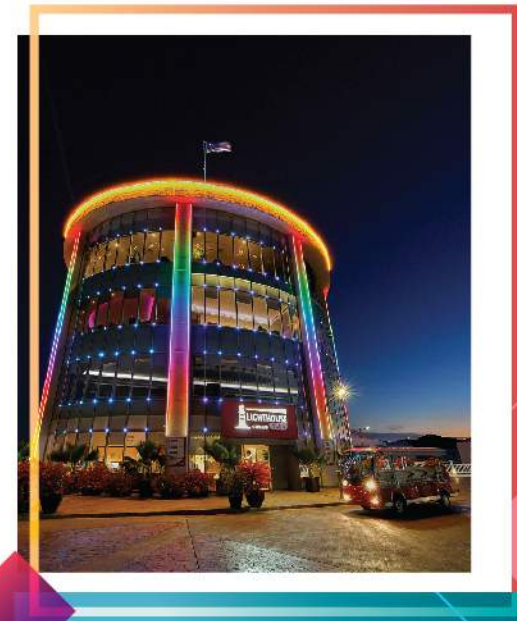




Guests at the iconic Lexis Hibiscus Port Dickson will be awe-inspired with the dazzling light display at the exterior of Lighthouse Club. The newly-installed lighting features a multicolour display, complemented by sky trackers located throughout the resort's vicinity. The best spots to view the lightshow are from Sky Lite Bar, Kidz World, Imperial Suite, Hibiscus Walk and along the beach area.





A study released by Sabre Corporation has revealed insights on the Chinese traveller's evolving preferences, and major trends that are shaping China's booming travel trade. Today, nine out of 10 Chinese travellers say they now have the means and are hoping to travel more frequently as compared to five years ago.

Travel motivations



Source : Sabre's Evolving Chinese Traveller Study

Higher disposable income (20%), enabling technologies that make travelling more convenient (17%), and access to relevant travel information (15%) are the top three factors that have contributed to this increase in travel.

"As China continues to cement its position as the world's largest outbound travel market, it's especially important that travel service providers and businesses have a deeper understanding of the Chinese traveller's evolving preferences to effectively cater to their needs," said Alan Chen, regional director, North Asia, Sabre Travel Network Asia Pacific.

"It is by observing current attitudes and aspirations that we are able to anticipate and understand the dynamics of the Chinese market within the broader context of a transforming travel landscape."

Today's new generation of travellers – the digital natives who grew up with the Internet – tend to be more demanding when it comes to travel experiences, and are motivated beyond traditional sightseeing.

The top three motivations for these travellers are to find an outlet where they can relax (25%), have a good time with friends or family (22%), and seek a better understanding of foreign cultures (17%).

Looking specifically at the factors that motivate today's new generation of travellers, there are two overarching attitudes toward travelling. While 49% of the respondents see travel as a means of personal improvement, over half (51%) of the respondents say it has become a new form of social currency.

Top factors that have contributed to an increase in travel



Source : Sabre's Evolving Chinese Traveller Study

For the latter, this means that travel has become a platform to connect and build stronger emotional bonds (57%), and a way of enriching their life experiences to share with friends and family (56%).

China is entering a new era of "mass tourism" where travel is increasingly becoming a norm and an expected experience. As such, more travellers are starting to pay attention to the quality of travels and are now more inclined towards personalised travel experiences.

Today, travellers seek the flexibility to plan independently so much so that a majority of

TRAVEL AGENTS STILL HAVE KEY ROLE FOR CHINESE TRAVELLERS

respondents (74%) expressed that they are willing to spend time and energy on their travel plans. This reflects the growing sense of self-empowerment and investment in personalising travel experiences.

However, having more control over travel plans does not come at the expense of external support and trip guidance offered by travel providers and agents. In fact, many Chinese travellers (78%) still welcome and value support from friends, relatives and travel service providers.

