

Our Reference : PBBPP.UKK.100-2/1/1(83)

Date : 20 April 2023

**PRESS STATEMENT BY YB YEOH SOON HIN, PENANG STATE
EXCO FOR TOURISM AND CREATIVE ECONOMY (PETACE)
PENANG HILL FREE SHUTTLE SERVICE PILOT PROGRAMME**

Penang Hill Corporation (PHC) has partnered with Rapid Penang, with the support of the Penang State Government, to launch a pilot programme for the **Penang Hill Free Shuttle Service**. The aim of the programme is to reduce traffic congestion in the surrounding areas and promote a green initiative to lower carbon emissions in the Air Itam area.

The pilot experiment will help PHC assess the response of visitors to the feasibility and potential success of this initiative. If the pilot programme is successful, PHC may increase the frequency of the free shuttle service, extending the period, or both.

The Penang Hill Free Shuttle Service offers an additional transportation option for the expected **7,000 to 8,000 visitors** heading to Penang Hill during Hari Raya Aidilfitri this weekend. With limited car parking spaces (**less than 500**) available at Penang Hill and overparking on the roadside, this shuttle service aims to alleviate the traffic congestion.

It also aims to improve the overall visitor experience by reducing travel time and providing a hassle-free experience for visitors and locals alike to enjoy the beauty of Penang Hill without the stress of navigating the roads and finding parking.

The complimentary shuttle service will operate from **22nd to 24th April 2023**, running from **9 am to 9 pm** with eight trips daily for both directions at intervals of 1 hour and 30 minutes. The shuttle service is available from the **KOMTAR Bus Terminal (Station 9) to Penang Hill Lower Station** and vice versa.

Passengers can easily identify the bus with the wrapping **Penang Hill Railway's 100th Anniversary Celebration** and also with the headsign **Penang Hill Free Shuttle Service**, making it easy to spot and hop onboard. The bus is also wheelchair friendly. The timetable for the shuttle service is available on PHC's website and social media platforms.

If the shuttle bus reaches maximum capacity, visitors are encouraged to take the existing **Rapid bus number 204** at a regular rate to Penang Hill.

“This free shuttle service sponsored by PHC will be available for three days. If the response is positive and overwhelming, PHC may consider continuing this initiative for other festivals. The initiative reflects the commitment of PHC and Rapid Penang to enhance accessibility and sustainability of the state's transportation infrastructure.” said Yeoh.

“For the first quarter 2023, Penang Hill received nearly **400,000 visitors and 25% are from the neighbouring countries**. The top three nationalities visiting Penang Hill are from **Indonesia, Singapore, and Thailand**. This increasing trend of visitor arrivals highlights the significance of offering effective and sustainable transportation options for visitors to Penang Hill,” added Yeoh.

PHC is committed to collaborating with partners to identify and implement sustainable solutions to alleviate traffic congestion around the Lower Station area in Air Itam, while also contributing to sustainable tourism.

In line with the **Penang2030 Vision**, it is encouraged that the public consider using public transportation more often, especially in support of the global effort to combat climate change.

Visitors are encouraged to take advantage of this free shuttle service during the Hari Raya Aidilfitri holiday in our efforts to build a better, more sustainable future and greener Penang for all.



PERBADANAN BUKIT BENDERA PULAU PINANG

Tingkat 7, Bangunan PBBPP,
Jalan Stesen Bukit Bendera, Ayer Itam,
11500 Pulau Pinang, Malaysia

No. Tel : +604-8288 880
No. Faks : +604-8288862
Laman Web : www.penanghill.gov.my



In addition, The Loaf and KOTA Dine & Coffee are offering a RM5 discount voucher to each passenger taking the free shuttle bus from 22 - 24 April 2023 to Penang Hill. Don't miss out on this opportunity to enjoy a delicious meal with a discount while admiring the beauty of Penang Hill.

#END#

About Penang Hill Corporation

Penang Hill Corporation was established in 2009 through an enactment passed by the Penang State Legislative Assembly. Its main focus is to manage the funicular system, undertake the development of socio-economy and infrastructure in Penang Hill and promote the Hill as a major ecotourism destination, in its vision to make Penang Hill the Hill Resort of Choice in Malaysia and the region.

Corporate Communications Unit

Lim Woan May
Penang Hill Corporation
Tel: 04-828 8880/307
wlim@penanghill.gov.my

Ahmad Aizat Bin Khalid
Penang Hill Corporation
Tel: 04-828 8880/211
aizat@penanghill.gov.my

Vivien Loo
Penang Hill Corporation
Tel: 04-828 8880/344
vivienloo@penanghill.gov.my

Tan Lee Ling
Penang Hill Corporation
Tel: 04-828 8880/211
ltan@penanghill.gov.my



CEKAP AKAUNTABILITI TELUS UNTUK MENJADI
BUKIT PERANGINAN PILIHAN DI MALAYSIA