

# 2016 REVIEW

VISION INSIGHT



penang  
convention &  
exhibition  
bureau

## VISION INSIGHT

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“*Vision Insight - let insight illuminate our vision; learn from what has been achieved to navigate confidently the future.*”

2016 has provided us with the knowledge and we move into 2017 by putting this knowledge to work. Stepping out with the certainty the 2016 Review has afforded us, we march onwards with boldness, our vision clearly in sight – together and united as Team Penang.

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# MESSAGE FROM CHIEF MINISTER OF PENANG

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2016 was an excellent year for Business Events in Penang. The Penang State Government ushered in the year with the announcement of the formation of Penang Convention & Exhibition Bureau (PCEB). With PCEB, Penang now has the opportunity to create and share the state's success stories on an international level playing field.

There is much to strive for. Business tourism has been identified as a major component of the National Key Economic Areas (NKEA) for tourism by Pemandu. It will contribute an estimated GNI of RM3,947 million, and create a projected 16,720 jobs by 2020.

Although classified as a second-tier destination, Penang is a proven powerhouse, hosting a total of 1153 events with an estimated economic impact of RM737 million. We are gearing up for greater things to come – for 2017 and beyond.

In pursuit of its vision, PCEB launched its three-year brand campaign – Experiences Unfiltered – to communicate Penang's capabilities in providing unique Business Events experiences. Penang has much to offer as a destination; our specialty products, unrivalled events and warm hospitality come together beautifully for a unique Penang flavour.

Taking an ambitious leap for bigger conventions, we anticipate the launch of Setia SPICE Convention Centre in 2017 - the RM400 million landmark project. Also in the works is a new RM500 million waterfront convention and exhibition centre scheduled for completion in 2021. These massive projects are breath-taking examples of what we are capable of.

The success of Business Events in Penang is a success for everyone. Hosting international business events will be a driver for development in the state. We have built the infrastructure, trained the human capital for hospitality and developed the transport plans for connectivity. The final piece of the jigsaw is for us to make Penang a welcoming destination for our guests.

This annual report is a testament of the state's strategic efforts to position Penang as the preferred destination city for Business Events. It will serve as an aid to reflect on what Penang has achieved in 2016 in order to take a concerted and decisive leap into the future. This report will enable us to understand our weaknesses in order to remedy it, and capitalize on our strengths.

I would like to extend my heartiest appreciation to everyone in the industry for lending your support in building a robust Business Events industry together with us. I also commend the PCEB team for their dedicated and committed performance in their first year.

With your support, the fortunes of Business Events in Penang will remain ever bright.

A handwritten signature in black ink, which appears to be 'Lim Guan Eng'. The signature is stylized and written in a cursive-like font.

THE RT. HON LIM GUAN ENG  
Chief Minister of Penang

# MESSAGE FROM CHIEF EXECUTIVE OFFICER

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As we forge ahead into 2017, I cannot help but reflect on the dynamic year that was 2016.

It was the year that Penang Convention & Exhibition Bureau (PCEB) made the leap from concept into reality. With a team of twelve, we hit the ground running to get started on marketing Penang as quickly as we could.

This culminated in our first publications; the Destination Brochure and the Penang MICE Guide 2016-17 to introduce Penang's Business Events (BE) facilities and showcase the state's capacity for international BE activities.

Building on that momentum, we launched the 'Experiences Unfiltered' brand campaign. The three-year brand campaign captures the unique flavour of Penang and positions.

Through Experiences Unfiltered, we extended our reach beyond Penang, branding the destination across the world from Bangkok to Barcelona. To date, PCEB has participated in 6 trade shows, and cultivated connections with 248 contacts from sales calls across Southeast Asia.

While pursuing recognition for the state and securing leads, PCEB takes a holistic approach to the BE industry by fostering a national bureau alliance with the Malaysia Convention and Exhibition Bureau (MyCEB) to advance Malaysia's international standing as a prime destination for BE. This effort eventually culminated in the inaugural BE @ Penang 2016 conference, our initiative to strengthen and enhance industry engagement between stakeholders in Penang.

This network of industry stakeholders that we have cultivated is integral to our effort to establish Team Penang; cooperation, collaboration and understanding between BE suppliers and industry players in Penang to draw BE to Penang, and to keep BE in Penang. To date, PCEB has 49 members in its Industry Partner Programme (IPP).

Working together, PCEB and our partners see the enormous advantage in researching the BE industry of Penang. Pooling our data resources together has resulted in this annual report, which is not only a testament to the cooperative spirit of Team Penang, but also a tool for us to fully understand the dynamics of the BE industry in Penang.

I take pride in PCEB's continuing achievements and initiatives that continue the trajectory to bring Penang to the forefront of the BE industry.

My deepest appreciation goes towards our partners and stakeholders, who have come together to make Team Penang more than possible, but a reality.



ASHWIN GUNASEKERAN  
Chief Executive Officer  
Penang Convention & Exhibition Bureau



# ABOUT PCEB

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Penang Convention & Exhibition Bureau (PCEB) is a state bureau established in 2016 to develop the meetings, incentives, conventions and exhibitions (MICE) industry in Penang.

PCEB aims to position Penang as the preferred location for MICE activities in the region. With its rich UNESCO heritage, thriving multicultural society, state-of-the-art facilities and vibrant natural attractions, Penang offers a truly eclectic tropical experience.

In line with its mission to incubate the growth of MICE in Penang, PCEB serves as Penang's focal point for the coordination of all MICE activities, providing expert assistance to organisations and MICE planners at every step of the planning.

PCEB's team of industry experts work hand-in-hand with professional service providers and world-class hotels, convention centres and unique venues to ensure the flow and success of each event organized.

PCEB's goal is to enhance our MICE clients' experience and at the same time to expand the beneficial economic impact of local MICE businesses.



## Our Objectives

To serve as Penang's focal point for coordinating all MICE activities

To provide expert services to enhance the quality of MICE client's experience

To expand beneficial economic impact of MICE businesses in Penang

To liaise closely with MyCEB in efforts to bid for MICE events in Penang

To advise and assist MICE organisers in planning and promoting their events internationally

To serve as the chief liaison to all levels of government departments

To assist and facilitate MICE industry stakeholders and community at large through our diverse and extensive marketing initiatives

# BOARD OF DIRECTORS

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The Rt. Hon. Lim Guan Eng  
*Chairperson*



The Hon. Tony Pua Kiam Wee  
*Director*



Dato' Rosli Bin Jaafar  
*Director*

# THE TEAM

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Ashwin Gunasekeran  
*CEO*



Beh Wan Chie  
*Finance*



Manroop Kaur  
*Executive Assistant*



Anuar Shaikh Mydin  
*Admin*



Yasmin Bathamanathan  
*Manager,  
Marketing Communications*



Adrian Cheah  
*Director of  
Sales & Marketing*



Magdalyn Quek  
*Manager,  
Sales & Marketing*



Terry Neoh  
*Executive,  
Marketing Communications*



Tan Ker Hsin @ Yen  
*Executive,  
Sales & Marketing*



Khoo Wei Cyn  
*Researcher*



Stephanie Kee  
*Project Executive,  
Penang Arts District*



# NATIONAL ALLIANCE

**Noor Ahmad Hamid – Regional Director  
*International Congress and Convention Association***



Meetings leave behind legacy that stretches far beyond monetary gains for the city or the tourism value. Therefore, we welcome the initiative to establish PCEB's national-international alliance, which we believe will function as a channel for knowledge building and will act as Team Penang when competing with other destinations. As the conduit between local businesses, association, academia and government; the alliance elevates Penang as well as Malaysia in the international arena as a leading business events destination.

**Ho Yoke Ping – General Manager, Business Events  
*Malaysia Convention & Exhibition Bureau***



Malaysia has been performing well in the last five years in positioning itself as a preferred business events destination, regionally and globally.

The formation of the Penang Convention & Exhibition Bureau (PCEB) is timely to support Malaysia's business events vision to be a leading driver of Malaysia's economic transformation across all key sectors, and strengthen Malaysia's international profile and global networks, build trade and investment links and power growth of the nation's knowledge and creative industries.

Together with PCEB and the Sarawak Convention Bureau, we can build a stronger Team Malaysia alliance in securing more business events for the country, each playing a significant role and at the same time, complementing each other's efforts. But, most important is together we can collaborate to garner a broad understanding and commitment from our industry partners and the larger community on the benefits of business events.

**Eric van Piggelen – CEO  
*Borneo Convention Centre Kuching (BCKK) Sarawak***



In our business it is imperative to network with all role players and stakeholders, but more importantly it is of paramount importance to form global alliances. The impact on your business is far more tangible and lasting. The alliance stage is where the real sharing of information takes place to eventually boost your business levels.

