

## Spectacular Fireworks Display Stuns Crowd at Lexis Hibiscus

Party-goers and resort guests alike at Lexis Hibiscus Port Dickson's 2020 New Year's Eve Countdown Party were treated to a stunning fireworks display at the stroke of midnight. The event welcomed all members of the public with a jaw-dropping fire show by the resort's Sports and Recreation Team who never fail to impress the local and foreign spectators with their fearless flame-tossing and fire-eating stunts. When hunger pang struck and the crowd was thirsty from all the fun and excitement, they could satisfy their cravings with the wide variety of mouth-watering offerings at Hibiscus Walk as well as enjoy a few pints of refreshing ice-cold beer at the booze counters that were set up nearby. Together, the crowd anticipated the climax of the night with bated breath, as the first burst of brilliantly coloured sparks exploded into the night sky, ushering in the year 2020 with roaring cheers and applause!

## 马来西亚大红花以壮观烟花跨年， 撼动波德申

上千游客及酒店宾客于跨年夜齐聚马来西亚大红花（丽昇精选酒店）的雪白沙滩及大红花沙滩美食街，在午夜钟声响起之际一同欣赏了一场让人叹为观止的烟火表演。度假村的体育和娱乐部更以一场令人瞠目结舌的火舞表演来欢迎所有人，他们毫不畏惧的抛玩火把和吞噬火焰，让当地和外国来宾都留下深刻印象。当饥饿感袭来或玩到口干的时候，群众们更可以在大红花沙滩美食街品尝各种应有尽有，令人垂涎三尺的美食，或在附近特别设置的啤酒专柜喝上几杯香醇冰凉的啤酒。当第一道绚丽火花划过漆黑夜空，在度假村的高空上绽放时，群众们更是兴奋得大声欢呼和鼓掌，闹哄哄的迎接2020年的到来！



## Thousands Join Countdown to 2020 at Lexis Hibiscus

上千人齐聚马来西亚大红花2020跨年盛会



# 2020

More than 3000 party-goers gathered at Lexis Hibiscus Port Dickson's Hibiscus Walk and sandy white beach, enjoying live music and live DJ performances during the resort's annual New Year's Eve Countdown Party - Light Up 2020.

超过3000来自各种年龄层的群众参与了马来西亚大红花（丽昇精选酒店）今届的跨年派对——点亮2020，一同欢呼雀跃地随着酒店方精心为他们筹备的各种精彩现场音乐和DJ表演舞动身躯、尽情狂欢。



## Yang Dipertuan Besar's 72<sup>nd</sup> Birthday Celebration

巨型手工蛋糕贺严端72大寿



The DYMM Yang Dipertuan Besar of Negeri Sembilan Tuanku Muhriz Ibni Almarhum Tuanku Munawir recently celebrated his 72nd birthday on the 13th of January, and Lexis Hibiscus Port Dickson were amongst the selected entities and organizations given the honour to present Tuanku Muhriz with an gigantic birthday cake featuring the resort's iconic aerial view of its sprawling water villas, which resemble a majestic hibiscus in full bloom. Tuanku Muhriz took his time to admire the elaborated culinary masterpiece by the hand of the resort's brilliant pastry chef - Chef Firdaus, as it was presented to him by the General Manager of Lexis Hibiscus Port Dickson, Mr. Simon Tan and Senior Communication Manager, Mr. Nabil Jamil.



森美兰的严端 端姑慕力兹最近在1月13日庆祝了他的72岁生日，马来西亚大红花（丽昇精选酒店）荣幸的有机会为严端献上由其工艺巧夺天工的糕点师菲涛斯大厨所精心准备的巨型生日蛋糕。此生日蛋糕上还附有精致的马来西亚大红花（丽昇精选酒店）标志性鸟瞰图，一栋一栋的水上别墅仿如一朵正盛开的雄伟大红花，让亲民的端姑慕力斯也不禁仔细的欣赏了一番。此蛋糕由度假村总经理陈子建先生和宣传部高级经理纳贝尔先生亲手为严端献上。

## A Celebration of Two Hearts at Lexis Hibiscus

佳偶天成喜临马来西亚大红花



A pair of lovebirds from India recently marked the beginning of the next chapter of their life together with a lavish traditional Indian wedding at Lexis Hibiscus Port Dickson. Well-wishing friends and family flew in from all across the globe to join in the week-long celebration where everyone sang, danced and celebrated the union of the two families. Various corners of the highly versatile seafront resort were even transformed into stunning backdrops resembling scenes from Bollywood's cinematic masterpieces.

