

MEDIA RELEASE

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HELLO PENANG CAMPAIGN STRENGTHENS TOURISM PROMOTION EFFORTS IN PENANG

GEORGETOWN — Tourism Malaysia continues to strengthen domestic and international tourism promotion efforts through a strategic collaboration with the Malaysian Budget & Business Hotel Association (MyBHA) Penang Chapter and Trip.com by implementing the Hello Penang Campaign.

This tactical promotional campaign focuses on hotel accommodation offerings in Penang through the Trip.com online booking platform, providing visitors with attractive options and offers when planning their visits to the state. The initiative also aims to revitalise local tourism activities, increase hotel occupancy rates, and support the growth of Penang's tourism economy and hospitality industry.

Under this collaboration, MyBHA Penang Chapter serves as the coordinator for the participation of member hotels in Penang, while Trip.com acts as the official platform by providing marketing and promotional support, as well as online booking facilities.

The Hello Penang Campaign was officially launched by Mr Abdul Hadi Che Man, Director of Tourism Malaysia Northern Region. Also present were Mr Andy Lau Eng Leong, Chairman of MyBHA Penang Chapter; and representatives from Trip.com's marketing team. The launch ceremony was held at Hotel Malaysia, George Town, one of the campaign's participating hotels.

Running for three weeks from 7 to 27 October 2026, the campaign offers an RM20 discount per night during the promotional period. Bookings made during the promotional period may be used for stays until 30 April 2027, in addition to cash rebates and other promotional offers provided by Trip.com and participating hotels.

The campaign targets up to 10,000 room bookings through the network of MyBHA Penang Chapter member hotels participating in the campaign on the Trip.com platform. This target is strongly supported by the 28.8 million international visitor arrivals recorded between January and August 2026, an increase of 1.8 per cent against the 28.2 million recorded during the same period in 2025. In addition, the 151.6 million domestic visitor arrivals recorded in the first half of 2026 also supported this momentum. The figure represents a 5.6 per cent increase compared to the 143.5 million recorded in the corresponding period last year.

The strategic collaboration with Trip.com, which has an estimated 6.67 million registered members, also provides a wider opportunity to promote Penang to both domestic and international markets. This partnership is expected to stimulate demand for local



accommodation products while generating economic spillover benefits for tourism industry players, related businesses, and local communities.

As one of Malaysia's key tourism destinations, Penang offers a diverse range of tourism products and experiences, including heritage, gastronomy, arts and culture, nature, and urban attractions. Through continuous promotional efforts and strategic collaboration with industry players, Penang's appeal as a sustainable and culturally rich destination can be further strengthened.

Tourism Malaysia will continue to strengthen collaboration with industry stakeholders and strategic partners to diversify promotional approaches, expand market reach, and support the national tourism industry's sustainability and competitive growth.

Members of the public seeking further information on the Hello Penang Campaign and the list of participating hotels may contact MyBHA Penang Chapter at +60 16-526 8133 or visit www.mybha-penang.org.

For further details, kindly refer to media kit :

https://drive.google.com/drive/folders/1RSfy2uhoCG8U20c82gTpORgDYaWQ6ABb?usp=drive_link

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About Tourism Malaysia

Malaysia Tourism Promotion Board, also known as Tourism Malaysia, is an agency under the Ministry of Tourism, Arts and Culture Malaysia (MOTAC). It focuses on promoting Malaysia as a preferred tourism destination and has, since its establishment, played a significant role in strengthening the country's presence and competitiveness in the global tourism landscape.

Visit Malaysia 2026–2027 (VM2026–2027) underscores Malaysia's commitment to sustainable tourism development, in line with the United Nations Sustainable Development Goals (UNSDGs). The campaign aims to showcase the nation's diverse natural attractions, rich cultural heritage, and vibrant tourism offerings, while driving inclusive growth and long-term value for local communities and industry stakeholders.

For more information, visit Tourism Malaysia's website www.tourism.gov.my and social media accounts on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [TikTok](#).

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