

# —PENANG— BEYOND MEETINGS





## Penang Beyond Meetings

Penang is a tropical paradise that not only boasts beautiful beaches and lush rainforests, but also the UNESCO World Heritage Site of George Town.

Centuries of heritage, gorgeous colonial and pre-war architecture, an active arts and festivals scene, world famous gastronomic culture is all juxtaposed against the backdrop of an international city.



We welcome you to step beyond meetings and indulge in Penang's infinite Experiences Unfiltered!





## The Penang Factor

Known as one of the world's must-visit destinations, Penang never ceases to amaze its guests who experience its raw beauty through its vibrant cultural diversity and fusion of old and new. Here are six reasons why Penang should be your Business Events destination of choice.

### Bucket List Destination

Penang is on many savvy travellers' bucket list, constantly making media headlines around the world as a must-visit destination. Biggest factor being a tropical destination that delivers an all-round Asian cultural and heritage experience and assures all modern comforts at the same time. Hotels and resorts are abundant in Penang. From luxury hotels to quaint heritage boutique hotels within the UNESCO world heritage city zones; Penang will spoil you for choice!

### Extraordinary Venues

There is literally every kind of venue you can dream of in Penang. There are as many unique venues in Penang as there are in the dreams of an event organiser. Be it a grand Chinese clan house, Peranakan mansion, botanical garden, nature centre, beach resort, hotel ballroom, shopping mall, convention centre; we can do wonders to transform them into your perfect event venue.

### Best Food In The World

It is undeniable that most guests take home the memory of how good the food was at a destination. They'll be talking about it for years! And the world knows that Penang is famous for its highly acclaimed street food and local cuisine. In Penang, food is life and there are no boundaries. Pick your cuisine and we can make it happen.

### Heritage and Culture Capital

Penang is bursting at the seams with heritage and culture! George Town was awarded a UNESCO heritage site status in 2008 as a living museum, as it represents the most complete surviving historic city centre in Asia with a multi-cultural living heritage originating from its trade routes. Every possible traditional or modern entertainment is available locally throughout the year to keep your delegates on their toes all day and night.

### Global Connectivity

Penang is directly accessible from 25 major local and regional airports, and over 100 local and international destinations via the Kuala Lumpur International Airport (KLIA) and Kuala Lumpur International Airport 2 (KLIA2). Your guests can also travel to neighbouring islands, cities or countries if desired as Penang is located at the border of Thailand.

### Modern Convenience

Complementary high-speed wireless internet virtually everywhere in Penang has not only made the destination a digital nomad paradise, but also allows you to be connected to the world at all times. Getting around Penang is easy and cheap with a smart combination of public transportation and ride sharing services. Major credit cards are accepted at most retail, dining and tourist attractions, and English is widely spoken, followed by the Malay language, Mandarin, and many more.

# Penang's DNA

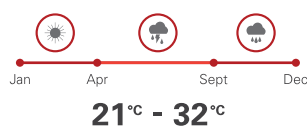
## Population

1.7 million 

## Languages

Bahasa Malaysia / English /  
Mandarin / Tamil /  
Other Dialects (Penang Hokkien)

## Climate



## Visa

 >6 months before your visit

## Accessibility



## Getting Around



\*UBER is not available in Malaysia & rest of South East Asia

## Traveling Frequency to Passenger Traffic



7,783,602

Stats for Penang International Airport



415,232

Stats for Swettenham Port

## Currency

MYR Malaysia Ringgit (RM)