**Premala Danapakiam – Director of Sales & Marketing  
*Borneo Convention Centre Kuching (BCKK) Sarawak***



Since BCKK first opened our doors in 2009, we have worked towards being global team players in this dynamic industry we call business events. This endeavor could not have come at a more opportune time, and we will fully support the Penang Convention & Exhibition Bureau in the formation of a national alliance for Malaysia's business events industry.

**Khoo Boo Lim, CHA – Chairman  
*Malaysian Association of Hotels (MAH) Penang Chapter***



As a Penangite, I always feel blessed and proud to be born in this wonderful state where the people embrace each other's languages, cultures and religions with utmost respect. This is something you will never get to experience anywhere else in this world, and it is this uniqueness that makes Penang a preferred destination for tourism and investment. The hotel industry in Penang is anticipating some positive and exciting times ahead. With the continuous support of the Penang State Government and the cooperation of various federal agencies and private sectors, Penang is definitely poised for more recognition and success. For Team Penang to succeed, we need a strong national alliance, and we support PCEB's vision of forming alliances at the national level.

# MARKETING COMMUNICATIONS & SALES

## Brand Marketing

### PENANG, REDEFINING MICE

In the urban hierarchy of city rankings, Penang is classified as a second-tier destination city, with Kuala Lumpur, the capital being in the first-tier. In order to make Penang the preferred BE destination city in the region, we consider the unique features that sets Penang apart from other second-tier BE destination cities.

PCEB has identified SIX unique selling points that makes Penang different. We call this The Penang Factor.

### THE PENANG FACTOR

#### 1. RADIANT CULTURE

Its potpourri of various Asian cultures and world religions makes Penang a multicultural and multi-religious experiment that is not only successful, but also one that is ever growing.

#### 2. PRIZED HERITAGE

The UNESCO World Heritage Site of George Town is very much alive and thriving, almost two centuries after Penang's heyday as a British outpost and trading port. Meander through George Town's charming streets and discover Penang's artisans and living heritage that make it one of the world's most unique sites.

#### 3. INSPIRING ARCHITECTURE

Experience Penang's stunning and diverse architecture up close on the authentically Penang trishaws, with the "trishaw uncles" serving as your personal city guide.

#### 4. ASIA'S FOOD CAPITAL

Penang's street food is famous the world over for its incredible variety, cultural influences and quality. Asia's great culinary traditions live on in Penang's coffee shops, hip cafes and fine dining establishments

#### 5. WARM ASIAN HOSPITALITY

Penang's well-established hospitality industry is complemented by its warm welcoming people. From the small businesses and hawker stalls to the largest retail outlets and hotels, you will be welcomed with a sunny smile.

#### 6. GORGEOUS TROPICAL WEATHER

Penang enjoys a year-round tropical rainforest climate which is warm and sunny, along with moderate rainfall, especially during the southwest monsoon from April to September.

### EXPERIENCES UNFILTERED

The Penang Factor, alongside the diverse meeting venues and recreational activities it has to offer result in a quintessentially Penang BE experience. PCEB has launched a three-year brand campaign "Experiences Unfiltered" to capture the unique flavour of Penang.

Experiences Unfiltered is part of the Bureau's effort in positioning Penang as a preferred destination for business events. The campaign was officially launched at the inaugural Penang Amazing Race event that saw the participation of over 60 MICE industry players from all over Malaysia.

#### All about #ExperiencesUnfiltered

To communicate Penang's Business Events capabilities and experiences whilst expanding PCEB brand presence.

To position Penang as a preferred Business Events destination in the region.

# MARKETING COMMUNICATIONS & SALES

## Brand Marketing



### **AUTHENTIC ASIAN EXPERIENCES**

Asia's loudest cultural convergence of communities – Malay, Chinese, Indian, Islam, Buddhism, Hinduism, Christianity – Penang is diversely represented!



### **PRIZED HERITAGE EXPERIENCES**

Traditional trades and cultural arts dating hundreds of years still thrive in the bustling metropolitan Penang.



### **RICH COLONIAL EXPERIENCES**

We have one of Southeast Asia's largest collections of pre-war buildings.



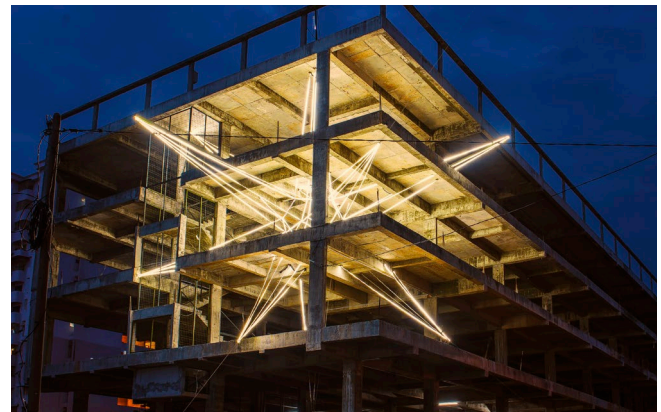
### **TANTALISING GASTRO EXPERIENCES**

We are world famous for our street food, plus our restaurants and hotels serve up some of the best Asian food in the region.



### **LUSTROUS NATURE EXPERIENCES**

From award-winning gardens to one of the oldest rainforests in the world, Penang brings you closer to nature.



### **MODERN COSMOPOLITAN EXPERIENCES**

Trendy and modern urban venues make Penang a place buzzing with the creative energy of inspiration and sophistication.

# MARKETING COMMUNICATIONS & SALES

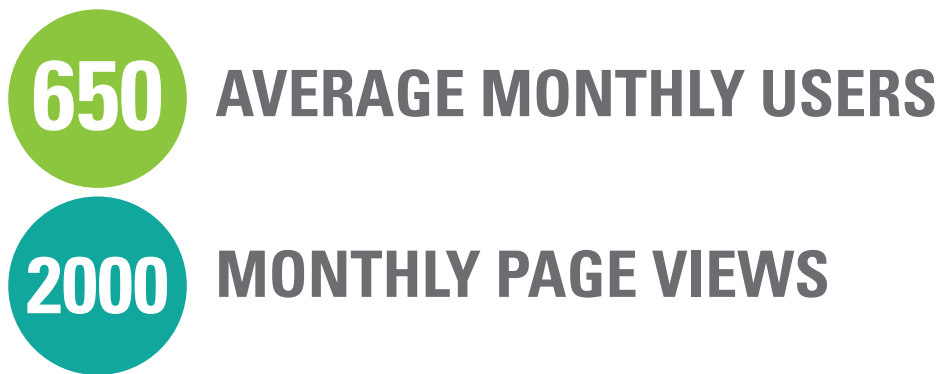
## Branding Marketing

### ONLINE PRESENCE

On 8 April 2016, PCEB's website – www.pceb.my – went live and was launched by the Chief Minister of Penang and Chairperson of PCEB, Rt Hon Lim Guan Eng. The full-featured, mobile-friendly website was designed to promote Penang as a Business Events destination and provide easy access to essential information on PCEB.

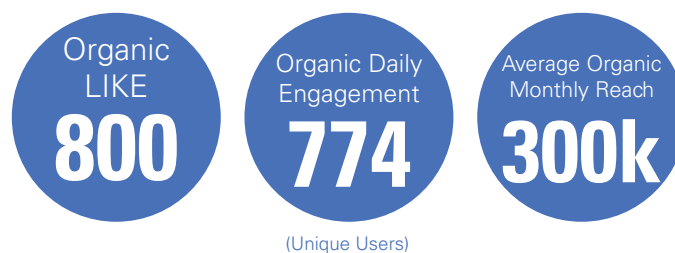
Among the key features of the PCEB website is the Industry Partner Programme application form and user-friendly Request for Proposal functionality, an important component of convention bureau websites.

PCEB.my seamlessly transitions into mobile version, and its intuitive navigation highlights the website's client-orientated content presentation that is highly user-friendly. Since its launch, the website has logged:



Besides the website, PCEB has an active presence on Facebook and Instagram.

### FACEBOOK | @PCEB.MY



### INSTAGRAM | PENANG.UNFILTERED



# MARKETING COMMUNICATIONS & SALES

## Industry Partner Programme

PCEB offers an extensive range of support services to industry members, with the key support being the promotion of Penang as the ideal destination for meetings, incentives, conferences and incentive programmes. Thus, we created our Industry Partner Programme (IPP).

PCEB's IPP was initiated to strengthen our competitive edge and create business opportunities for the industry while positioning Penang as an international Business Events destination. The programme, which was launched in May 2016, is open to all Business Events products and service providers in Penang and to those who are bringing events to Penang.

Since the concerted publicity and enrolment exercise for IPP in May, we have inducted 49 members into our programme.



