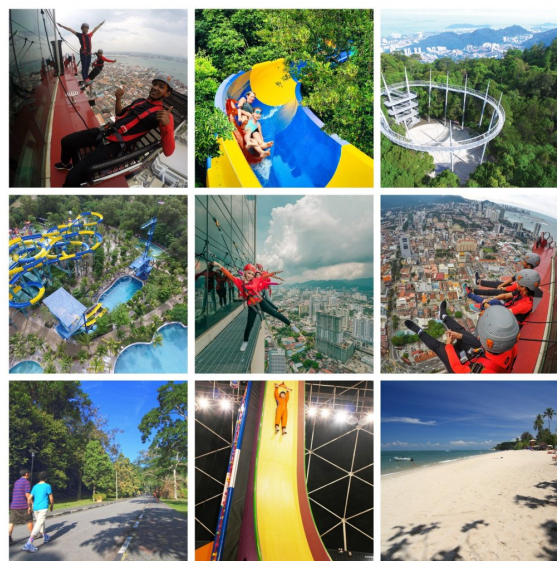
The state also boasts attractions with world unsurpassed titles, branded collectively as 7 World Wonders of Penang, as well as a host of other hidden holiday gems located across Penang Island and Seberang Perai.

“Not only is 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 instill confidence in travellers visiting Penang.

“Those seeking a world-class holiday need not look further than our own backyard. Touted by CNN as one of the “Best Places to Visit for the Ultimate Asia Experience”, Penang also 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!

“With so many attractive discounts and deals under this campaign, I urge Malaysians to skip the jet lag and travel locally. Come discover a nearby world-renowned tourist destination this Merdeka holiday — Penang is just a flight or a road trip away.”

Earlier this morning, 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. These adverts join the ongoing EPY 2020 Outdoor Advertising Campaign on Covered Walkways along Jalan Sultan Ismail and Jalan Raja Chellan, located in front of Wisma Genting and Wisma Cosway respectively. 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.



Attractions in Penang



Beautiful historical landmarks in Penang



Street arts in Penang

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. 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 about the promotions under the JOM! Experience Penang campaign, visit penangtraveldeals.com