

PROPOSAL

Penang Brings the World to Your Doorstep

Experience Asia in Penang



1.0 Penang Brings the World to Your Doorstep

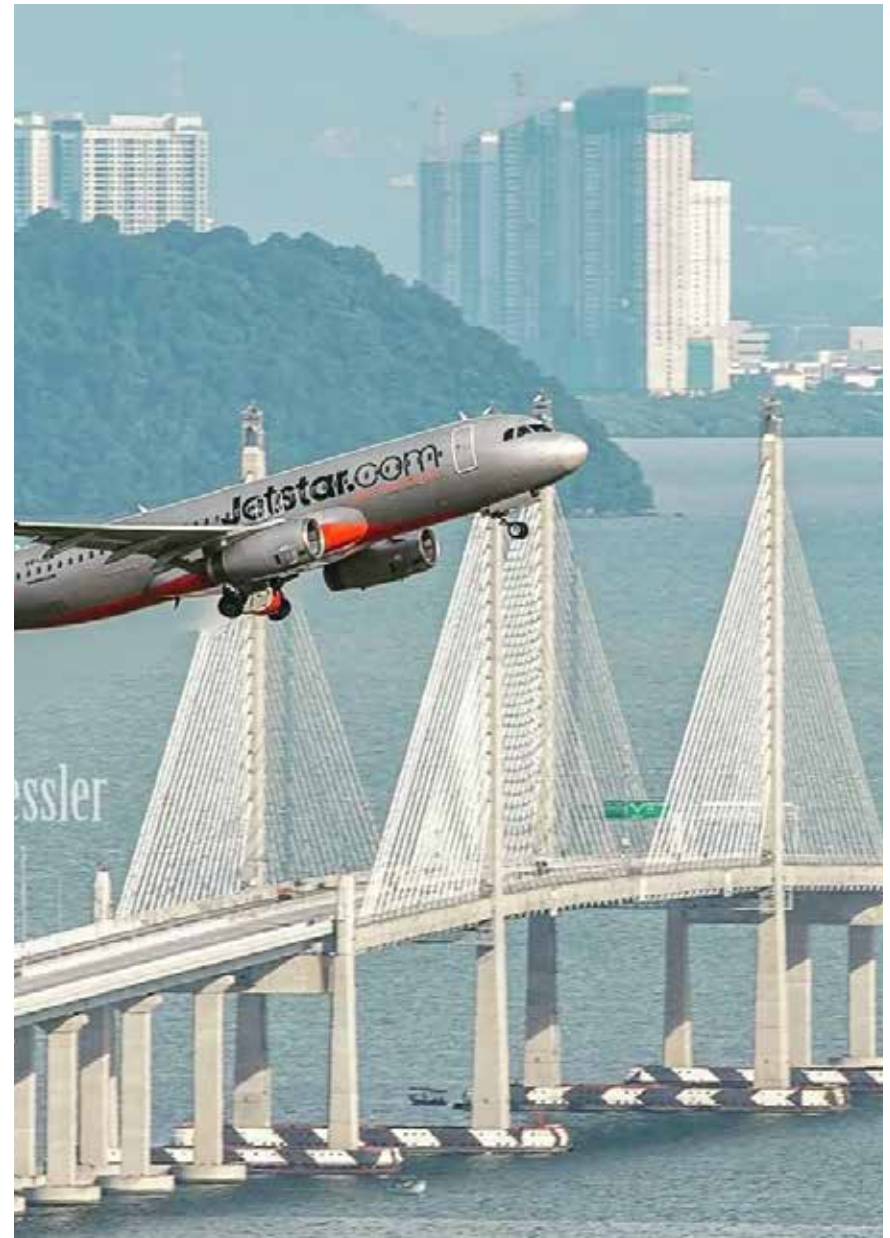
The pandemic has dealt a heavy, swift blow to the world, many are required to hunker down at home with restrictions on travelling to other countries. For us, there is still a silver lining in the midst of this unprecedented time. Since the international border is now closed, we hope to offer an opportunity for the domestic travellers to experience travelling around the world in the Pearl of the Orient, for Penang to bring the world to their doorsteps.

Dates: August - December 2021



2.0 Objectives

- To make Penang the first choice of travel destination amongst the locals.
- To revive and boost domestic tourism in the state.
- To serve as a catalyst for the local economic growth.
- To promote local businesses nationwide.
- To bring communities together while providing a shared space for families to spend some quality time.



3.0 Experience Asia in Penang

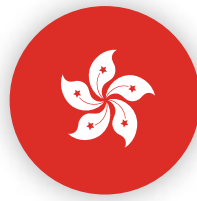
- The locals can now travel to up to five of their favoured and sought-after asian countries to indulge in a breathtaking experience like nowhere else.
- They are:



Japan



Korea



Hong Kong



Thailand



Vietnam

- These countries showcase fascinating beauty with their stunning landscapes, mouth-watering delicacies and extraordinary cultures which make them worth a visit.
- Right now, domestic travellers can embark on an unforgettable adventure to these must-visit destinations, all at once, just in Penang.

