



**WORLD TOURISM
CONFERENCE 2016**
Tourism Delights: Delivering the Unexpected
17-19 October 2016 | Penang, MALAYSIA

WORLD TOURISM CONFERENCE 2016

"Tourism Delights – Delivering the Unexpected"

EASTERN & ORIENTAL HOTEL
PENANG, MALAYSIA
17 – 19 OCTOBER 2016

GENERAL INFORMATION NOTE



1. CONFERENCE

The World Tourism Conference 2016 (WTC 2016) will take place at the Eastern & Oriental Hotel, Penang, Malaysia on **17 – 19 October 2016**.

EASTERN & ORIENTAL HOTEL

10 Lebuhr Farquhar 10200 Georgetown

Penang, Malaysia

Tel: **+6042222000**

Fax: **+6042616333**

Email: www.luxury@eohotels.com

Web: www.eohotels.com

2. REGISTRATION AND BADGE

Invited participants are required to **register online** via WTC 2016 official website, www.wtc2016malaysia.com from **20 July 2016 until 30 September 2016**.

Participants can also submit their **registration manually** by completing the registration form and return it to wtc2016@motac.gov.my **no later than 30 September 2016**.

The Registration Desk will be open at the **Fullerton Suite Foyer, Level 5 Victory Annexe, Eastern & Oriental Hotel** on the following dates and time:

- **16 October 2016, Sunday (from 15:00 pm to 10:00 pm)**
- **17 October 2016, Monday (from 08:00 am to 09:00 am)**

The identification badges will be issued at the time of registration. Please bring the confirmation letter from your registered email to apply for the badge. It is highly recommended for all participants to register on **16 October 2016** as there will be heavy security for the grand opening of the conference in the morning of 17 October 2016.

All participants are requested to wear the identification badge for the duration of the WTC 2016.

3. OFFICIAL WEBSITE

Latest information on WTC 2016 can be obtained through the official website, www.wtc2016malaysia.com starting from **20 July 2016**. Participants can access all relevant information including the online registration, conference programme and venue, speakers' information, accommodation, transportation, technical tour and other programmes of the conference. Participants can also explore more about Malaysia especially Penang through the website which will enable them to be more prepared for their trip to Malaysia.

4. OFFICIAL LANGUAGE

The conference will be conducted in **English**. Simultaneous translation will not be provided.

5. TRANSPORTATION

Transportation will be provided to all participants from Penang International Airport (PEN) to the hotel and from the hotel to the airport for departure from **15 – 21 October 2016**. It will take about 30 minutes from the airport to reach the Eastern & Oriental Hotel and other designated hotels which are located at the centre of the city. Shuttle will also be provided to ferry participants from the recommended hotels to the conference venue and to the locations of the social programs. Kindly refer to para 13 of this General Information Note for the list of hotels recommended by the Ministry of Tourism and Culture, Malaysia which provide special discounted rates for WTC 2016's participants.

In order to organise this service, participants are requested to complete and return the registration form indicating their arrival, departure and accommodation details **at the latest by 30 September 2016**.

6. MEDIA OFFICE

The Media center will be set up for local and international media during the conference with internet access and office facilities from 16 to 18 October 2016.

7. VISA AND PASSPORT REQUIREMENTS

All participants entering Malaysia must possess a valid Passport or internationally recognized Travel Document. The document shall be valid, for more than six (6) months from the date of entry into Malaysia.

Commonwealth Countries that Require Visa

▪ Bangladesh
▪ Cameroon*
▪ Ghana*
▪ Pakistan
▪ Nigeria*
▪ Mozambique*

Visa Requirements for Other Countries

▪ Afghanistan (Visa with reference)	▪ Equat. Guinea*	▪ Myanmar
▪ Angola*	▪ Eritrea*	▪ Nepal
▪ Bhutan	▪ Ethiopia*	▪ Niger*
▪ Burkina Faso*	▪ Guinea-Bissau*	▪ Rwanda*
▪ Burundi*	▪ Hong Kong (C.I./D.I)	▪ Serbia Montenegro
▪ Central African Republic*	▪ India	▪ Sri Lanka
▪ China	▪ Israel**	▪ United Nation (Laissez Passer)
▪ Colombia*	▪ Ivory Coast (Cote d'ivoire)*	▪ Western Sahara*
▪ Congo Democratic Republic*	▪ Liberia*	▪ Yugoslavia
▪ Djibouti*	▪ Mali*	