## Rooms

### Hotel Rooms Inventory

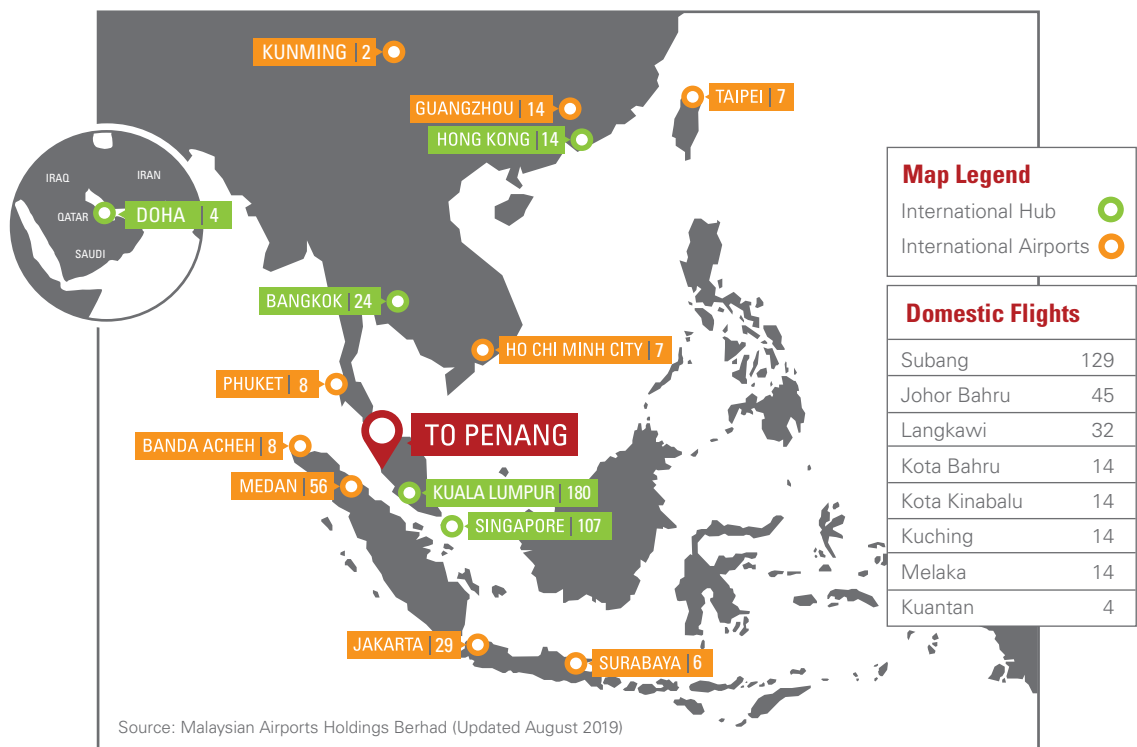
Beach Hotel	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
-	-	346	2,308	952	
		2 hotels	7 hotels	4 hotels	
City Hotel	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
432	686	1,477	3,853	2,004	
5 hotels	9 hotels	14 hotels	13 hotels	6 hotels	
Mainland Hotel	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
12	409	848	723	339	
1 hotels	8 hotels	4 hotels	3 hotels	2 hotels	

\*Information correct as of 31st March 2019

## Convention Centres

13,000 Setia SPICE . Bayan Lepas	1,570 SP Arena . Seberang Jaya
2,300 SQCC . Straits Quay	2,720 PECC . Prai

## Weekly Non-Stop Flights to Penang



## Curate Your Itinerary

Penang's top destination management experts are ever ready to help you curate the perfect itinerary for you and your delegates. Be it bite-sized or leisurely indulgences, Penang is the ultimate playground for experiences unfiltered.

## One to Six-day Penang Experiences Unfiltered Tour

<b>Day 1</b>	Airport arrival transfer Check-in Pinang Peranakan Mansion Fort Cornwallis <b>Dinner: Nyonya Cuisine</b>
<b>Day 2</b>	Kopitiam Breakfast Kek Lok Si Temple <b>Lunch: Assam Laksa</b> St George's Church Goddess of Mercy Temple Sri Mahamariamman Temple Little India Degustation: Roti canai, roti jala, pull tea Masjid Kapitan Keling Khoo Kongsi <b>Dinner: Nasi Kandar</b>
<b>Day 3</b>	Breakfast at Hotel Spice Merchants Songkok Maker Joss Stick Maker Seal Carver & Calligrapher <b>Lunch: Indian Banana Leaf Rice</b> Paper Oblation Craftsmen Nyonya Shoemaker Flower Garland Makers Penang Trishaw Ride Street Art @ Armenian Street <b>Dinner: Penang Seafood</b>
<b>Day 4</b>	Breakfast at Hotel Experiencing Village Life @ Balik Pulau <b>Lunch: Malay cuisine</b> Tropical Spice Garden Entopia <b>Dinner: Penang Hawker Food</b>
<b>Day 5</b>	Breakfast at Hotel Hike or Boat Ride to Pantai Kerachut <b>Lunch: Nasi Kandar</b> The Habitat Penang Hill <b>Sunset Cocktail &amp; Dinner @ Penang Hill</b>
<b>Day 6</b>	Breakfast at Hotel Free & Easy Check-out Airport departure transfer