4.0 Five Different Venues

- In order to create a more relatable and intimate experience, five various venues will be carefully selected in George Town, all within walking distance to one another.
- They are:



Armenian Park



Siay Boey Urban Archaeological Park



Backlane @ Magazine Road



Lebuh China



Esplanade

- Each venue will be meticulously designed to bring out the awe-striking ambience of that particular country.
- While walking around to mesmerise at the out-of-this-world beauty of the five destinations, the travellers can patronise the surrounding businesses, thus helping to boost the local economy.
- Both the instagrammable on-the-ground installations and hanging of lighting will be made available so that the travellers can pay a visit to the spots no matter if it is day or night.

5.0 More Immersive Indulgence

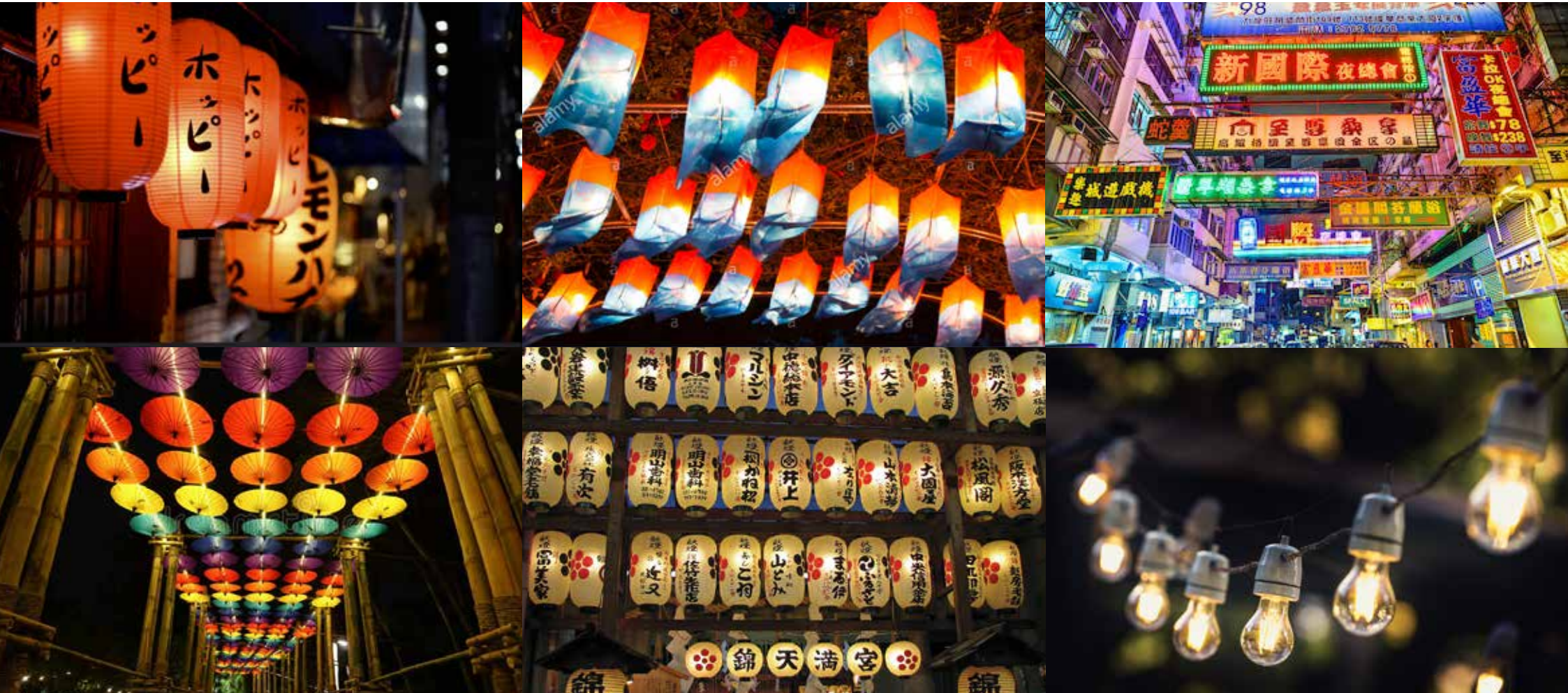


- For a more enchanting experience, the domestic travellers will get to enjoy the tantalising yummy treasures of each country and to take a deeper dive into the marvellous culture of these amazing places.
- Local businesses in the food and beverage industry will be engaged to serve the exclusive gastronomic delights of each nation, such as the signature Japanese gyoza, Korean kimchi, Hong Kong egg waffle, Thailand Tom Yum Goong, and Vietnamese spring roll. All kinds of tempting food are up for grabs in Penang.
- We wish to partner with certain foreign consulates in Penang for the travellers to gain a more thorough understanding into the beautiful cultures of these countries.
- For instance, the Royal Thai Consulate-General in Penang has been organising Thai Festival for seven years for visitors to experience various Thai cuisines, bring home local merchandise, and enjoy Thai performances.
- The Consulate-General of Japan in Penang has also been organising Japanese Technology & Culture Weekend (JTCW) since 2017 to showcase the technologies of Japanese companies in Penang and to highlight the Japanese's custom and culture to Penangites.
- Alongside some pop-up performances, we hope to provide a chance for the locals to have an exhilarating and realistic experience at one time.

