



PRESS RELEASE

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THE CHARMS OF PENANG AWAIT PARTICIPANTS OF THE WORLD TOURISM CONFERENCE 2016

PUTRAJAYA, 24 August 2016 – Penang, ranked 4th in Lonely Planet's Top 10 Cities list for Best in Travel 2016, will be the fourth state in Malaysia to host the World Tourism Conference 2016 (WTC 2016) from 17 to 19 October 2016 after Melaka (2013), Kota Kinabalu (2010) and Kuala Lumpur (2007).

Listed as the UNESCO World Cultural Heritage Site since 2008, George Town in Penang was aptly chosen as the venue for WTC 2016. This capital city of Penang pulsates with life and receives many visitors from all over the world who wish to experience its unique architectural and cultural townscape, which is without parallel anywhere in East and Southeast Asia. It also offers everything for a successful meeting, incentive, conference and exhibition.

There is no shortage of quality hotels and holiday resorts in Penang either, allowing participants the convenience of staying in the same location as the conference. Penang as a whole is a compact island, just under 300 kilometers square, which makes the island such an attractive destination as it is easy to get from one place to another. Year-round sunshine makes Penang a favourite location to combine social events or outdoor activities with a conference or business meeting.

This diverse island offers something for everyone, be it cultural heritage, natural environment or man-made entertainments.

Among the latest attractions in Penang include:

- The Skyway on Penang Hill, a newly-built observation deck that enhances the hilltop forest experience;
- Entopia (formerly known as the Penang Butterfly Farm), which will become the world's first butterfly, dragonfly and firefly sanctuary park when it is fully completed in 2018. Its phase one which consists of the butterfly and dragonfly sanctuary as well as an indoor invertebrates discovery centre has been open to public since May 2016;
- The Habitat in Penang Hill, which provides a wide range attractions to explore like the Nature Trail, Canopy Walk, Tree Top Walk, Red Garden, Butterfly Bank, Yellow Garden, Purple Garden, Ginger Grove and Fragrant Garden.

MALAYSIA TOURISM PROMOTION BOARD

(MINISTRY OF TOURISM & CULTURE, MALAYSIA)
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Visitors can move around in Penang easily by using its Hop On Hop Off bus, which is equipped with Wi-Fi on board, sky view and open deck, disabled-friendly facilities and routes that cover 50 major attractions, where passengers are welcome to explore with a choice of 24-hour and 48-hour tickets, or they can hop on Rapid Penang CAT, which is a free shuttle bus service that ply the streets of George Town.

WTC 2016 is expected to bring together world leaders in tourism, high-level policy makers, specialists and experts from the public and private sectors, academicians and media representatives to exchange ideas and knowledge as well as share experiences to enhance tourism development further.

The conference is exclusively organised by the Ministry of Tourism and Culture of Malaysia, in collaboration with the World Tourism Organisation (UNWTO). Registration fee is not required for those who are interested to participate in the conference.

For further information and registration, please visit the conference's official website at <http://www.wtc2016malaysia.com>. Any enquiries can be addressed to the Secretariat via email at wtc2016@motac.gov.my.

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For more media releases, media info and media features on Malaysia's tourism industry, kindly visit the Media Centre of Tourism Malaysia's website at <http://www.tourismmalaysia.gov.my/>

MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA is an agency under the Ministry of Tourism & Culture, Malaysia. Tourism Malaysia focuses on the specific task of promoting Malaysia at all levels. Since its inception, Tourism Malaysia has grown by leaps and bounds and it has emerged as a major player in the international tourism scene. In 2015, Malaysia registered 25.7 million tourist arrivals and RM69.1 billion in receipts.

Through the Tourism NKEA (National Key Economic Area), collaborative efforts between the Ministry of Tourism and Culture, other Government agencies and the private sector have been enhanced to help secure Malaysia's position as a leading tourist destination and achieve the country's target of 36 million tourist arrivals and RM168 billion in receipts by 2020.

The targets set under the Tourism NKEA will be achieved through the implementation of twelve Entry Point Projects (EPPs) clustered under five themes: Affordable Luxury; Nature Adventure; Family Fun; Events, Entertainment, Spa and Sports; and Business Tourism.

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