### Benefits of being PCEB's industry partners include opportunities to participate in:

- International tradeshows and promotions
- PCEB's online directories and print publications
- Bid and sales proposals
- PCEB's product and service referrals programme

# MARKETING COMMUNICATIONS & SALES

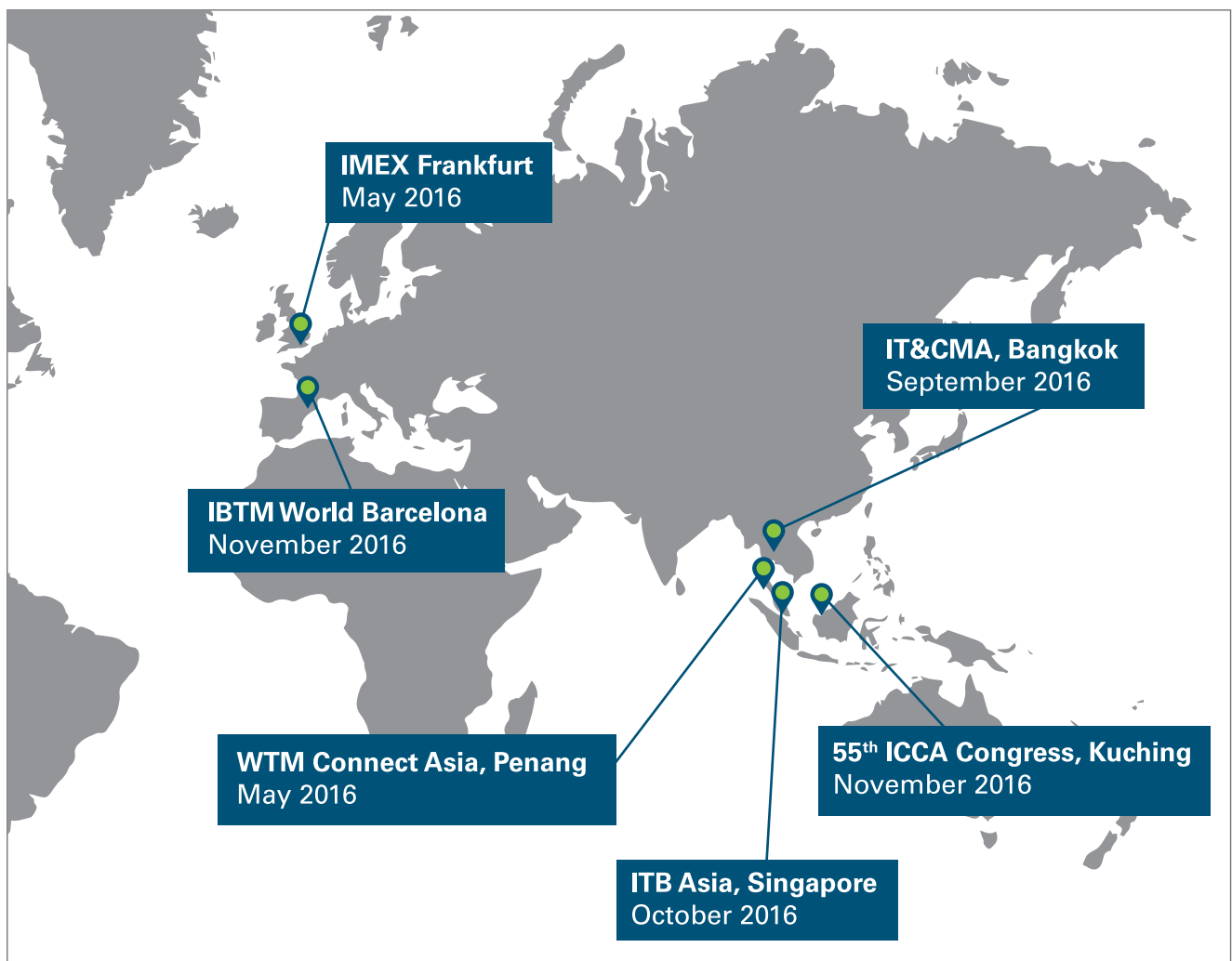
## Sales Calls

PCEB reached out to players in the industry throughout Malaysia, Thailand and Singapore in order to understand the opportunities and challenges they are facing. Our reach was broad, covering destination management companies (DMC), travel agencies, professional conference organizers (PCO), other BE bureaus, corporates, event space owners and relevant industries in Malaysia and neighbouring countries. This engagement exercise enabled us to focus our efforts so that we are able to effectively promote Penang as the ideal destination for business events and association meetings.



## Trade Shows

In order to engage with the international business events industry, PCEB seized the opportunity to meet with them at trade shows. In its first year, PCEB participated in six trade shows around the world in its effort to introduce Penang as a prime destination for international business events. By participating in these events, PCEB was able to secure business event leads and learn best practices from other BE bureaus.



# MARKETING COMMUNICATIONS & SALES

## ICCA Congress & Sticky Awards

### ICCA CONGRESS 2016

ICCA, the International Congress and Convention Association, is the global community and knowledge hub for the international associations meetings industry. PCEB realised the pertinence of being an ICCA member, and thus, once the PCEB team was formed, we began the application process for ICCA membership. In April, we were accepted into ICCA, becoming the first member organisation in Northern Malaysia and one of only 11 members in the country.

The ICCA Congress 2016 which was held in Kuching, Sarawak, saw the PCEB team attending as first-time attendees. The four-day congress was an educational and enlightening experience, and an important networking platform as the congress was attended by over 800 delegates from the worldwide Business Events industry.



### STICKY AWARDS 2016

The Sticky Awards is an annual celebratory exercise and event at the IT&CMA and CTW Asia-Pacific trade show in Bangkok. This year, PCEB was awarded the 15th Sticky Award for Stickiest Social Sharing. The Award recognises participating organisations with the best social media coverage of the trade show.



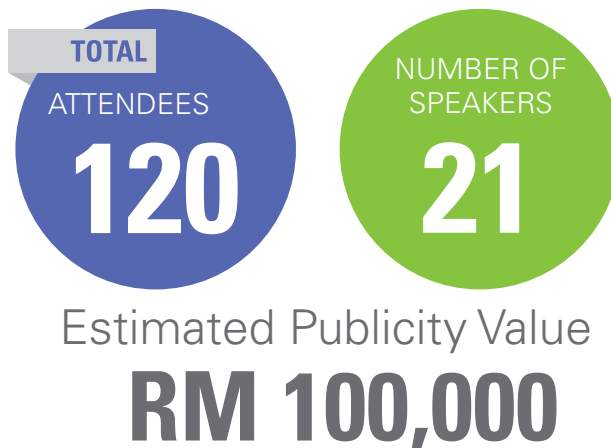
# SPECIAL PROJECTS

## BE @ Penang 2016

Business Events @ Penang 2016 or BE @ Penang 2016 was PCEB's inaugural industry engagement conference. Themed "Be Engaged", the two-day conference was held at The Wembley, Penang on 6 & 7 December 2016. The conference was co-organised by Anderes Fourdy and was supported by sponsors Malaysia Association of Hotels Penang Chapter and The Wembley, Penang, media partner TTG Media Group, and delegate support from MACEOS.

BE @ Penang 2016's objective was to get the BE industry engaged, introduce industry concepts and trends, network with the industry players and have them aligned with PCEB and our vision for BE at Penang.

The conference was a success as it introduced concepts of Business Events and educated the delegates on trends in the industry. Encouragingly, the conference's call to action has resulted in the participants stepping forward to form Team Penang with PCEB and the industry.





## SPECIAL PROJECTS

### George Town Literary Festival 2016

PCEB's participation in the George Town Literary Festival (GTLF) 2016 as Festival Producer transpired in early-September 2016. Armed with a budget of RM125,000.00, PCEB undertook the challenge to raise funds for GTLF 2016, which was not only the sixth edition of the Festival, but also the largest one to date.

Working closely with Festival Director Bernice Chauly, PCEB managed all aspects of the Festival – from the logistics of flying in over 60 writers from all over the world and managing their accommodations to planning the Festival venue set up and the publicity for the Festival.

GTLF 2016 received wide media coverage, both locally and internationally. The media platforms that carried coverage on the Festival include The Daily Seni, The Star, The Malay Mail, Malaysiakini, New Straits Times, Reuters, The Guardian, The New York Times, and many more.

GTLF 2016 was co-produced by Penang Institute and was part of the 10 Days 3 Festivals event organised by Penang Global Tourism.



#### MEDIA COVERAGE

The Daily Seni, The Star, The Malay Mail, Malaysiakini, NST, The Guardian, Reuters, The New York Times, and many more.



# BUSINESS EVENTS

## Events Supported



**EEl > RM 220,503,235**

**ROOM FEES > RM 274,849**

The Sales and Marketing team at PCEB led on a range of programmes, which facilitated the success of major business events in Penang. In 2016, PCEB supported 37 international and national business events in Penang for a cumulative duration of 114 days. These business events include conferences, corporate events and incentive groups that drew in an estimated 29,030 participants and averaged 784.6 participants per event. The supported business events in 2016 recorded an estimated 91,616 room nights which netted the state RM278,000 in room fees. The estimated economic impact (EEI) to the state is RM220.5 million.