***All the activities will be carried out by complying strictly with the Standard Operating Procedures (SOPs) and precautionary measures.*

6.0 Deco Concept

The decoration of each venue will be one-of-a-kind by taking into account the topography of the place (a park, lane, or lawn) to effectively portray the unique atmosphere of each destination.



Japan



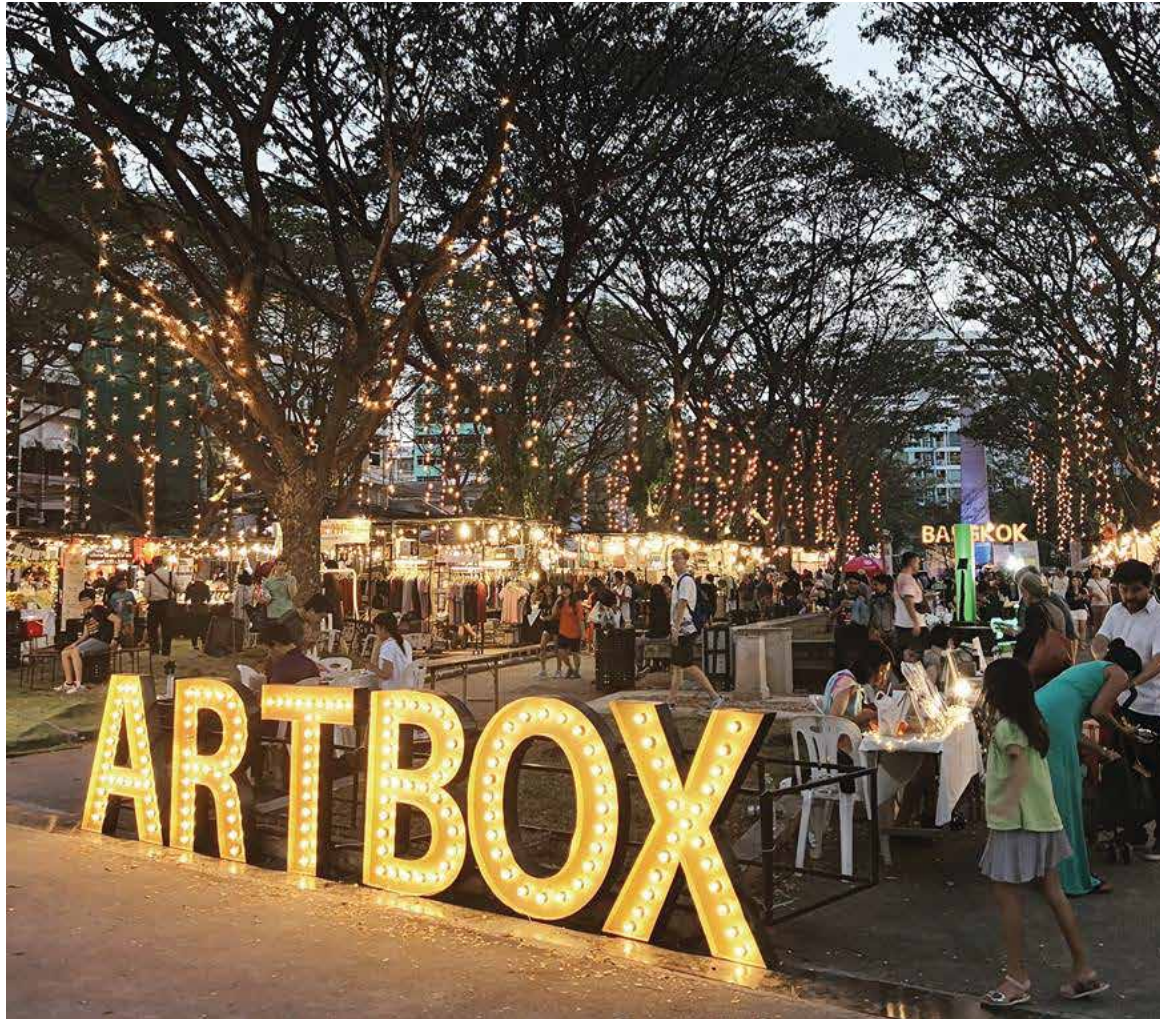
Korea



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7.0 Marketing Strategies

- Social media is undoubtedly a powerful marketing tool as well as a popular trend among members of the public. We'll thus be leveraging on it to promote and publicise the event.
- For instance, a photo contest will be held where visitors are required to take photos together with the installations and post on their social media accounts with certain hashtags. This can serve as an effective way to make the event known to a wider range of people.

8.0 Budget

Installation RM60,000 x 5 locations	RM300,000
10 pocket events/programs	RM 50,000
Photography and contest	RM 25,000
Total	RM 375,000

**Inclusive of SST*

**Inclusive of 6 months maintenance*