

To : YB Yeoh Soon Hin
State Exco for Tourism and Creative Economy (PETACE)

Dato' Mohd Bazid bin Abd Kahar
Chief Executive Officer
Penang Development Corporation (PDC)

Mr. Ooi Chok Yan
Chief Executive Officer
Penang Global Tourism Sdn Bhd

*As for KTM x Peng
Sentral, can get
free 2J count
package. Try to negotiate*

24/11

Subject: **Guides & Information Providing at various Entry Points**

Date : 20th November 2020

Yang Berhormat,

The above matter refers.

Similar of how it was done in Penang International Airport (PIA), Penang Global Tourism (PGT) is looking at enhancing the entry points in Penang by providing guides and directions for a better journey planning of the travellers. It will also serve as a platform highlighting the promotional campaigns and videos of Penang at various entry points.

The entry points include:

1. Penang Sentral
2. Ferry Terminal, Pengkalan Sultan Abdul Halim
3. KTM Butterworth Station
4. Sungai Nibong Bus Terminal
5. Swettenham Pier, Penang Port

2 brochure racks similar with the concept design of rack at Penang International Airport will be place at KTM Butterworth Station and Penang Sentral respectively. The racks will be equipped with a LED panel / TV to display the tourism promotional videos and promotional campaigns, other than that, it will also have partitions for brochures as well as information panel to promote Seberang Perai.

For your information, the total supporting cost is **RM 51,500**. The cost of this project is part of PGT's budget for 2020. The detailed breakdown for the supports is as below:

No	ITEMs	RM
1	KTM Butterworth Station - To have a brochure rack similar concept with PIA	20,000
2	Penang Sentral - To have a brochure rack similar concept with PIA	20,000
3	Ferry Terminal (Pengkalan Sultan Abdul Hamid) - Information board at existing advertising slot	5,000
4	Sg Nibong Bus Terminal - Information board at existing advertising slot	5,000
5	Swettenham Pier, Penang Port - Touch up and maintenance of the existing brochure display and storage cart	1,500
	TOTAL	51,500

This memo is put forward for your kind approval.

Thank you.



Darren Ng
Manager

PDC/PGT/BAH/5/844

Guides & Information Providing at various Entry Points

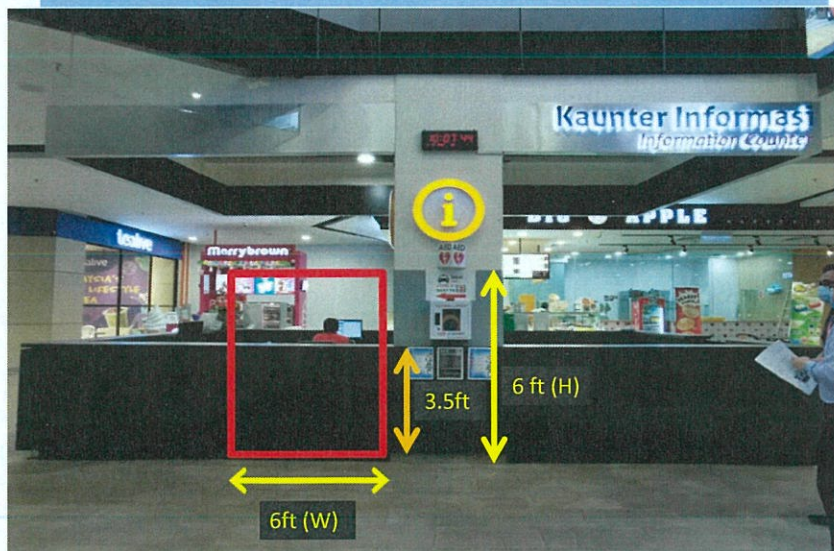


Objective

- To enhance the entry points of Penang by providing guides and directions for a better journey planning by the traveler.
- Highlighting the promotional campaign / promotional video at various entry points.
- The entry points includes
 - Penang Sentral
 - Ferry Terminal (Pengkalan Sultan Abdul Halim – Butterworth terminal)
 - KTM Butterworth Station
 - Sungai Nibong Bus Terminal
 - Penang Port Swettenham Pier

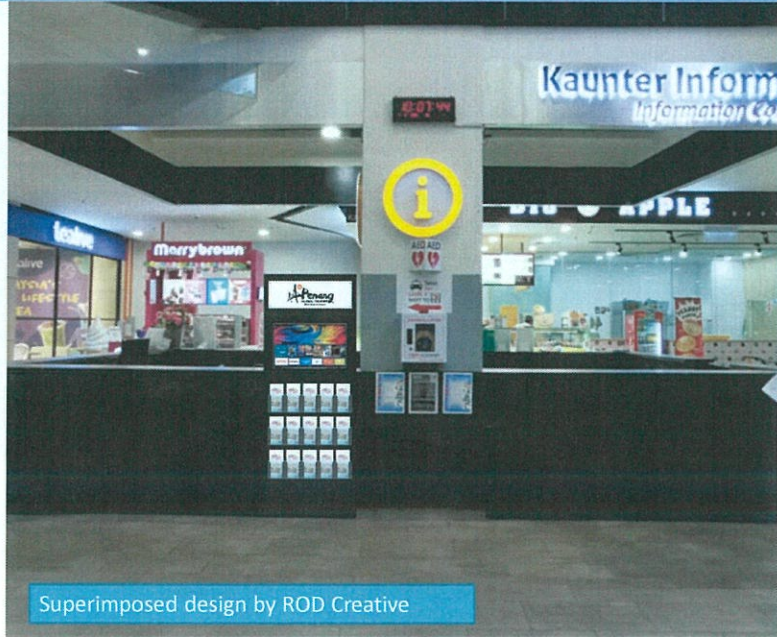
PENANG SENTRAL

PENANG SENTRAL



Place to put the brochure rack

Superimposed design brochure rack for Penang Sentral



Superimposed design by ROD Creative

Superimposed design brochure rack for Penang Sentral



Superimposed design by DSOP Office

Ferry Terminal (Pengkalan Sultan Abdul Halim – Butterworth terminal)

Superimposed for Design Panel 1

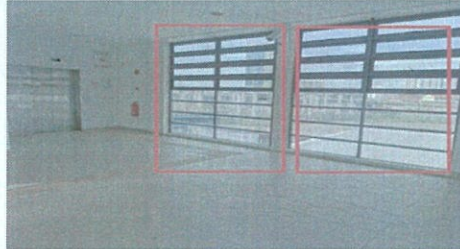


Superimposed Design Panel 2



KTM
BUTTERWORTH

KTM BUTTERWORTH



Suggested place to put information rack

SUNGAI NIBONG

Sungai Nibong Bus Terminal



Size of panel : 52'(w) x 29' (h)

3 empty panels to be utilized

SWETTENHAM PIER PENANG PORT

Information / brochure stall



Front image



Right side image



Left Side Image

The **artwork** (stickers on 4 sides), **tires** and **body of stall** will be changed to new ones.