These numbers are a tangible result of PCEB's concerted efforts in the first year of its operations. The future can only get brighter as PCEB is committed to grow the Penang's business events industry.



# BUSINESS EVENTS

## Events Supported

### CASE STUDY

Of the 37 events which PCEB's Sales and Marketing team supported in 2016, we have selected a few events to showcase the different types of business events and the estimated economic impact (EEI) generated by each one of them.

#### CONFERENCE

International conference on electronic & manufacturing technology



**EEI > RM 784,575**

#### INCENTIVE

International incentive group from a pharmaceutical company in East Asia



**EEI > RM 1,882,980**

#### CORPORATE EVENT

Corporate event organised by a Singaporean pharmaceutical company



**EEI > RM 251,064**

# MARKET RESEARCH

## BE Criteria & Key Terminologies

### A Look at Business Events in Penang

Business Events, or BE, is a term that captures all corporate-organised events and gatherings categorised as MICE, namely meetings, incentives, conventions/conferences/congresses, and exhibitions/expositions. In order to isolate business events to understand it better, we have identified four criteria which define Business Events for inclusion in PCEB's first industry annual report:

1. **Minimum number of 10 participants**
2. **Minimum 4 hours / a half-day duration**
3. **Held in a venue with room rental, catering cost, etc.**
4. **Element of knowledge exchange, or professionalism**

### What types of Business Events are held in Penang?

Since BE consists of various types of meetings, we have classified them into the following categories :

#### Congress

A meeting of individuals for a common purpose. This term is used to describe events held by government bodies, organisations, associations and special interest groups. Attendance to the event is open to participants who are not necessarily employed by the organiser.

Types: convention, conference, congress, exhibition, forum

#### Corporate Event

A meeting organised by a corporate entity. This term is used to describe events held by companies and with attendance restrictions; delegates must be in the employment of the organiser or the industry.

Types: seminar, training, workshop, meeting

#### Incentive

Meeting event with elements of leisure tourism as part of a programme which is offered to participants as a reward for previous performance.

Types: teambuilding, incentives

*Source: IAPCO On-Line Dictionary*

# MARKET RESEARCH

## General Overview & Summary



TOTAL EEI  
**RM808,325,654**

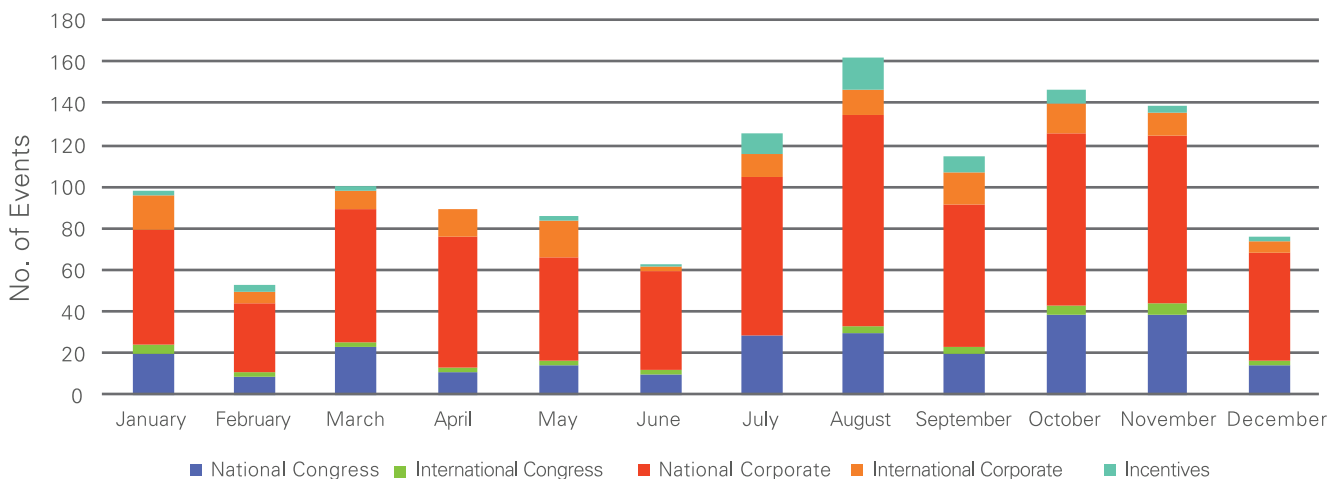
# MARKET RESEARCH

## Business Events in Penang 2016

Seasonality influences the number of Business Events held in Penang throughout the year. Slow months are recorded in the months of February, June and December, coinciding with Chinese New Year, the Muslim fasting month of Ramadhan, and school holidays in December. These seasons are traditionally slow periods for Malaysian companies. The increase in the number of meetings and incentives in August can be tied to the annual George Town Festival, which is an added draw for businesses to hold corporate events in Penang.



**TOTAL EVENTS**  
**1251**



Business Events in Penang 2016

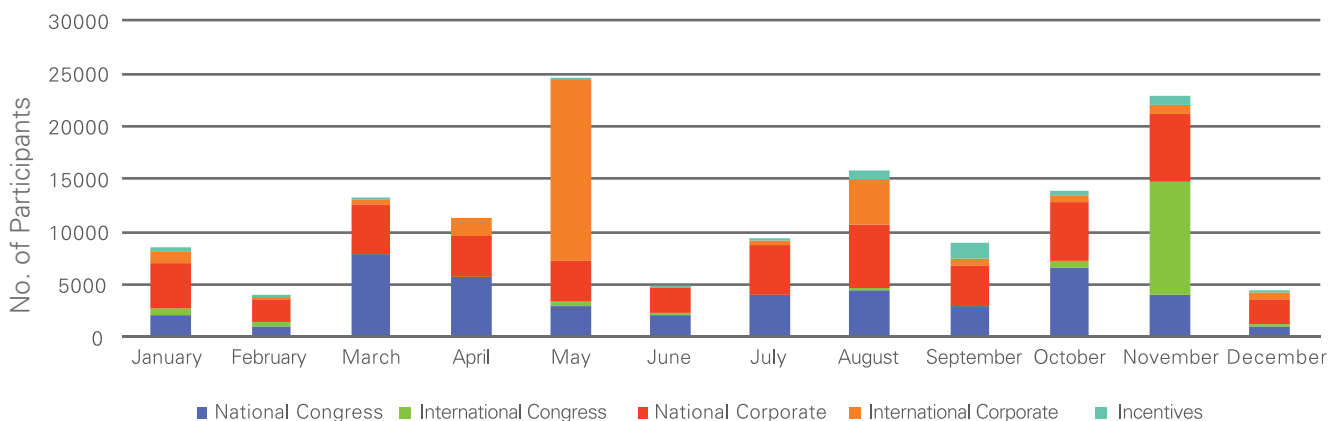
# MARKET RESEARCH

## Business Events Participants in Penang 2016

As reflected in the number of events, the number of Business Events participants follow a similar trend. The spike in the number of participants in May and November are attributed to international events that attracted thousands of delegates from around the world. There is a notable decrease in international Business Events for the months of March and July, potentially coinciding with the anniversaries of the aircraft incidents involving the Malaysian national airlines in 2014.



TOTAL PARTICIPANTS  
**141,864**



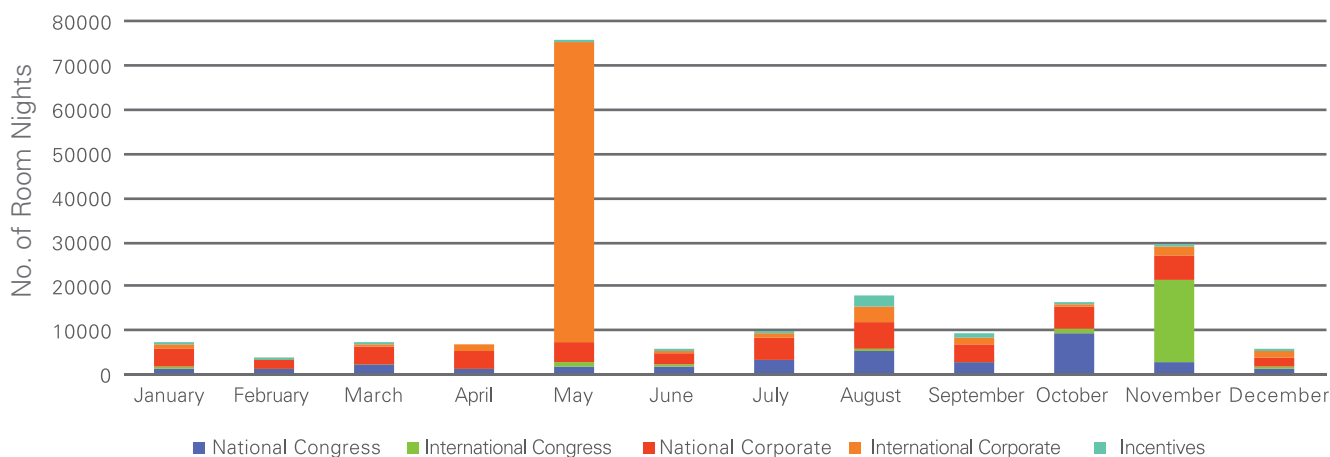
# MARKET RESEARCH

## Business Events Room Nights in Penang 2016

The impact of an outlier event that attracted about 14,000 delegates in May is reflected in this chart, with its total contribution of an estimated 63,000 room nights in a single month. Penang also attracted a substantial number of room nights in the second half of the year. The increase in November for international congresses can be linked to the annual George Town 10 Day 3 Festivals, which draws in delegates from around the world.