Three to five years ago, respondents felt that there was a lack of travel information available to them (60%). Now, nearly half

Travel planning preferences



Source : Sabre's Evolving Chinese Traveller Study

of the respondents (46%) believe that there are too many travel options and information available.

With so much information out there, travellers need support and help from travel service providers to cut through the clutter and determine what is useful and relevant for them.

"Technology and the continued increase in disposable income are driving today's Chinese travel industry growth. As traveller motivations and preferences evolve, there is a great opportunity for the travel industry players to support and cater to their needs," said Chen.

Support and information that respondents' wish to receive from travel service providers



Source : Sabre's Evolving Chinese Traveller Study

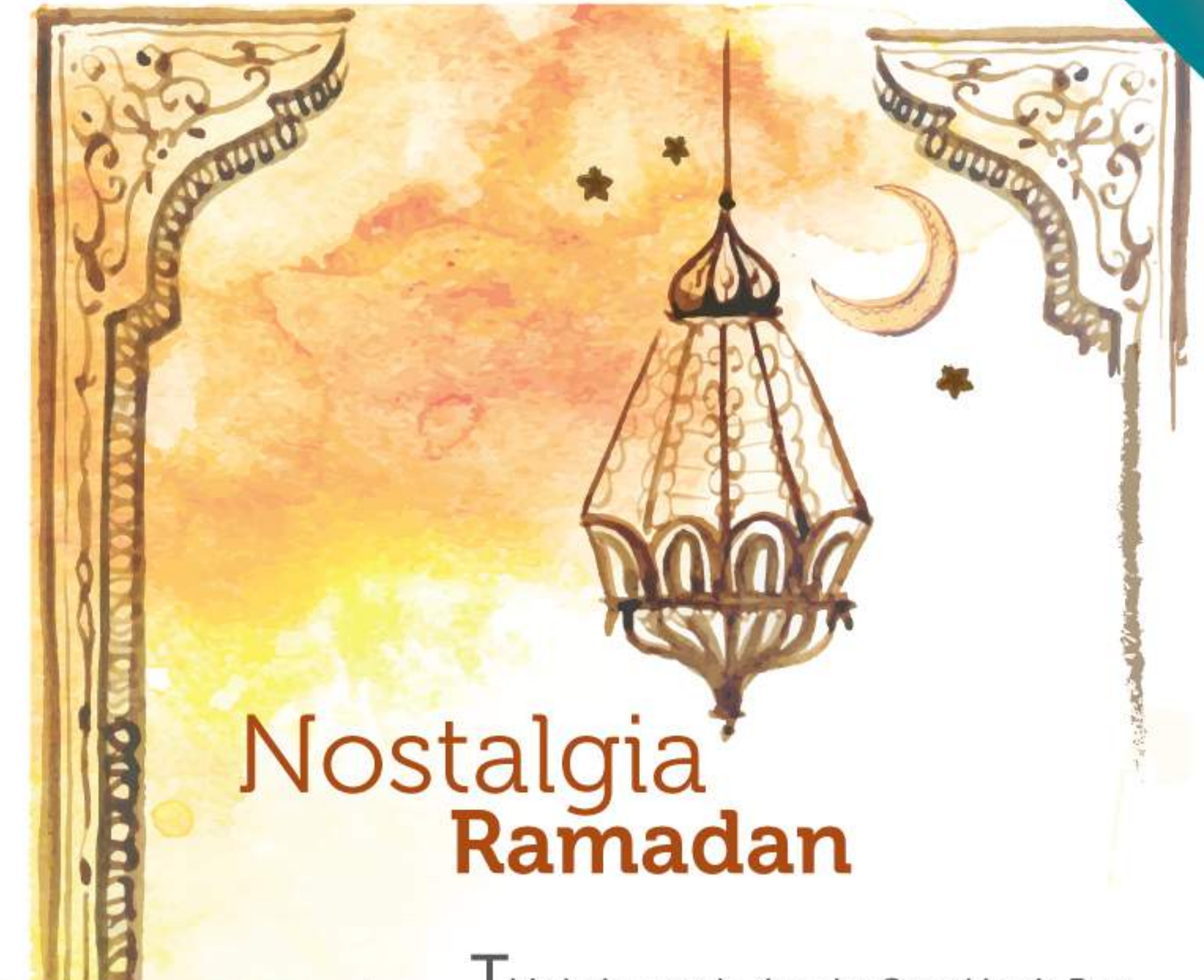


Seen At Lexis Hibiscus

The resort has the honour of hosting Gary Chaw, an established Malaysian Chinese singer-songwriter with a huge following in Malaysia, Taiwan, Singapore and China. Currently based in Taiwan, Gary was in Lexis Hibiscus for a recent video shoot of his new MV. Among the featured locations were the lobby, water villas, above the sea walkways and other interesting spots. During the shoot, Gary was joined by Wendy Chen, an accomplished pianist who also stayed at the resort.



Another famous and well-established Taiwanese musician, singer, songwriter, record producer, film producer, actor and director, Jay Chou, also made Lexis Hibiscus Port Dickson his preferred choice of accommodation during his sojourn in Port Dickson.



Nostalgia Ramadan

This holy month, drop by Grand Lexis Port Dickson and rekindle happy memories of the past with a delightful spread of berbuka puasa favourites, from tempting appetisers and heart-warming soups to satisfying main courses and delightful desserts.

The Nostalgia Ramadan promotion is available from 1 to 23 June 2017 from : 6.30 pm to 9.30 pm at Duyung Restaurant. Priced at RM98.00 nett (adult) and RM49.00 nett (children). In-house guests of Lexis and Grand Lexis will be accorded the following rates: RM88.00 nett (adult) and RM43.00 nett (children). Additionally there is a buy 10 free 1 promotion.