Note:

- Foreign nationals who require a Visa to enter Malaysia must apply and obtain a Visa in advance at any Malaysian Representative Office abroad before entering the country.
- For the countries marked as (*) are allowed to enter Malaysia by air only.
- Israel citizen** who wish to enter are required Visa and approval from the Ministry Of Home Affairs, Malaysia.
- Visa is not required for a stay of less than one (1) month for ASEAN nationals except Myanmar. Visas are required if duration of stay exceeds one (1) month except for Brunei and Singapore nationals.

Arrival/Departure Card (IMM.26)

Participants are required to complete the Arrival/Departure Card (Imm.26) upon arrival at the gazette entry points. This card is available at any entry point, Malaysian Representative Offices abroad or at travel agencies. Delegates must present his/her passport together with the duly completed arrival/departure card to the Immigration officer on duty and he/she must ensure that the passport or travel document is endorsed with the appropriate pass before leaving the immigration counter.

For more information, please visit the Immigration Department of Malaysia (Ministry of Home Affairs) website at <http://www.imi.gov.my/index.php/en/entry-requirements-into-malaysia.html>

8. CUSTOMS REGULATIONS AND PROCEDURES

The Malaysian Customs and Immigration has been informed to facilitate customs and entry procedures for all participants. For further information on Malaysia's customs regulation, dutiable and prohibited items can be obtained from the nearest Malaysia Embassy or Consulate in your country.

The Customs authorities perform custom inspections after baggage claim on passengers arriving on international flights. During inspection, the passengers are required to submit the completed customs declaration forms which will be provided by the airline staff before landing.

9. YELLOW FEVER VACCINATION REQUIREMENTS

- A Yellow Fever vaccination certificate is required from all delegates (Malaysians and foreigners) coming from Africa, South and Central America countries.
- Delegates without a valid Yellow Fever vaccination certificate shall be quarantined upon arrival in Malaysia for a period not exceeding six (6) days.
- The period of validity of an international certificate of vaccination against Yellow Fever is ten (10) years, beginning ten (10) days from the date of vaccination.
- If a person is revaccinated before the end of this period, the validity is extended for a further ten (10) years from the date of vaccination.

If the revaccination is recorded on a new certificate, delegates are advised to retain the old certificate for ten (10) days until the new certificate becomes valid.

- Yellow Fever certificate is required to be produced upon landing in Malaysia for countries as listed below:

▪ Angola	▪ Ghana	▪ Sao Tome & Principe
▪ Brazil	▪ Guinea	▪ Togo
▪ Bolivia	▪ Guinea Bissau	▪ Tanzania
▪ Benin	▪ Kenya	▪ Uganda
▪ Burkina Faso	▪ Niger	▪ Venezuela
▪ Burundi	▪ Nigeria	▪ Zaire
▪ Cameroon	▪ Panama	▪ Zambia
▪ Central African Republic	▪ Peru	
▪ Chad	▪ Rwanda	
▪ Djibouti	▪ St. Kitts & Nevis	
▪ Eritrea	▪ Sri Lanka	
▪ Ecuador	▪ Suriname	
▪ Ethiopia	▪ Senegal	
▪ Gabon	▪ Sierra Leone	
▪ Gambia	▪ South Africa	

10. CLOTHING

Participants are advised to bring light cotton wear and light suits. Business attires are required at official meetings.

11. ELECTRICITY

The electric supply most commonly used in Malaysia is 220-240 volts A.C. at 50 hertz.

12. TIME ZONE

Local time zone in Malaysia is GMT +8 hours.