TOTAL EVENTS  
**194,064**



Business Events Rooms Nights in Penang 2016



# MARKET RESEARCH

## National Congresses by Sector in Penang 2016

Most of the congresses held in Penang at national level are centred on the education, culture & ideas, medical sciences, government, social sciences, economics and industry sectors. These statistics coincide with Penang's national status as a hub for all these topics.



Education

**20%**



Government

**13%**



Culture & Ideas

**12%**



Medical Sciences

**12%**



Social Sciences

**11%**



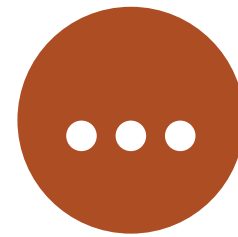
Economics

**6%**



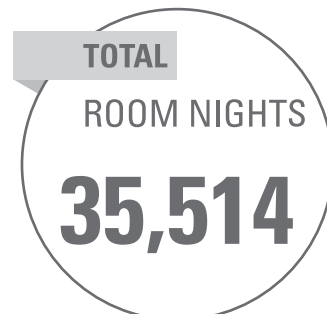
Industry

**4%**



Others

**22%**



# MARKET RESEARCH

## International Congresses by Sector in Penang 2016

Penang's international reputation can be gauged from the type of events that it hosts regularly. The island's focus on electronics and manufacturing, art and culture, health sciences, banking sector and sustainability makes it a draw for international congresses in those sectors.



Industry  
**16%**



Commerce  
**13%**



Culture & Ideas  
**13%**



Arts  
**9%**



Sports & Leisure  
**9%**



Technology  
**9%**



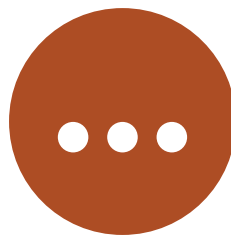
Ecology & Environment  
**6%**



Medical Sciences  
**6%**



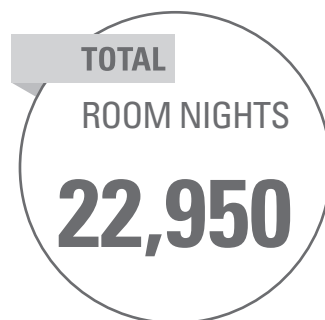
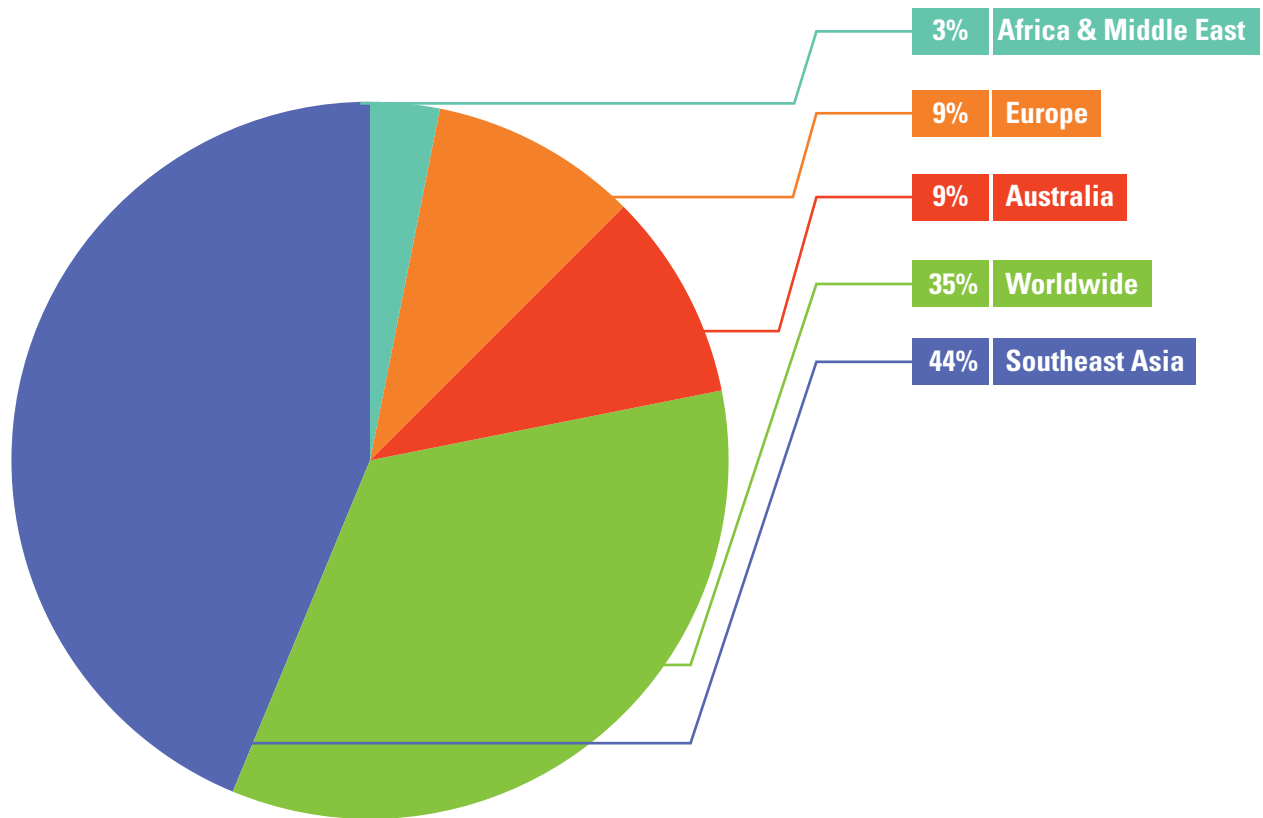
Science  
**6%**



Others  
**13%**

# MARKET RESEARCH

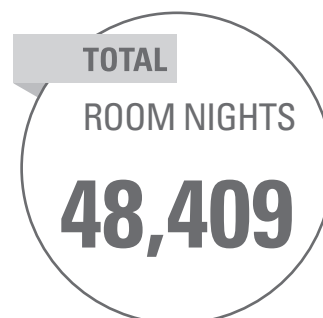
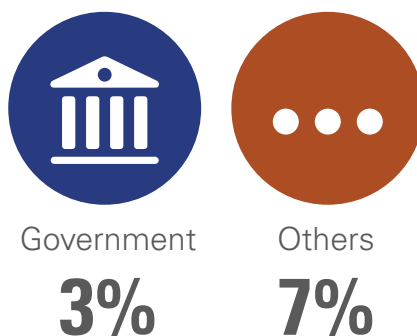
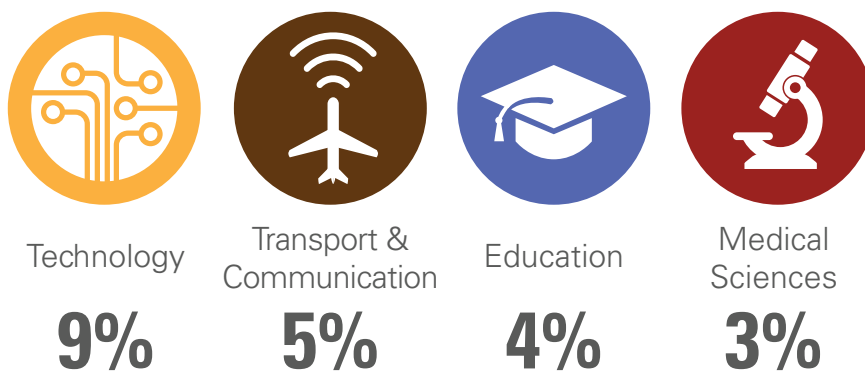
## International Congresses by Country of Origin in Penang 2016



# MARKET RESEARCH

## National Corporate Events by Sector in Penang 2016

Collectively, industry, management, economics, commerce and corporate subjects make up over 60% of national corporate events that took place in Penang in 2016.



# MARKET RESEARCH

## International Corporate Events by Sector in Penang 2016

Compared to the national market, management and commerce-related corporate events make up a smaller share of the pie where the international market is considered. The industry sector takes up the biggest portion of international corporate events taking place in Penang due to the strong presence of multinational corporations with manufacturing operations based in Penang.



