



PENANG INTERNATIONAL FLOWER, FRUIT & FOOD FESTIVAL

DATE : 5TH JUNE - 4TH JULY 2021

LOCATION : PERKARANGAN STADIUM
NEGERI PULAI PINANG



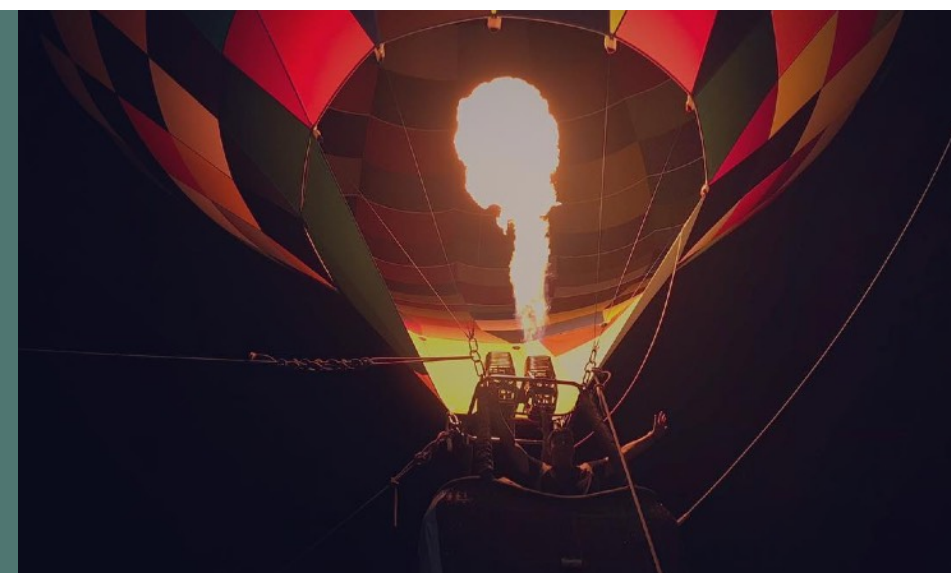
Tethered balloon ride

Tethered balloon ride will make a great addition to the festival. Offering something unique for a whole family to experience and get an aerial view of the event site would be a great attraction.



OPTION 2

Weekend balloon ride
Available both AM & PM



OPTION 1

Daily balloon ride, available.

Once a day, can choose
between AM / PM session.



OPTION 3

3 Days A Week Balloon Ride

Available on Friday, Saturday &
Sunday either AM / PM Session.

Option 1 Schedule

Available daily, throughout the festival.

Choose a session :

AM Session : 7.30 AM - 10.30 AM / **PM** Session : 6.00 PM - 9.00 PM



Total balloon ride p/day : Once a day
Total passengers p/day : 60 pax p/day

M	T	W	T	F	S	S
					5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4

Total balloon ride p/month : 30 flight
Total passengers p/month : 1800 pax

Option 2 Schedule

Available only on weekend, throughout the festival.

Both session

AM Session : 7.30 AM - 10.30 AM / **PM** Session : 6.00 PM - 9.00 PM



Total balloon ride p/day : Twice a day
Total passengers p/day : 120 pax p/day

M	T	W	T	F	S	S
					5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4

Total balloon ride p/month : 20 flights
Total passengers p/month : 1200 pax

Option 3 Schedule

Available only on weekend, throughout the festival.

Choose a session :

AM Session : 7.30 AM - 10.30 AM / **PM** Session : 6.00 PM - 9.00 PM



Total balloon ride p/day : Once a day
Total passengers p/day : 60 pax p/day

M	T	W	T	F	S	S
					5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4

Total balloon ride p/month : 14 flights
Total passengers p/month : 840 pax

Logistic Requirement

In order to operate the balloon smoothly during the festival we will need the help of organiser to provide these following items for us.

1

SPACE

A clear space with no overhead obstruction of 40m x 40m. As good as half a football field.

2

4 POINTS ANCHOR

Anchoring point at 4 corners of the space provided, that can hold 1 tonne force, either 1 tonne water tank / a big tree / big vehicle

3

BARRIER

Some kind of barrier or portable fence to cordon the space used for balloon from public.

4

TICKET COUNTER

Counter for passengers to register, redeem or buy tickets for the balloon ride.

5

WAITING AREA

A comfortable waiting area for the passengers waiting their turn to go up on the balloon. A 20ft x 20ft arabian tent furnished with fan and lights will do.

The COST

Options	No. of flights	Balloon Rental				Outstation Cost		Grand Total	
		P/flight		Total Rental					
1	30	RM	5,000	RM	150,000	RM	15,000	RM	165,000
2	20	RM	5,800	RM	116,000	RM	20,000	RM	136,000
3	14	RM	6,000	RM	84,000	RM	20,000	RM	104,000
Add On Customised Banner on the balloon								RM	4,500

(1) unit balloon at the Festival

Marketing Recommendation

Here are some recommendation on how to boost sales of the balloon ride.



PRE-SELL THE TICKETS

This will reduce the number of ticket sale uncertainty on a given day and also manage the public's expectation. Offering an online and **early bird price** will also help boost the sales.



BALLOON RIDE AS AN ADD ON TO EXISTING ENTRANCE TICKETS

Offer the balloon ride as an **add on** to the existing entrance fee to the festival. Save some seat for onsite purchase at a higher price.



FRONT LINER RIDE FOR FREE.

As part of event promotion and PR gimmick, organizer can sponsor a few tickets for front liners that attend the event. First come first serve basis in a day.

Prepared by,



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