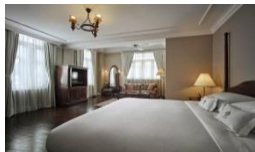

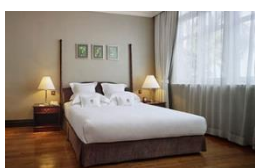
13. ACCOMMODATION

The participants are encouraged to book their accommodation at the designated hotels as recommended by the Government of Malaysia. The following six (6) hotels have been selected as the official hotels for the WTC 2016. The hotels listed below offer promotion code to enable WTC participants to enjoy special discounted rates and the reservation is on a first come first serve basis.






Participants can directly make reservation to the hotels and are encouraged to book accommodation as early as possible. Information regarding the hotels is available at the WTC 2016 official website, www.wtc2016malaysia.com as well.

Effective 1st June 2014, a local council fee of RM3 per room/night for 4 star hotels and above and RM2 per room/night for 3 star hotels and below will be imposed and payable to the hotel upon check in.

EASTERN & ORIENTAL HOTEL

Room Type	Room Rate Single/Double	Hotel Details
 Superior Suite	RM714.26	10 Lebuhr Farquhar 10200 Georgetown Penang, Malaysia Contact Person: Ms. Cillia Khoo Tel: +604 - 222 2049 (GL) / +6016 - 419 8133 (M) Fax: +604 - 261 2966 Email: luxury@eohotels.com Cc: cillia.khoo@eohotels.com Website: eohotels.com
 Deluxe Suite	RM714.26	
 Georgetown Suite	RM714.26	
 Premier Suite	RM807.54	
 Straits Suite	RM982.44	

EASTERN & ORIENTAL HOTEL

Room Type		Room Rate Single/Double	Hotel Details
	Writers Suite	RM1,099.04	<p>10 Lebuhr Farquhar 10200 Georgetown Penang, Malaysia</p> <p>Contact Person: Ms. Cillia Khoo</p> <p>Tel: +604 - 222 2049 (GL) / +6016 - 419 8133 (M) Fax: +604 - 261 2966</p> <p>Email: luxury@eohotels.com Cc: cillia.khoo@eohotels.com Website: eohotels.com</p>
	Java	RM1,332.24	
	Studio Suite	RM644.30	
	Corner Suite	RM1,099.04	
	Pinang Suite	RM2,066.82	
	E&O Suite	RM2,999.62	

THE ROYALE BINTANG HOTEL
(1.7km about 7 minutes by car)

Room Type		Room Rate Single/Double	Hotel Details
	Superior	Single with Breakfast RM270 Double with Breakfast RM290	<p>No 1 & 2 Pengkalan Weld George Town 10300 Penang, Malaysia</p> <p>Contact Person: Mr. Johari Mohd Yunus</p> <p>Tel: +604 - 259 8888 (GL) / +6016 - 4192919 (M) Fax: +604 - 250 1111</p> <p>Email: info@royalebintang-penang.com Website: www.royalebintang-penang.com</p>
	Deluxe	Single with Breakfast RM320 Double with Breakfast RM340	
	Junior Suite	RM520.00	
	Corner Suite	RM585.00	
	Studio Suite	RM715.00	
	Family Suite	RM780.00	
	Executive Suite	RM975.00	




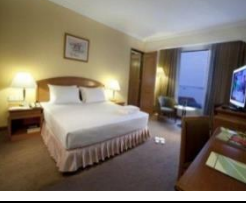
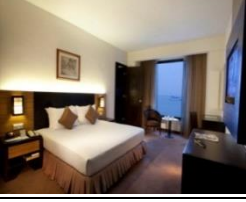


THE ROYALE BINTANG HOTEL
(1.7km about 7 minutes by car)

Room Type	Room Rate Single/Double	Hotel Details
	Deluxe Suite RM975.00	No 1 & 2 Pengkalan Weld George Town 10300 Penang, Malaysia Contact Person: Mr. Johari Mohd Yunus Tel: +604 – 259 8888 (GL) / +6016 – 419 2919 (M) Fax: +604 – 250 1111
	Penang Suite RM1,170.00	
	Premier Suite RM1950.00	


ST. GILES WEMBLEY HOTEL
(3.4km about 11 minutes by car)

