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PRESS STATEMENT BY YB YEOH SOON HIN, PENANG STATE EXCO FOR TOURISM AND CREATIVE ECONOMY (PETACE)

CELEBRATING PENANG HILL RAILWAY'S 100th ANNIVERSARY WITH SPECIAL EDITION FAST LANE TICKET

Penang Hill Corporation (PHC) had released its 100th Anniversary Special Edition Fast Lane Ticket on 1st January 2023 to commemorate the centenary celebration. This follows a launch by YB Yeoh Soon Hin, Penang State EXCO for Tourism and Creative Economy today to heighten the celebration mood while boosting interest in the history of Penang Hill's funicular.

The Penang Hill's funicular is not only an iconic heritage for Penang but a national heritage that needs to be preserved. The 100-year-old funicular railway has been serving the residents, workers and visitors at the hill since its opening on 21st October 1923. The centenary celebration not only focuses on the funicular railway's history but also Penang Hill's transformation over the past century so that more people will appreciate its history, nature and cultural heritage.

The duration of the celebration will be a year-long affair with various activities in place to mark the occasion such as exhibitions on the history and significance of the railway, the publication of a coffee table book on the development of the funicular service for the last 100 years.

There will also be other commemorative merchandise and a line-up of exciting events, activities, documentary videos, social media contests and tenants' promotions at Penang Hill. The special edition funicular tickets which are on sale since 1 January 2023 is a collectible ticket to mark the event too.

“For over the century, the Penang Hill funicular service has served over 47 million visitors since its opening in 1923. It is an iconic and popular attraction that has played a significant role in the Penang tourism landscape. It has also been visited by many notable dignitaries throughout the years and become the catalyst of economic activities for the local communities on the hill and its surrounding areas. Penang Hill has also been constantly featured in many episodes of television series and movies in the local and international platforms subsequently promoting the hill as one of the must visit place when you are in Penang.” Yeoh said.

“We hope visitors can look forward to fun and exciting activities that revolve around this attraction to create lasting memories for tourists and the locals. Besides, the Penang State Government through PETACE is also taking the initiative to steer the growth of the State’s tourism sector for the next eight years through a sustainable, diversified and smart tourism. The strategic moves are to manage the future tourism challenges and enhance the tourist experience when visiting this state,” added Yeoh.

Penang is fast recovering from the COVID-19 pandemic and seeing a recent surge of tourist arrivals from Singapore, Indonesia, Thailand and other countries, not to mention the arrival of international cruise ships at Swettenham Pier. The tourism industry has always been one of the most substantial contributors to the State’s economy due to the vast popularity of Penang as a domestic tourism destination.

PHC had also recently announced the grand prize winner and 5 consolation winners of the “100 Years of Penang Hill Railway Logo Design Competition”. The competition commenced between 6th September to 6th October 2022 was launched by the Right Honourable Chief Minister of Penang, Chow Kon Yeow at a press conference on 6th September 2022.

For details, please refer to:
Annex 1: Logo and its representation

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The funicular has two messages; the **blue, white** and **yellow** symbolising the colours of the State flag connoting that the funicular as Penang's pride and icon; while **the brown, red and blue colours** represent the 3 generations of funicular. **Brown** represents the 1st generation funicular; **red** represents the 2nd generation funicular and **blue** represents the current 3rd generation funicular.

Green is associated with nature and brings lush greeneries, trees, and forests to mind. Hence, different shades of green were used to accentuate the hill's greenery, representing both the Hill and Penang Hill Corporation (PHC). The light green is PHC's corporate colour.

Silver is a distinguished metal colour often associated with status and innovation besides being classic yet modern. To commemorate the centenary of the Penang Hill Railway, silver is used to represent the refined and classic 100-year-old Penang Hill Railway.

100 Years of Transformation is the tagline of the centenary celebration, and signifies the socio-economic progress brought about by Penang Hill Railway to Penang Hill and its surrounding areas especially Air Itam and Air Putih.

Encik Azhar Bin A. Hasan's design is used as the official logo for the Penang Hill Railway's centenary celebration.

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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