LEXIS PORT DICKSON



Movie Room



Watching movies are more fun with family and friends. So gather them at our movie room at Lexis Port Dickson for hours of entertainment. While you are watching the blockbusters or the classics, we will even throw in complimentary soft drinks and popcorn – how about that? For more substantial bites, you can also order snacks, sandwiches and other beverages from the menu, with 20% discount off the bill.



- Room 1 and Room 2 (accommodates 8 pax per room) – RM40 nett (inclusive of 1.5 litre soft drink and 2 packets of popcorn)
- Room 3 (16 pax) – RM60 nett (inclusive of 1.5 litre soft drink and 4 packets of popcorn)
- Viewing Time: From 11.00 am to 11.00 pm
- Booking can be made at Aqua Coffee House counter.
- Available for guests staying in LPD and GLPD.
- Rental of rooms are based on first come first served basis.



TripAdvisor Travellers' Choice Award 2017

We are proud to announce that Grand Lexis Port

Dickson has been awarded with this accolade by TripAdvisor! Established in 2002, the Travellers' Choice awards are the highest honour TripAdvisor can bestow. These annual awards are the only travel industry awards based on millions of reviews and opinions from travellers around the world. They reflect 'the best of the best' for

service, quality and customer satisfaction. The award is given according to category, from hotels and accommodations to destinations, attractions, brands and products.

The Management and staff of Grand Lexis Port Dickson are extremely honoured and proud to be on the list, and will endeavour to continue doing our best and provide the best possible service to our valued guests.

LEXIS SUITES PENANG



Recognition For Lexis Suites Penang



providing its guests greater service and experience, accompanied its products that is second to none in Penang – each guestroom is equipped with its own private pool and steam room in a spacious, luxurious setting, the first of its kind in the Pearl of the Orient.

Lexis Suites Penang has just been awarded the prestigious 5-star certification by the Ministry of Tourism and Culture Malaysia. Having fulfilled the minimum requirements as laid out by the ministry, the hotel is poised towards





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