Room Type	Room Rate Single/Double	Hotel Details
	Single RM276.00 Double RM297.00	183 Magazine Road 10300 Penang, Malaysia Contact Person: Mr. Mark De Souza Tel: +604 – 259 8000 (GL) Fax: +604 – 264 3388 (F) Email: info.swpg@StGiles-Hotels.com Website: www.StGiles.com
	Single RM311.00 Double RM332.00	
	Single RM343.00 Double RM398.00	
	Single RM378.00 Double RM433.00	
	Single RM698.00 Double RM753.00	



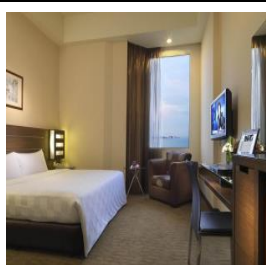
BAYVIEW HOTEL
(170 meters about 5 minutes by car)

Room Type		Room Rate Single/Double	Hotel Details
	Superior	Single with Breakfast RM209.00 nett Double with Breakfast RM227.40 nett	<p>25-A Lebuhr Farquhar George Town Penang Malaysia</p> <p>Contact Person: Mr. Roslan Husain</p> <p>Tel: +604 – 263 3161 Fax: +604 – 263 4124</p> <p>Email: reservation.bhgp@bayviewhotels.com Website: www.bayviewhotels/georgetown</p>
	Deluxe	Single with Breakfast RM256.50 nett Double with Breakfast RM274.01 nett	
	Grand Deluxe	Single with Breakfast RM297.40 nett Double with Breakfast RM314.80 nett	
	Junior Suite	Single with Breakfast RM437.25 nett Double with Breakfast RM454.70 nett	
	Premier Deluxe	Single with Breakfast RM413.93 nett Double with Breakfast RM431.40 nett	
	Premier Grand Deluxe	Single with Breakfast RM448.91 nett Double with Breakfast RM466.40 nett	
	Premier Suite	Single with Breakfast RM658.79 nett Double with Breakfast RM676.28 nett	

JEN HOTEL
(3.3km about 11 minutes by car)

Room Type	Room Rate Single/Double	Hotel Details
	<p align="center">Deluxe</p> <p>Single with Breakfast RM260.00nett</p> <p>Double with Breakfast RM280.00nett</p>	<p>Magazine Road 10300 George Town Penang, Malaysia</p> <p><u>Name of Person:</u> Mr. David Soo</p> <p>Tel: +604 – 262 2622 (GL) Fax: +604 – 262 6526</p> <p>Email: hjp@hoteljen.com Website: www.hoteljen.com</p>

CITITEL PENANG HOTEL
(2.6km about 12 minutes by car)

Room Type	Room Rate Single/Double	Hotel Details
	<p align="center">Standard</p> <p>Single RM228.00nett</p> <p>Double RM246.00 nett</p> <p>Breakfast for 1 RM3.00nett</p>	<p>140 Lebuhr Noordin 10300 George Town Penang, Malaysia</p> <p><u>Contact Person:</u> Ms. Dina Wan Noor</p> <p>Tel: +604 – 259 1188 Fax: +604 – 264 2288</p> <p>Email: info@cititelpenang.com Website: www.cititelpenang.com</p>
	<p align="center">Superior</p> <p>Single RM257.00nett</p> <p>Double RM275.00 nett</p> <p>Breakfast for 1 RM3.00nett</p>	
	<p align="center">Deluxe</p> <p>Single RM286.00nett</p> <p>Double RM304.00 nett</p> <p>Breakfast for 1 RM3.00nett</p>	

14. TECHNICAL TOUR

A special Technical Tour will be organized by the Ministry of Tourism and Culture Malaysia to **international participants** on **19 October 2016**. In addition, **spouse programme** is also offered to spouses to the international delegates on **18 October 2016**. International participants / spouses who wish to join the tour must register online via the conference official website, www.wtc2016malaysia.com or send the completed manual registration form to the secretariat via email wtc2016@motac.gov.my or fax +603-8891 7365.