来自印度的一对璧人近日在马来西亚大红花（丽昇精选酒店）举行了一场奢华的传统印度婚礼，完成了他们的终身大事。两人的亲友家人从世界各地飞往前来参加这为期一周的庆祝活动，与一对新人在这滨海天堂一同载歌载舞，衷心祝贺这两大族的结合。风情万种的马来西亚大红花（丽昇精选酒店）的各个角落更被隆重地布置成令人惊叹的浪漫场景，让贵宾们仿如亲历宝莱坞电影情节一般！



## A Roaring Welcome for the Lunar New Year

### 丽昇祥狮咆哮献瑞贺新春

The year of the metal rat was welcomed with a remarkable showcase of festive performances at Lexis Hibiscus Port Dickson. Acrobatic lion dances and a 100-foot long mythical Chinese dragon soared through the sea of crowd as the guests thronged the hotel lobby to catch a glimpse of these auspicious creatures, hoping that they would bring abundant blessing and prosperity to all who chose to welcome the new year at this glorious seafront resort.

马来西亚大红花（丽昇精选酒店）以盛大的春节表演来迎接“金鼠年”的到来！除了舞狮之外，还有一条100英尺长的金龙腾飞，穿梭于人潮涌动的酒店大堂。宾客们争相一睹这些吉祥物，并满心期望它们会为在这美丽海滨度假村过年的每个人带来无限祝福和财富。



## Lexis Hotel Group Spread Festive Joy to the Underprivileged

### 丽昇酒店集团为不幸族群带来春节欢乐

In conjunction with the Lunar New Year, the management and staff of Lexis Hotel Group, comprising Lexis Port Dickson, Grand Lexis Port Dickson, and Lexis Hibiscus Port Dickson visited Rumah Sejahtera Sikamat, Seremban to spread some festive laughter and joy. The event kicked off with an auspicious lion dance performance, followed by festive melodies performed by their very own choir group. Laughter filled the air as everyone partook in the tossing of “yee sang” and feasted on delectable dishes prepared by our chefs. Red packets (angpows) were also handed out by the Group’s President, Miss Mandy Chew, along with festive treats and other daily essential supplies in hope that it will help the elderly citizens of the the home to celebrate the festivity with more excitement and happiness.

在农历新年之际，丽昇酒店集团的管理层和员工，包括丽昇海上度假酒店、丽昇海上泳池酒店和马来西亚大红花（丽昇精选酒店）一同拜访了芙蓉县的小甘密老人院，传播春节喜庆欢乐。丽昇酒店集团一到达该老人院就先为大家准备了一场吉祥舞狮表演，接着由他们自己的歌咏团献上多首朗朗上口的新年歌曲。欣赏完表演之后，他们带领了中心里的孤老们一同捞生，并且享用由酒店厨师精心烹制的美味佳肴。最后，丽昇酒店集团的总裁周淑清女士大方的大派红包之余，还捐赠了许多日常生活用品给院方，希望藉此让小甘密老人院的孤老们能够度过一个更欢愉的春节。



## Lexis Suites Penang Brought Festive Joy to Elderly Residents of Blessing Home

### 槟城丽昇豪华酒店为孤老献上关怀

Lexis Suites Penang brought festive joy and laughter to the less fortunate by spending a meaningful day with the elderly residents of Blessing Home Senior Care Centre at Sungai Ara, Penang. The old folks were entertained with lots of fun games and performances by our staff before partaking in an auspicious yee sang tossing and enjoying a sumptuous dome-style lunch specially prepared by our chefs. The General Manager of Lexis Suites Penang, Mr Ben Ho then distributed red packets to all the residents and presented the centre’s caretakers with a generous donation of daily essentials on behalf of Lexis Hotel Group. The God of Fortune also made a special appearance with his lions to usher in the year of the golden rat with everyone at Blessing Home.