### EXPERIENCES UNFILTERED IN BITE SIZE

#### Half-day 1: Harmony Street

St George's Church  
Goddess of Mercy Temple  
Sri Mahamariamman Temple  
Masjid Kapitan Keling  
Little India Degustation: Roti canai, roti jala, pull tea  
Khoo Kongsi

#### Half-day 2: Seberang Perai

Tow Boo Kong  
Ku Cheng Tse Temple  
Arulmigu Sri Bala Murugan Temple  
ISKCON Sri Radha Krishna Temple Complex  
St. Anne's Church

#### Half-day 3: Colonial Penang

Queen Victoria Memorial Clock Tower  
Fort Cornwallis  
City Hall  
Town Hall

#### Half-day 4: Living Heritage Trishaw Tour

Spice Merchants  
Songkok Maker  
Joss Stick Maker  
Flower Garland Maker  
Signboard Carver  
Seal Carver & Calligrapher  
Paper Oblation Craftsmen

#### Half-day 5: George Town Trishaw Tour

Street Art @ Armenian Street  
Clan Jetties  
Pinang Peranakan Mansion

#### Half-day 6: Explore Teluk Bahang

Craft Batik  
Tropical Fruit Farm

#### Half-day 7: Get Physical

Hike to Pantai Kerachut

#### Half-day 8: Nature Time!

Entopia  
Tropical Spice Garden

#### Half-day 9: Sunset on the Hill

Evening of networking, cocktails and garden dinner on Penang Hill

#### Half-day 10:

Kek Lok Si Temple  
Penang Assam Laksa

#### Half-day 11: Village Life

Bicycle tour of Balik Pulau

#### Half-day 12: Penang Degustation

Food Tour of Penang's best well-kept foodie secrets

#### Half-day 13: Adrenaline Rush

Escape

#### Half-day 14: Urban Adventure

Tech Dome  
Gravityz





## Thriving Culture

Embrace diversity and experience living traditions. This culture capital of Asia is home to multiple races including the Peranakan or Straits Chinese with its almost extinct legacy still thriving in Penang. Prepare to also be in awe of Penang's artistic omnipresence that can be seen in its traditional artisans and world-renowned street art culture. Every step you take on this land will expose different stories of Penang and its people.



### ◀ Traditional Chinese Trades

From the 87-year-old handmade joss stick maker Lee Beng Chuan to the seal carver and calligrapher Ng Chai Tiam, Penang is home to numerous traditional Chinese tradesmen who continue the legacies of their forefathers in the 21st century. Get hands-on experience making exquisite Nyonya beaded shoes, carving and gilding Chinese signboards, and crafting paper oblations and effigies of deities that are burned during Chinese funerals and religious festivals.



### ◀ Street Art @ Armenian Street

Armenian Street is home to the famous 'Children on a Bicycle' mural and various other street art, as well as Chinese clan houses, museums, and shophouses that sell antiques and souvenirs.



### Traditional Trades @ Little India ▶▶

Penang's spice trade legacy thrives in George Town's Little India along Market Street. Meet the Spice Merchant at their shops that are packed to the brim with spices from around the world. Also see in action the master goldsmith M. Thana, who is the last remaining traditional goldsmiths that hand makes jewellery.



### Songkok Maker ▼

Haja Mohideen is George Town's last "songkok" maker, which is a traditional Malay headgear worn by men. He was an apprentice in his father's shop in Nagore Shrine where the business still operates today.



## Charming Tradition

Travel back in time and experience the Penang of a bygone era. While Penang of today is a bustling international metropolitan, some things have remained untouched. Amidst the high-rise super condos and world-famous heritage buildings are the workings of traditions and the way of living of pre-Independence Malaya.



### ◀ Penang Trishaw

A nostalgic way to explore George Town is on a three-wheeled trishaw that gets through narrow lanes and offers a closer view of the heritage city in an unhurried manner.

### ◀ Village Life

Balik Pulau, which literally translates to "the back of the island", is a beautiful village located in a peaceful valley on the southwest of Penang island, set against sprawling paddy fields, luscious fruit plantations and sustainable organic farms.



### ◀ Clan Jetties

The Clan Jetties is a waterfront village dating back to a century ago. There were seven jetties which are all named after a Chinese clan, but only six remain today.

The Chew Jetty is the most tourist-friendly, with the most stilt-houses and longest walkway.