Industry  
**24%**



Corporate  
**16%**



Technology  
**10%**



Medical Sciences  
**9%**



Economics  
**7%**



Commerce  
**6%**



Transport & Communication  
**6%**



Management  
**5%**



Science  
**4%**

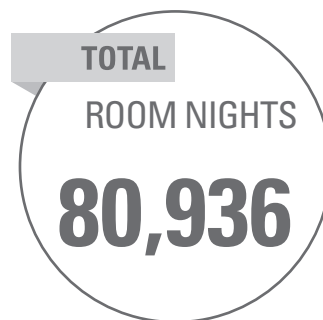
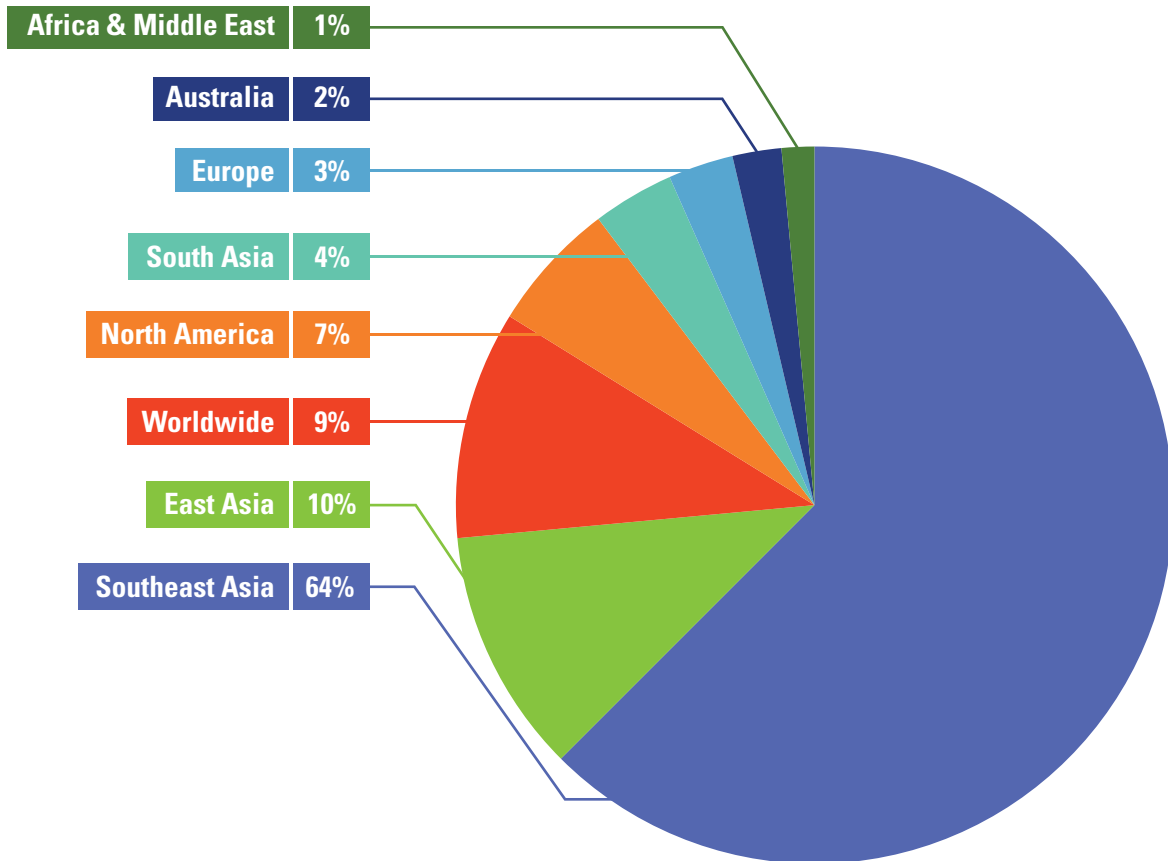


Others  
**13%**

# MARKET RESEARCH

## International Corporate Events by Country of Origin in Penang 2016

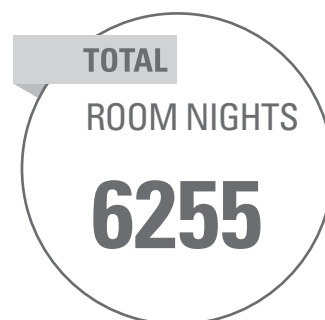
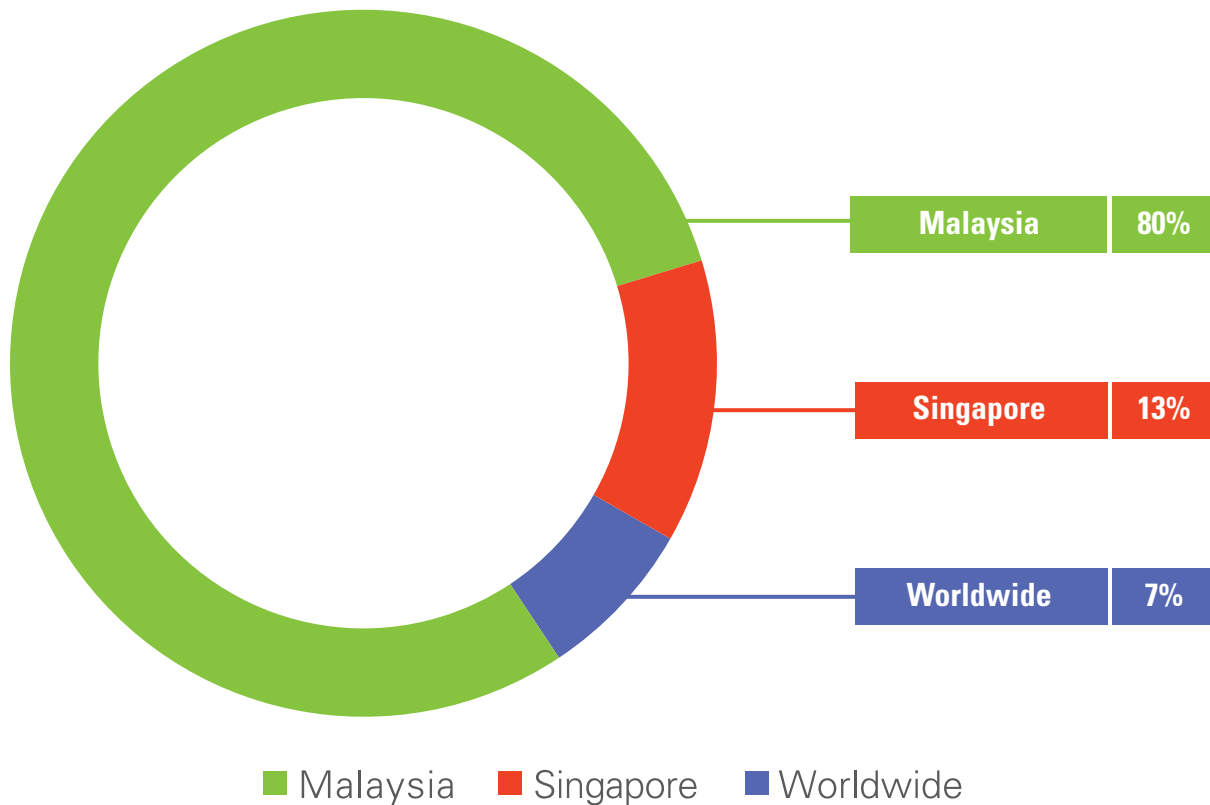
International corporate events retain a regional flavour with Southeast Asia making up the biggest region of origin for corporate events happening in Penang.



