

# **10 PENANG TOURISM KEY DEVELOPMENT THRUST**

- Formulated to ensure tourist arrivals in Penang reach at least 17.4 million people within five years (2008 - 2012)

## **THE 10 THRUSTS**

- Medical Tourism
- Cultural, Heritage and Historical Tourism
- Education Tourism
- Location of choice for MNCs (Multi-National Companies) regional headquarters
- MICE Centre (Meeting, Incentive, Convention and Exhibition)
- Eco Tourism
- Culinary Centre
- Film Festivals, Cultural and Arts Centre
- Sports Tourism, and
- Shopping Haven and Industry

## **ACHIEVEMENT (2008 - 2009)**

- Tourist arrivals for the first two years of its implementation (2008 - 2009): 12,267,797 people