Option 1: Heritage Tour – George Town Heritage (19 October 2016)



Duration	Approximately 5 Hours (9.00 am – 2.00 pm)
Places to visit	Pinang Peranakan Mansion Little India Chinese Clan House (Khoo Kongsi) Armenian Street – Street Art & Mural Paintings Kapitan Kling Mosque

Option 2: City Tour: East Meets West (19 October 2016)



Duration	Approximately 5 Hours (10.00 am – 3.00 pm)
Places to visit	Colonial Penang Museum Kek Lok Si Temple Straits Quay Marina Mall Penang Hill

Spouse Programme – City Tour: East Meets West (18 October 2016)



Duration	Approximately 6 Hours (10.00 am – 4.00 pm)
Places to visit	Colonial Penang Museum Kek Lok Si Temple Straits Quay Marina Mall Penang Hill

Pre / Post Conference Tour - Chargeable

Participants who wish to explore other parts of Malaysia can buy special pre / post tour packages, exclusively offered to WTC 2016 delegates. Information on WTC 2016 pre and post tours can be obtained from the WTC 2016 official website, www.wtc2016malaysia.com.

15. SAFETY AND SECURITY

Malaysia is a relatively safe country. However, participants are advised to take certain precautionary measures to ensure their safety.

16. CONTACT INFORMATION

For further information, please contact the following WTC 2016 coordinators from Malaysia and UNWTO:

MR. KHAIROLNIZAM SAAD
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Ministry of Tourism and Culture
Malaysia
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62200 Putrajaya, Malaysia

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Fax : +603 – 8891 7365
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Senior Assistant Secretary

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MS. CHRISTINE BREW
Senior Programme Assistant

Regional Programme for Asia and the
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A Specialized Agency of the United
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Fax : +34915713733
Email : cbrew@unwto.org

INTRODUCING MALAYSIA

Country : **MALAYSIA**

Malaysia is a country with fascinating people and enthralling range of attractions. Its three major races, the Malays, Chinese and Indians, along with the ethnic traditions of the Kadazan, Dusun, Iban and many more in East Malaysia, make up the delightful multicultural fabric of Malaysia.

The potpourri is enriched further with the influence of the British, Portuguese, Dutch and Thai. The Federation of Malaysia comprises Peninsular Malaysia; made up of 11 states; three federal territories and the states of Sabah and Sarawak in Borneo.

Capital City : Kuala Lumpur

Area : 329,758 sq km

Population : 30,513,848 (July 2015 est)

Language : Bahasa Malaysia is the national language but English is widely spoken.

Religion : Islam is the official religion but all other religions are practised freely.

Climate : Tropical climate with warm weather all year round. Temperatures range from 21°C to 34°C. Annual rainfall varies from 2,000 mm to 2,500 mm.

Time Zone : Eight hours ahead of GMT (GMT+8) and 16 hours ahead of US Pacific Standard Time.

Currency : Malaysian Ringgit (RM)

Travellers' cheque and foreign currencies can be changed for Malaysian Ringgit at banks and hotels. However there are also money changer kiosks available at major shopping complexes and at the airport. Most major hotels charge a nominal fee for currency conversion.

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- Tipping** : Most hotels and restaurants levy a 6% government sales tax on bills and tipping is not customary. However, should you want to show your appreciation for good service, a small tip will suffice.
- Shopping** : All purchases are done in Malaysian Ringgit (RM). Major credit cards are accepted in most dining and retail outlets. Hypermarkets, supermarkets and most retail outlets have fixed prices for their goods, which are displayed on the products. However, bargaining is acceptable at selected retail outlets and is most common at night markets (*pasar malam*), or at bazaars. Shopping centres operate from 10.00 am to 10.00 pm with extended hours during sales and festive seasons.
- Dining** : Most eateries operate until late night. However, selected eateries are open 24 hours. Most Malaysians enjoy their meals using their fingers and adventurous visitors may choose to do so. However, it is perfectly normal to request for a cutlery set.
- Insurance** : Visitors are advised to obtain adequate insurance coverage before travelling to Malaysia.
- Business Hour** : In Malaysia, government offices are usually open for business during weekdays from 8:00 am to 5:00 pm and close on weekends and public holiday. Bank opens from 9:00 am to 4:00 pm. Most shops and shopping mall are open from 10:00 am to 10:00pm.
- Getting There** : The state-of-the-art Kuala Lumpur International Airport (KLIA), KLIA2, Subang Airport Selangor and Penang International Airport are the main gateways into the country.