# MARKET RESEARCH

## Incentives by Country of Origin in Penang 2016

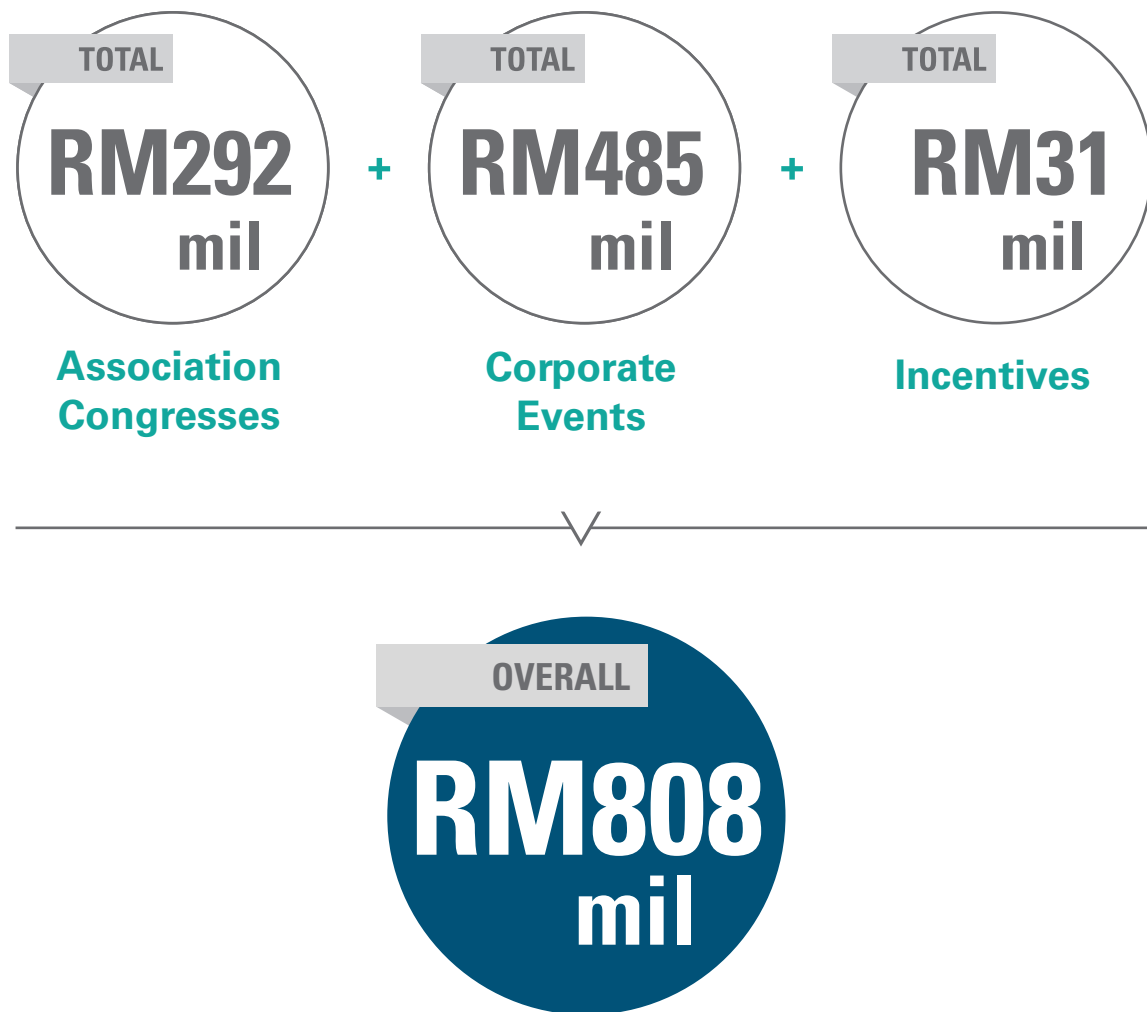
National groups form the bulk of incentives in Penang at 82% whereas Singaporean groups are represented at 16%. Penang's reputation as the food hub of Malaysia positions it as one of the most popular destinations for incentives within the country.



# MARKET RESEARCH

## Economic Impact from Business Events in Penang 2016

The total Estimated Economic Impact (EEI) from Business Events that took place in Penang in 2016 reflects the importance of the industry to the Penang economy.

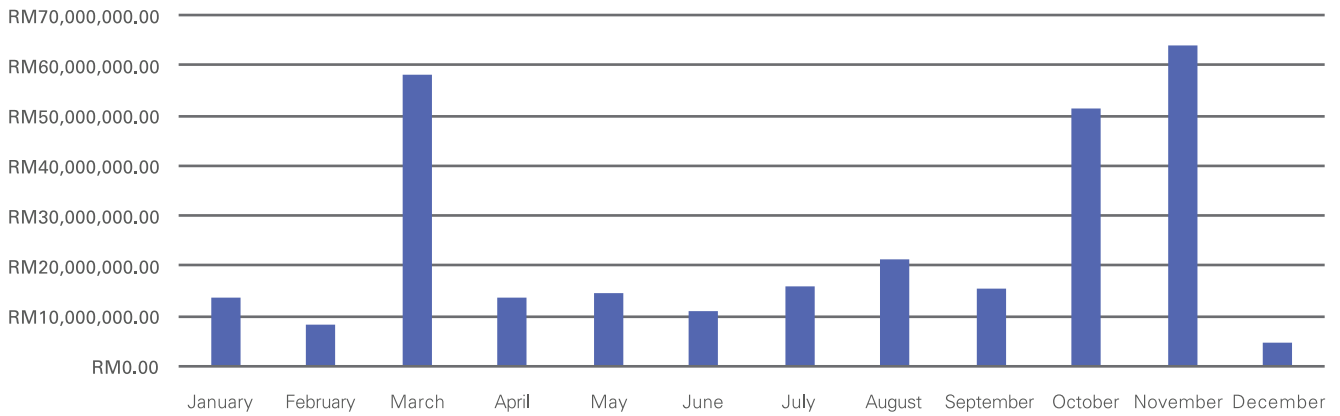




# MARKET RESEARCH

## Economic Impact from Association Congresses in Penang 2016

The months of March, October and November recorded the highest EEI, which are traced to a number of outlier events that attracted thousands of participants.



Economic Impact from Association Congresses in Penang 2016

NATIONAL

**RM225**  
mil

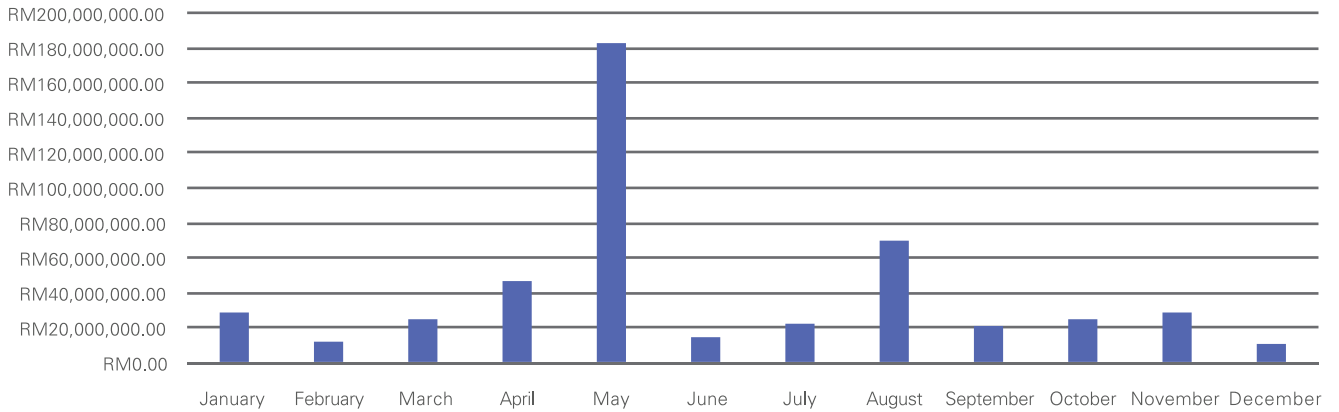
INTERNATIONAL

**RM67**  
mil

# MARKET RESEARCH

## Economic Impact from Corporate Events in Penang 2016

High EEI for corporate events are recorded for the months of May and August, the result of two major events; a 5-day international corporate event with approximately 14,000 participants in May, and a 6-day international corporate event with an estimated 3,000 participants in August.



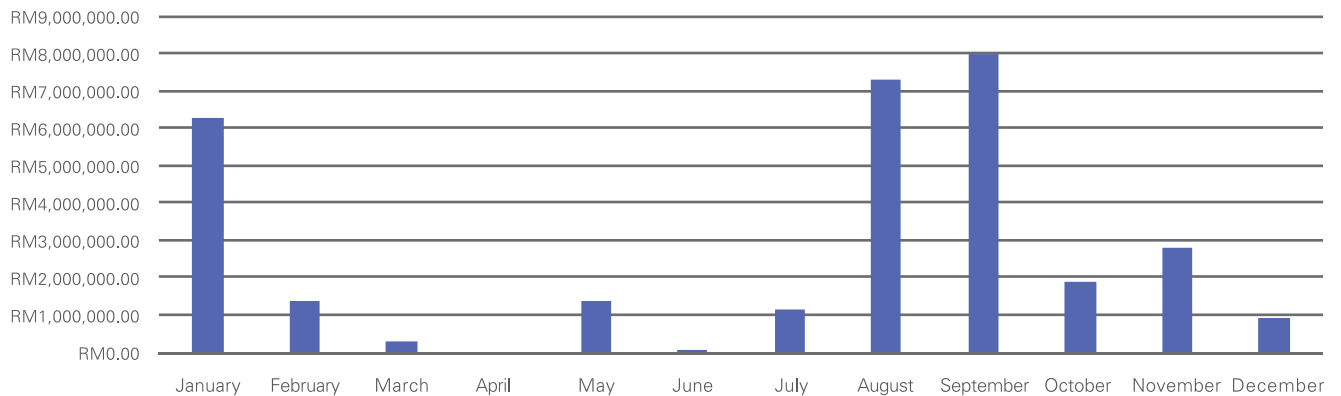
Economic Impact from Corporate Events in Penang 2016



# MARKET RESEARCH

## Economic Impact from Incentives in Penang 2016

The number and impact of incentive groups in Penang fluctuate throughout the year, peaking during the months of August and September. The annual month-long George Town Festival is a significant draw for incentive groups in the month of August. January saw the arrival of a single large national incentive group that contributed to the high EEI recorded for that month.