### Art of Batik

The Penang Batik Factory is one of the pioneers of batik manufacturing on the island and is home to some of the country's top batik craftsmen. Located in Teluk Bahang, it produces exquisite selections of hand-drawn and hand-blocked batiks.

The complex is divided into three sections; an art gallery, boutique and workshop, and offers free daily guided tours and live batik making demonstrations.

### Penang Ferry

The Penang Ferry Service is the oldest ferry service in Malaysia and connects Butterworth, on Penang mainland to Georgetown, on Penang island. It only takes 20 minutes and offers a spectacular view of Penang from across the seas.





## Treasured Heritage

George Town, a UNESCO World Heritage Site, has one of the largest collections of pre-war buildings in Southeast Asia dating back more than two centuries ago and is considered an architectural gem. It is also dubbed a living heritage museum where traditional artisans are still practicing their trade in the heart of the city. Explore every corner of the city to unravel the secrets of ancient Penang.

### Kek Lok Si Temple ▲

Built in 1891 and located on a hilltop in Air Itam, Kek Lok Si Temple is the largest Buddhist temple in Malaysia and proudly features the Pagoda of Ten Thousand Buddhas as well as a 120-foot tall bronze Goddess of Mercy.

### Goddess of Mercy Temple

Goddess of Mercy Temple or “Kuan Yin Teng”, is a Taoist temple built in 1728. It was originally dedicated to “Mazu”, a sea goddess worshipped by seafaring Hokkien Chinese.

### Khoo Kongsi

The Khoo Kongsi, is one of Georgetown's grandest Chinese clan house and historical landmark. It was built in 1851 for members of the Khoo family who emigrated from South China and well-known worldwide for its extensive lineage that can be traced back 650 years.



### Masjid Kapitan Keling ▲

The Kapitan Keling Mosque is a monumental landmark, built in 1801 by Penang's first Indian Muslim settlers, that boasts copper Mughal-style domes adorned with crescents and stars, Moorish arches and a towering minaret.

### Tow Boo Kong Temple

Located in Butterworth, the Tow Boo Kong Temple grew from a tiny shed to an impressive and majestic temple in a span of 40 years. It covers a total of 40,000 square feet and is dedicated to Dou Mu, Goddess of the Heavens, and the Nine Emperor Gods.



### Pinang Peranakan Mansion ▲

Pinang Peranakan Mansion is a restored house of a rich Peranakan family built at the end of the 19th century, with over 1,000 pieces of antiques and collectibles from that era.



### Sri Mahamariamman Temple ▲

Built in 1833, the Sri Mahamariamman Temple in Queen Street, is the oldest Hindu temple in Penang, and features intricate sculptures of Hindu gods and goddesses over its main entrance and facade.



## Luxuriously Colonial

Penang Island was once named the Prince of Wales Island after the heir to the British throne, while the settlement of George Town was created in honour of King George III. Penang has a distinct English presence today as it is one of the only cities in Malaysia that has retained its pre-independence street names. Soak in the grandiose of British Colonial buildings that have been restored and now house antiques and treasures of old Penang. Step in and feel its majestic walls filled with stories of a once colonial Penang.



### Fort Cornwallis ▲

Fort Cornwallis was built by Captain Sir Francis Light, founder of the British colony of Penang, on the cape of the island's north-eastern coast, overlooking the sea where he first set foot in 1786. Situated in George Town, Fort Cornwallis is the largest standing fort in Malaysia, with restored cannons dating back as far as 1603 in its premises.



### St George's Church ▲

St George's Church, established in 1818, is the oldest Anglican church constructed in South East Asia, under the supervision of Captain Robert Smith of Madras Engineers, and was built entirely by Indian convict labour.



### St Anne Church ▲

The Church of St. Anne is a well-renowned Roman Catholic church located in Bukit Mertajam and was opened in 1888. Its annual celebration of the feast of St. Anne which lasts for 10 days every July, regularly attracts over 100,000 pilgrims from neighbouring countries.

## Urban Adventure

Seeking for an adventure of a lifetime? Besides being a great destination to relax the mind, Penang also has great offerings for thrill-seekers and science buffs. Get in touch with the inner daredevil and climb available jungle beams, experience zero gravity or glide through the wilderness on the flying fox. Whether it is experiencing the breath-taking view of the city from a different perspective or channeling the explorer in you, Penang offers the 'Indiana Jones' thrill for various team-building excitement that can be found in every corner.



