

**PECAHAN PERBELANJAAN UNTUK MEMPROMOSIKAN SEKTOR  
PELANCONGAN BAGI TAHUN 2019 (JAN-SEP)**

<b>Bil.</b>	<b>Program/Aktiviti Promosi Pelancongan</b>	<b>Perbelanjaan (RM)</b>
1	Promosi dan pemasaran destinasi pelancongan di China, Eropah, Taiwan, Indonesia, Thailand, Korea, Jepun, Vietnam, Doha dan domestik termasuk Familiarisation Trip, Wedding Tourism dan lain-lain yang berkaitan	3,066,584.54
2	Aktiviti/program pelancongan: a) <i>Last Fri, Sat &amp; Sunday for the month</i> b) <i>Heritage Walkabout Tour</i> c) <i>Welcoming Reception (Cruise)</i> d) <i>Penang International Food Festival (PIFF)</i> e) <i>Penang Esports 2019</i> f) <i>Penang Hot Air Balloon Fiesta</i> g) <i>Penang Asian Food &amp; Cultural Festival</i> h) <i>Hot Air Balloon Fiesta 2019</i> i) <i>George Town Literary Festival</i> j) <i>Penang Hill Festival</i> k) <i>Penang Yosakoi Parade</i> l) <i>Experience Penang</i> m) Lain-lain program pelancongan  Iklan & Promosi: a) Papan iklan LED b) Facebook c) Pengiklanan radio d) Pengiklanan bercetak (e.g. majalah) e) Penggambaran video f) Laman web & aplikasi mudah alih g) Cetakan brosur & bahan promosi	6,463,059.27
3	<i>Penang Sales Mission to India: Chennai, Ahmedabad, Mumbai, Delhi</i>	500,840.00
4	<i>Penang Pavilion @ The Meetings Show, London</i>	473,528.00
5	AIME Melbourne, Australia	5,000.00
6	IT&CM Shanghai, China	5,000.00
7	MyCEB China Roadshow di Shanghai, Beijing, Chengdu dan Shenzhen	8,000.00
8	MyCEB Korea Roadshow di Seoul dan Busan	5,000.00
9	IMEX Frankfurt di Jerman	5,000.00
10	<i>Aaj Tak TV Filming</i>	83,450.00
11	IMEX Las Vegas di Amerika	5,000.00
12	<i>Penang Corporate Invitational Golf (PCIG) 2019</i>	250,757.00
13	IT&CMA Bangkok di Thailand	5,000.00
14	<i>Penang Yosakoi Parade 2019</i>	7,010.20
15	<i>Olympic Family Fun Walk</i>	520.00
16	<i>Bridge 2 Bridge Ride</i>	19,411.90

**LAMPIRAN A**

<b>Bil.</b>	<b>Program/Aktiviti Promosi Pelancongan</b>	<b>Perbelanjaan (RM)</b>
17	<i>Cultural Fun Run</i>	-
18	<i>11th International Skimboarding Competition</i>	6,190.00
19	Temasya Bagan	20,000.00
20	Pesta Padi Antarabangsa Pulau Pinang – Acara Bolasepak Bendang dan Pertandingan Menangkap Ikan	3,400.00
21	Festival Sungai Perai	55,000.00
22	Hari Warisan MBSP	17,478.00
23	Program <i>Forest Bathing</i> a) Taman Rekreasi Bukit Indah b) Suling Hill (Bukit Langkap) Bukit Mertajam c) Hutan Bakau, Sungai Acheh, Hutan Paya Laut (PIFWA) d) Taman Rekreasi Sungai Jarak, Padang Cempedak	14,620.00
24	<i>Empowering Local Communities through Creative Industry, Interpretation Centres and Museums in the Heritage City of George Town 2019</i>	15,989.66
25	<i>2019 Chinese New Year Pai Thee Kong Celebrations at the Clan Jetties</i>	72,000.00
26	<i>George Town Festival 2019</i>	3,000,000.00
27	<i>George Town Heritage Celebrations 2019</i>	473,832.91
28	Sambutan Tahun Baru Cina	7,500.00
29	Nostalgia Aidilfitri	8,648.95
30	<i>Penang Hill Festival</i>	62,795.71
31	<i>Penang Hill Heritage Forest Challenge</i>	41,043.80
32	<i>Lantern Festival 2019</i>	13,199.00
33	<i>Trash Free Hill 2019</i>	21,596.00
34	Majlis Pelancaran <i>Penang Exco Office For Tourism Development, Arts, Culture &amp; Heritage (PETACH)</i>	49,760.00
35	<i>Penang Celebrates: Chinese New Year with Kochabi @ Auto-City</i>	85,495.00
36	<i>Penang Celebrates: Chap Goh Meh With A Bang @ Esplanade</i>	254,009.84
37	<i>Penang Arts Week</i>	684,562.95
38	Majlis Pelancaran <i>Experience Penang Year 2020 (EPY2020)</i>	81,487.00
39	<i>Penang Dragon Boat Regatta 2019</i>	105,961.70
40	<i>Penang Celebrates: Hari Raya With Radio Sinar @ Design Village</i>	211,264.90
41	<i>Penang Bon Odori Festival 2019</i>	347,711.88
42	<i>Penang Celebrates: Mid-Autumn Festival 2019</i>	257,533.00
<b>Jumlah Keseluruhan Jan-Sep 2019 (RM)</b>		<b>16,814,241.21</b>