在农历新年来临之际，槟城丽昇豪华酒店陪伴槟城新港Blessing Home长者护理中心的乐龄人士们共同度过了富有意义的一天，为较为不幸的族群们带来了欢乐和笑声。酒店员工们为中心里的孤老准备了各种有趣的表演，还与他们一起玩游戏。表演和游戏环节过后，大家还一起捞生及享用由酒店大厨精心烹调的丰盛大锅盆午餐。槟城丽昇豪华酒店总经理何昌镜先生随即也给所有孤老派发了红包，并代表丽昇酒店集团把捐赠的生活用品交给了中心的护理人员。最后，财神爷还带着他的舞狮们特别现身，与中心里所有的人一起迎接金鼠年的到来。



## Lexis Suites Penang’s NYE Epic Countdown Party

### 槟城丽昇豪华酒店跨年晚会

An elated crowd at Lexis Suites Penang recently bid farewell to the year 2019 and ushered in the new decade with a grand New Year Eve’s Epic Countdown Party. The guests wine and dined with sumptuous buffet spread at the hotel’s Grand Ballroom before they proceeded upstairs to the Sky Terrace for an exciting countdown party. When the clock finally struck midnight, the crowd marked the moment by releasing colourful balloons into the night sky. It was truly a sight to behold and a memorable evening for everyone.

趁着今年的跨年夜之际，槟城丽昇豪华酒店聚集了一群活泼可爱的宾客，一起参与了槟城丽昇豪华酒店的倒计时派对，齐齐告别2019年。宾客们在酒店的大宴会厅享用了丰盛的自助晚餐后，就到顶楼的空中露天茶座，开始了一场热烘烘的精彩跨年派对。当午夜钟声响起的时候，宾客们同时手握在手中的气球放到夜空里，就如把过去放开来迎接新年新事物。色彩缤纷的气球在夜空中漂浮的景象甚是壮观，让每一位在场的宾客都度过了一个非常难忘的夜晚。





## Lexis Hotel Group & Founder Triumphant Wins at Star Outstanding Business Awards

### 丽昇酒店集团与其创始人在星报商业卓越奖满载而归



Lexis Hotel Group once again rejoiced at the Star Outstanding Business Awards (SOBA) as the Group and its Founder, Director and President—Miss Mandy Chew were selected by a panel of professional judges as the highest benchmarks in the hospitality industry! Miss Mandy Chew came out on top as the Female Entrepreneur of the Year—Par Excellence Achievement, while Lexis Hotels & Resorts was named the Best Brand—Silver Awards. The wins were made even more meaningful as the SOBA Awards celebrated its 10th anniversary, making it one of the country's most established awards that recognize the very best in Malaysian businesses.

丽昇酒店集团与其创始人、董事和总裁——周淑清女士再次一马当先的被一组专业评委评选为酒店业的领头羊！周淑清女士众望所归地荣登了“年度杰出女企业家”榜首，而丽昇酒店集团也被评为“最佳品牌银奖”。碰巧今年也是星报商业卓越奖庆祝成立十周年之际，让这些奖项变得更加有意义。星报商业卓越奖如今是国内最获认可的奖项之一，屈指一算已经表彰马来西亚最优秀的企业长达十年之久。



## Recovery in Plan to Boost Malaysia Tourism amid Virus Concerns

### 大马火力全开推动旅游业度过低迷时期



The year 2020 started off bumpy as almost the entire world comes to face with a novel coronavirus taking the world by surprise, driving governments to apply enhanced border measures, and the Chinese government to tighten their quarantine policies as countering measure against the spreading of the virus. As China's inbound and outbound tour groups had to be suspended, Malaysia's overall tourism industry takes a big hit as China tourists made up 11 percent of our total number of tourists and ranked it the third biggest source of foreign tourists after Singapore and Indonesia for the year 2019. This was largely contributed by the fact that in 2019, Chinese tourists opted to travel to other Asia Pacific countries to cut back spending amidst a slow economy and trade tensions with the United States.