Economic Impact from Incentives in Penang 2016



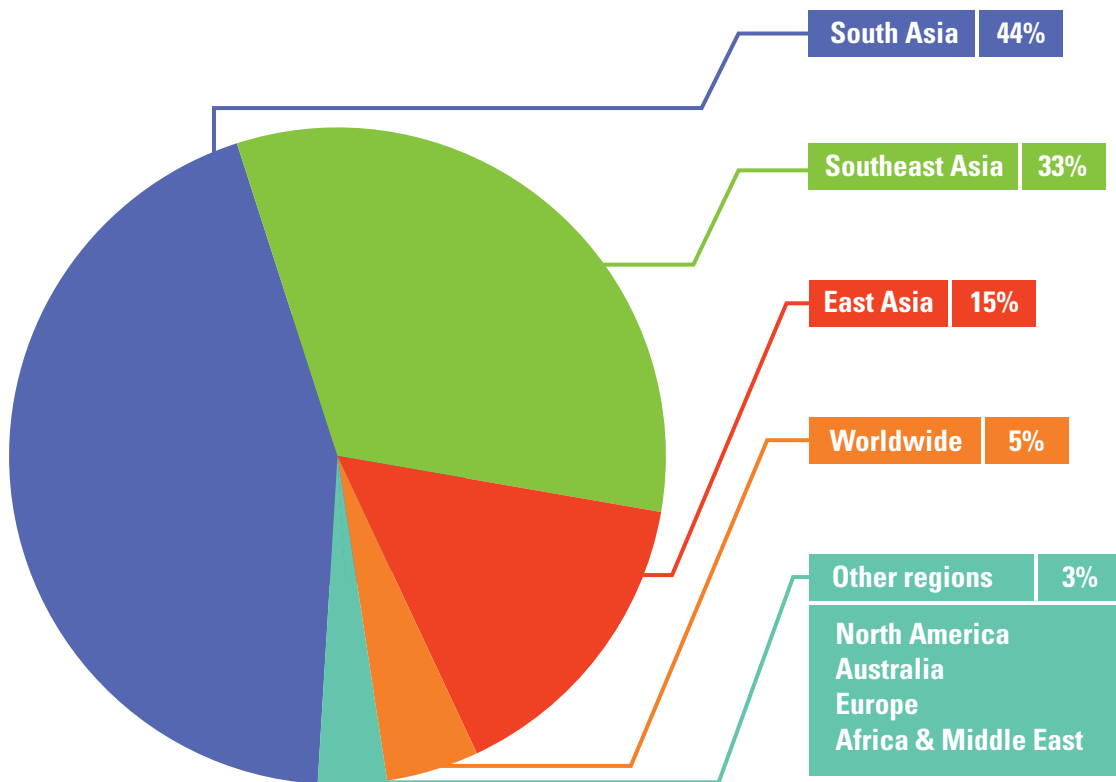
# MARKET RESEARCH

## Economic Impact by Country of Origin in Penang 2016

Southeast Asia is a major contributor of EEI for international events in Penang, surpassed only by South Asia. This is attributed to a major event in May organised by an Indian company, which saw the arrival of 14,000 delegates.

NATIONAL CONTRIBUTION  
**RM471,646,738**

INTERNATIONAL CONTRIBUTION  
**RM336,678,916**



TOTAL CONTRIBUTION  
**RM808,325,654**

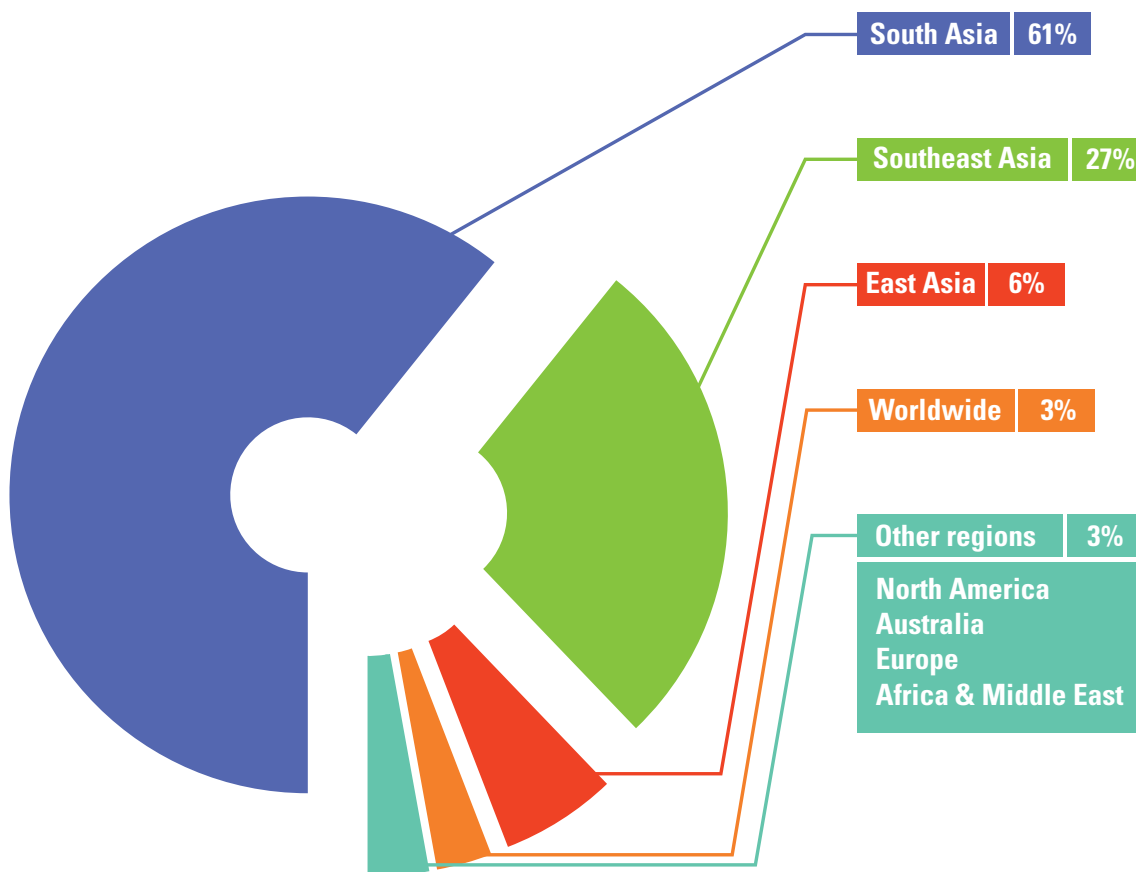
## MARKET RESEARCH

### Contribution to Penang State Government Room Fee by Country of Origin 2016

The Southeast Asian market consistently remained the second highest contributor in room nights and fees after South Asia. However, this could be an unusual incident due to the one off major event in May which saw the arrival of an estimated 14,000 delegates from India.

NATIONAL CONTRIBUTION  
**RM268,879**

INTERNATIONAL CONTRIBUTION  
**RM313,304**



TOTAL CONTRIBUTION  
**RM582,183**

### Analysis of Business Events in Penang 2016

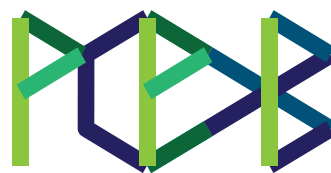
Seasonality, such as major cultural celebrations, festivals, and anniversaries of significant events, hold great influence over the Penang Business Events. The months of February and June show lower numbers of events, participants and room nights due to Chinese New Year celebrations and the fasting month of Ramadan. Participants and event organisers of Chinese ethnic heritage are less inclined to hold events during Chinese New Year which lasts two weeks and during the fasting month of Ramadan.

Anniversaries and memorials of unfortunate events such as the tragic airline incidences in March and July 2014 respectively influence the international meetings. Although the number of national meetings are not significantly affected during these months, the decrease in international meetings shows that these incidents are still fresh in the memories of the international community.

Single large Business Events in Penang are well represented in the data. Excluding special events that bring in thousands of delegates, which skews the data, the average number of participants attending congresses and corporate events in Penang is 979. This is an indication of the prevailing status of Business Events in Penang as predominantly hosting small and medium-sized events.

Even so, Penang's ability to attract mega-congresses and corporate events that number to the tens of thousands of participants shows the state's potential in becoming a major attraction for Business Events in Asia.





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