### Escape ▲

ESCAPE accumulates distinct childhood experiences of the 'kampung' or countryside dream and local traditional values which revolves around all the activities under the sun. There is also the

Waterplay zone for all to look forward to the world's longest water slide - spanning one kilometre.



### Tech Dome Penang ▲

Tech Dome Penang allows visitors to exercise the mind more than the body

and there are many interactive Science and Technology galleries to be amazed by. The dome also features the largest telescope in Penang for astronomy enthusiasts.



### The Gravityz ▲

This new attraction at The Top@ KOMTAR is made for adrenaline junkies who would love to be hanging off Penang's tallest tower. There is a total of 6 obstacles all positioned 239 metres above the ground.



## Decadent Gastronomy

Delight your taste buds and experience fulfilment. Asia's great culinary traditions live on in Penang's street hawkers, coffee shops, hip cafes, mom-and-pop restaurants and fine dining establishments. Savour a dish of flat rice noodles with supple plump prawns fried in a charcoal-fired wok with homemade chilli paste, crunchy bean sprouts, cockles, scrambled eggs, and strips of fish cake – char kway teow. And to satisfy your sweet tooth, devour a bowl of ais kacang, a dessert of shaved ice drizzled with palm sugar syrup and topped with tropical fruits and ice cream!

### Nyonya Cuisine

Nyonya cuisine is a unique intermarriage of different cultures that formed one of the most delicious cuisines in the world. Penang Nyonya cuisine is a delightful mix of spicy, hot and sour and uses many local herbs and spices.

### Kopitiam Breakfast

A typical Penang kopitiam (coffee shop) breakfast includes a strong coffee or tea sweetened with sweet condensed milk, two runny half-boiled eggs in a bowl to dip your kaya toast in and colourful bite-sized Nyonya kuih.

### Assam Laksa

Assam laksa is an addictive dish of spicy-sour fish broth with noodles, and is listed No. 7 on CNNGo's 'World's 50 Most Delicious Foods'. The tangy secret to this famous noodle dish is a combination of tamarind juice and pieces of asam gelugur.

### Nasi Kandar

Nasi Kandar is a staple in Penang, usually associated with very long queues of people waiting to indulge in a plate of fluffy rice with meat or seafood, and the signature flooding of the plate with an assortment of curries.

### Malay Cuisine

Throughout Malaysia, Malay cuisine is popular for its nasi lemak and beef rendang, which is a unique combination of many food cultures of Southeast Asia. It is usually very rich in herbs and spices, making it very aromatic and appetising.

### Local Hawker Food

Penang's hawker food (street food) is what put the destination on the map! Extremely affordable award-winning food in an informal setting, this is a popular choice among locals and tourists. No one comes to Penang without the intention to eat at a hawker.





## Lush Nature

Breathe in fresh air and experience mother earth. Escape to nature in Penang's many mystical gardens, nature parks and forest reserves. Take a leisurely stroll in the botanical gardens or trek through mountain trails. Watch dusky leaf monkeys and long-tailed macaques playing together, or look up to the sky for kingfishers, sea eagles and kites. Camp out in nature under the stars in Penang's national park, visit the tropical spice garden and learn all about bugs at the butterfly farm.

### Entopia ►

Entopia by Penang Butterfly Farm is dedicated to the underappreciated invertebrates that constitutes 70% of the animal species. Within Entopia lies two new worlds; The Natureland, which is a living garden vivarium, and The Cocoon, which is an indoor discovery and exhibition centre.



### Tropical Spice Garden ▲

The award-winning Tropical Spice Garden is an eight-acre collection of secondary jungle with around 500 species of flora and fauna, and features three garden trails through stream crossings and waterfalls.



### The Habitat Penang Hill ▼

The Habitat Penang Hill is a world-class ecotourism site developed using ecologically sound and environmentally friendly methods, and promotes the natural beauty of Penang's pristine rainforest, granite boulders, and flora and fauna.



### Tropical Fruits Farm

Spanning 25-acres, this bountiful farm is home to more than 250 types of tropical and sub-tropical fruit plantations. It was built to preserve Penang's green heritage and to introduce the land's abundant variety of tropical fruits.



### Pantai Kerachut ▲

Located on a white sandy beach within the Penang National Park, Pantai Kerachut or Turtle Beach is a must-visit destination because it shelters a very rare meromictic lake and is home to the Penang Turtle Sanctuary.

## The Experience Experts

Get to know Penang's destination management experts.



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