This has sparked concerns over the impact of this outbreak on Malaysia's tourism, especially the recently launched VM2020 (Visit Malaysia 2020). The Tourism, Arts and Culture Ministry was quick to reconvene and identify tourism recovery initiatives to give the country's tourism industry a much-needed boost for the next couple of months. This includes timely measures taken to restructure the VM2020 campaign to focus on new markets such as Europe, Middle East, East Asia (Japan, South Korea), Australia, Russia and more. Our country will try to fill in the gap created by the reduction in tourist arrivals from China. This will be achieved through close collaboration between the government and tourism industry players, including hotel operators and airline companies, whereby they could come up with attractive packages to attract tourists from these targeted countries. The ministry is also framing a new strategy to boost tourism arrivals from neighbouring ASEAN countries.

At a time when Malaysians are wary of flying abroad for their vacations, the need for more tour packages targeting local tourists are also in the rise. This will help to boost local tourism and make up for the decline of Chinese tourist arrivals. Tourism Malaysia will also amp up Cuti-Cuti Malaysia campaign to drive local tourism. Discussions with state governments in states such as Selangor, Penang, Johor and Sabah are also expected to take place as a platform to find the most effective solutions to improve tourism in the respective states and the country in general.

Many quarters believe that this will only be a temporary tumble, as effective containment and virus relief efforts has been rapidly implemented, while treatment and vaccine researches move at a record speed. It is also worth noting that since the severe acute respiratory syndrome (SARS) outbreak in 2003, the number of outbound Chinese tourists travelling per year has increased by more than seven times, from 20.2 million tourists in 2003 to an astonishing 149.7 million tourists in 2018.

富有挑战性的2020年一开始就让近乎全球犹如面临深渊，人类面临一种新型冠状病毒，让我们出其不意攻其不备，顿时感到束手无策。这促使各国政府加紧管制边境措施，而中国政府也加强了检疫政策以应对此病毒的传播。随着中国暂时禁止出境和入境旅游团，大马旅游业也殃及池鱼而受到重创。在去年，2019年，单单中国游客就占了马来西亚游客总数的11%，成为我国继新加坡和印尼之后的第三大外国游客来源。这出于去年中国大陆与美国之间的经济和贸易关系处于较为僵持的状态，加上中国游客为了削减开支而选择前往其它亚太国家旅游。

这无可避免地让许多业界人士感到惶惶不安，惶恐担忧此次疫情对大马旅游业可能产生的负面影响。尤其是最近发起的VM2020(2020大马旅游年)。旅游、艺术及文化部迅速召开会议以及时确认最合适的补救策略，在未来几个月内为大马旅游业提供急需的提振。这包括立即调整2020大马旅游年的相关计划，将重点放在欧洲、中东、东亚(日本、韩国)、澳大利亚、俄罗斯等新市场，并努力填补因中国游客数目日渐削减所带来的影响。通过政府部门和旅游业者(包括酒店运营商和航空公司)之间的密切合作，以上的策略将一一被实践。他们可以通过更精彩旅游配套，量身订造来吸引来自这些目标国家的游客。该部也正策划着新战略来促进来自东盟邻国的旅客人数。

如今国人对海外度假持谨慎态度，对为本地游客量身订造的旅游配套之需求也在不断上升。这有助于促进当地旅游业，弥补中国游客下降的人数。马来西亚旅游局也将加强马来西亚国内旅游活动，以推动当地旅游业，还会与雪兰莪州、檳城、柔佛州和沙巴州等州政府展开讨论，作为寻找最有效解决方案来改善各州和全国旅游业的平台。

许多人认为这疫情并不会持续很长一段时间，因为各方面都非常有效率地实施了病毒控制和救治措施，而治疗和疫苗研究也正以创纪录的速度如火如荼地进行着。更值得注意的是，自严重急性呼吸系统综合症(SARS)于2003年爆发以后，中国每年出境旅游人数总共增长了7倍之多，从2003年的2020万人增长到2018年的1.497亿人，恢复之速度与幅度颇为惊人。



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