- Getting Around** : The country has a well-developed and efficient and public transportation system served by buses, taxis and trains. In Kuala Lumpur, the Putra and STAR Light rail Transit (LRT), Express Rail Link (ERL), KL Monorail and KTM Commuters trains provide regular and hassle-free accessibility within the city as well as to several outlying towns. Car rental agencies can be found in most cities around the country.
- **Taxi** : In Kuala Lumpur, taxi fares are based on a metered rate and are available 24 hours a day. The flag-off rate is RM3.00 and 10 cents is charged for every subsequent 100 metres. Extra charges apply for services after midnight or for services booked by phone.
 - **Buses** : In Kuala Lumpur, bus services such as RapidKL, City Liner and Metrobus ply a network of routes. Feeder buses are available from LRT stations to designated surrounding areas. There is also an airport coach service which connects KLIA to the Jalan Duta Bus Terminal and Chan Sow Lin LRT Station in Kuala Lumpur. There is also a Hop-On Hop-Off Bus service provided in Kuala Lumpur.
 - **KTM and ETS Rail Services** : The Keretapi Tanah Melayu (KTM) or Malayan Railway offers a well-connected rail network to all states in Peninsular Malaysia as well as neighbouring countries. Tickets can be purchased at KL Sentral.
 - **KLIA Express and KLIA Transit** : The KLIA Express and KLIA Transit are the fastest modes of transport that ply between the Kuala Lumpur International Airport (KLIA) in Sepang, and the city. A non-stop 28-minute ride on the KLIA Express will connect you from the airport to the KL City Air Terminal (KLCAT) at the KL Sentral Station and a one way ticket cost RM55.00. This state-of-the-art transportation hub offers flight and baggage check in services for Malaysia Airlines, Cathay Pacific and Royal Brunei Airlines.

Electricity : Voltage is 220-240 volts AC at 50 cycles per second.



Emergency phone number (999) : Police, Ambulance, Fire Brigade and Civil Defense

Log on to <http://www.tourism.gov.my/> or <http://www.malaysia.travel/> for more information about tourism products, services and attractions in Malaysia.

ABOUT PENANG - CITY OF LIFE

Penang, known as “Pearl of the Orient” to many people, is one of the famous islands in South-East Asia. It is renowned for its culture, food and heritage.

The capital of Penang, George Town was named after King George III of England. George Town was awarded city status by the royal charter on January 1st 1957. Located in the heart of the city is one of South East Asia’s largest collections of Pre-war buildings. In order to preserve the heritage of Penang, modern structures are built surrounding these pre-war buildings. Some of these structures are built more than 100 years ago. Lots of effort and money has been invested by the state government and private investors to preserve the beauty of these structures. As a reward for the effort, Penang was formally inscribed as a UNESCO World Heritage Site on 7th July 2008.

George Town has been named one of the top cities in the world to visit in 2016 by the Lonely Planet.



Picture 1:

Heritage trail to visit the Muslim mosque, Chinese temple, Indian temple and Christian church. (5 minutes walk from each other)

The State of Penang or Negeri Pulau Pinang in Malay is made up of Penang Island and Province Wellesley which is on the peninsula. In the year 1985, one of South East Asia's longest bridges was built across the channel to connect the island with the peninsula. The bridge has great impact on the citizens and the development of the island. The bridge eases the transportation of raw materials and finished products to and from the factories located in the industrial free trade zone of Penang.



Picture 2:
Penang Bridge

Penang offers you great food from prestigious restaurants to hawkers' carts by the road side. The development of Penang has also turned Penang into a shopping paradise. You will be able to find things like handicraft, jewellery, clothes and many more at attractive prices.

Visit Penang and discover all the great things that Penang has.

For further information about Penang top destinations and attractions, please log on to <http://www.penang.ws/>.

