

NEWS CLIPPING

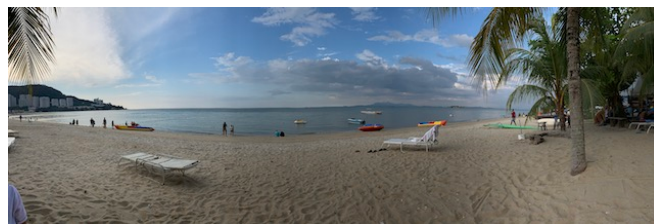
Headline	JOM! Experience Penang, My Favourite Island
Media	Isaactan
Date	6 August 2020
Page/Link	https://www.isaactan.net/2020/08/

JOM! Experience Penang, My Favourite Island

Being a Penangite myself, I was really excited when I learnt about the **JOM! Experience Penang campaign**, which was launched at Pullman Hotel, KL City Centre recently. Given a chance to promote my hometown, the comfy and awesome island of Penang, come let me tell you a story.



If you have not been to Penang before, well you're seriously missing out on a place full of great attraction spots, from heritage buildings, to quirky street art, diverse landscapes of hills, and the beautiful calming beaches. After so long being confined to our home, why not take this chance to start travelling domestically to Penang. **Driving from KL, it's just a short 3 to 4 hours drive away. Not too long, nor far.**



Beautiful Ferringhi Beach



Perfect for a family outing

The JOM! Experience Penang Campaign

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.



Armenian Street Shophouses

Did you know Penang state 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? How interesting.



Kek Lok Si Temple



Fort Cornwallis

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.



At the launch

(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); 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); Tan Sri Richard Koh, Member of Association of Tourism Attractions Penang (ATAP) and Founder & CEO of Only World Group

YB Yeoh Soon Hin said, "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 instil confidence in travellers visiting Penang"



7 World Wonders of Penang

Let There Be FOOD!

Good food and Penang are closely related, with a whole range of delicious street food. What's your favourite? My personal favourite is the **Penang Char Kuey Teow and Laksa**. Yum, the flavours are really one to savour and enjoy.



My favourite Penang Char Kuey Teow



Another must try dish when you're visiting Penang, the Penang Assam Laksa



Prawn Mee

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!



Visit Escape Waterplay to experience the world's longest slide



It's long

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.



One of the famous street art in Penang



Penang is the only Asian "Street Art" destination in Lonely Planet 2017



Clan Jetties

For more information about the promotions under the **JOM! Experience Penang** campaign, do check out their website at penangtraveldeals.com. Now don't say i bojio, jom let's head up north to Penang this weekend itself!