PENANG FAST FACTS



Area	: 1,031 km ² (398 sq mi)
Capital	: George Town
Population	: 1,520,143
Climate	: Like the rest of Malaysia, Penang has a tropical climate, specifically a tropical rainforest climate bordering on a tropical monsoon climate, though Penang does experience slightly drier conditions from December to February of the following year. The climate is very much dictated by the surrounding sea and the wind system.
Average Temperature	: Temperatures range from 23°C to 32°C Relative humidity 0% - 50%
Local Time	: Standard Malaysian Time is 8 hours ahead of GMT (GMT+8)

Language : Bahasa Melayu (Malay) is the national language but English, Mandarin and some Chinese dialects are widely spoken.

People : Chinese: 45.6%
Bumiputra (Malays and others): 43.6%
Indian: 10.4%
Others: 0.4%

Tourism : Beaches, Food, Heritage and Culture, Historical, Park, Garden and Natural History, Arts, Street Arts, Museum, and Shopping Tourism.

Listed as a UNESCO World Heritage Site.

Most tourist attractions are concentrated in the city centre.

For more information about Penang and its tourist's attractions, please visit <http://mypenang.gov.my/>

Getting Around : Penang's public transport system is efficient and moving around by taxis, buses or trishaws may be a fun and inexpensive way of catching the sights.

Taxis : Taxis are easily and widely available around the island; it is the most common means of getting around by visitors. But bear in mind that the taxis here don't use meters, so be sure to agree on a price first before boarding the taxi. Start by asking how much it is to get to your destination; you can negotiate on the prices quoted if you feel that they are too high.

Taxis plying the route follow the coupon system which fares between the airport and various destinations in Penang are fixed.

Buses

- : Buses play the major routes around the city and island. The main terminals are located in George Town's Weld Quay and KOMTAR buildings. Buses have machines that accept coins to pay the fares, and are the cheapest mode of transportation around the island. (<http://www.rapidpg.com.my>)

There's also a free Central Area Transit (CAT) shuttle bus service that ply the streets of Georgetown. Launched in 2009, it covers a route from Pengkalan Weld to Penang Road and back. Along the way, it makes 19 stops at strategic points of interest. The service runs from 6.00am until midnight. Apart from the route around KOMTAR, the shuttle service ply roads within the core and buffer zones of the George Town UNESCO World Heritage Site.

Trishaws

- : The three-wheeled trishaw used to be a common sight on the island, but modern times have nearly phased them out. Today, they exist as a novelty for tourists to enjoy. Trishaw is the most flexible means of transportation around the city, allowing you to make a few stops along the way and shop for souvenirs while touring the city.

You can find plenty of trishaws around the capital city of George Town, especially next to Cititel Hotel on Jalan Penang and along the Esplanade near Fort Cornwallis (Jalan Tun Syed Sheh Barakbah). Be sure to ask and agree on a price first before you board one, but not to worry, prices are always negotiable (although it is always better to tip your trishaw peddler generously for their laborious effort alone).

Penang Hop-On Hop-Off : The Service runs daily on a 20 to 30 minutes service schedule between 9:00 a.m. until 8:00 p.m.

The service covers two circle routes which are CITY ROUTE and BEACH ROUTE that allows tourists to start the tour and end at the same location. The information and ticket counter that would be the inter link between the City Route and Beach Route will be at GURNEY DRIVE (STOP 1). Along the route, there are more than 50 attractions where the tourists can hop-on or hop-off at any of the 22 designated stops.

Customer Service Booths are available at GURNEY DRIVE (STOP 1) and CHOWRASTA MARKET (STOP 9).

There are 10 buses currently available in Penang and 5 each will cover the City Route and Beach Route. Each bus is uniquely designed half open top with the capacity of 60 sitting passengers whereby 27 passengers will be experiencing the outdoor feel on top of the bus.

The experience driver will be assisted by a tour assistant on the bus and tourists will be given a tour guide book on city guide. The tour guide book or short "TGB" has been exclusively made for the Penang Hop On Hop Off service. In TGB it will show four categories of what Penang can offer from attractions, shopping, accommodation and food/drinks which is in a walking distance from Penang Hop On Hop off stops. It will be a great guiding tool for tourist to roam around the city.

Further information can be found at <http://www.myhoponhopoff.com>.