



Yuletide at Lexis Hotels & Resorts  
丽昇酒店及度假村的圣诞假期

December is Christmas season and for travel-loving Malaysians, the best early Christmas present that they've received this year would surely be the freedom to enjoy interstate travel since the travel ban was lifted on Oct 11. Malaysians also felt a huge weight lifted off their chest as our nation surpasses its target of fully vaccinating 90% of the adult population, and all economic and social sectors reopen just in time to welcome one of the most celebrated festivities in the country. With all of its staff inoculated, Lexis hotels and resorts are excited and well prepared to welcome guests who are looking to make the most out of the holiday season sunning and get together with friends and family in a safe and relaxing environment. Although the Christmas decorations around the resorts have been toned down to prioritise health and safety SOPs, the holiday spirit still proves to be just as high with exciting Christmas events and promotions lined up specially for the entire month of December.

12月是圣诞节,对于热爱旅游的大马人民们,随着跨州禁止令于10月11日解除,他们今年提前收到的最佳圣诞礼物无非是能够重新享受洲际旅游乐趣的自由。马来西亚政府非常有效地以最快速度达成了确保国内超过90%的成年人口全面接种疫苗的目标,不止让全马来西亚的人民感到如释重负,更成功的让所有经济和社会各部门都能够及时重新开启,迎接国内最多人庆祝的节日之一。丽昇酒店更是提前做好准备确保全体员工都完成接种疫苗,以最佳健康状态来迎接宾客们,让希望充分利用佳节时期来与朋友和家人在的阳光明媚、安全、又能够令人放松的环境中团聚的宾客们皆能够尽兴而归。为了确保酒店持续以健康和标准安全为优先考量,今年酒店四周的圣诞装饰比往年稍微低调了些,尽管如此,却也丝毫不损酒店里的节日气氛。让人期待各个圣诞节特别活动和各种促销,依然让丽昇酒店里的佳节气息持续高涨不退。

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## Fulfilling Siddiq's Wish for Sun, Swim and Smiles for His Family

### 实现小西迪许下的小小心愿

Christmas came early for 8-year-old Siddiq, when his wish for a relaxing hotel staycation and to swim in a pool came true. Lexis Hibiscus Port Dickson, in collaboration with Make-A-Wish Malaysia, had the pleasure of hosting Siddiq, who is diagnosed with medulloblastoma (a type of brain cancer), together with his family, for a 3 Days 2 Nights Lexis family staycation from 24th November to 26th November this year, complete with their very own private pool, special treats at Roselle Coffee House and a whole bunch of early Christmas presents!

It truly pains us to hear that Siddiq already had to undergo multiple gruelling treatments, including two tumour removal operations, withstand radiotherapy, and is currently on chemotherapy in order to battle his illness. We can't even begin to imagine how strong him and his parents must be, but we're so glad that we are able to provide them with a distraction from it all, even if it's only for a short while. All of us from the Lexis family wishes Siddiq a full and speedy recovery, so that he can grow up healthy and happy alongside his beautiful family.



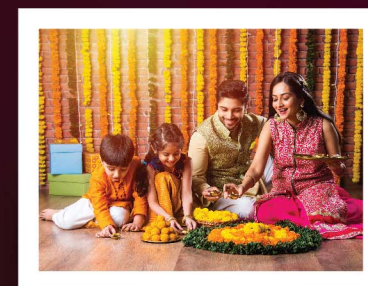
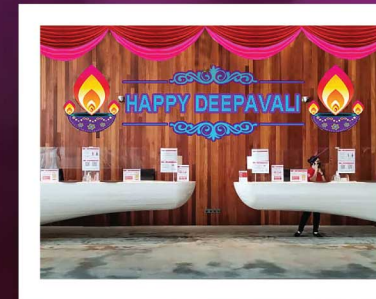
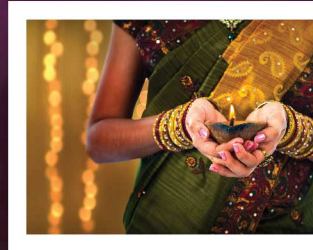
对于8岁的西迪来说,今年的圣诞节必定比往年难忘。因为他想与家人在酒店里度假,好好享受游泳池的愿望终于实现了。马来西亚大红花(丽昇精选酒店)与马来西亚愿望成真基金又再次携手合作,这一次是为了替患有神经管细胞瘤(一种脑癌)的小西迪完成他想与家人一起度假的小小愿望。小西迪与父母及妹妹们于今年11月24日至26日在马来西亚大红花(丽昇精选酒店)共度了3天2夜,期间可以无拘无束的享受房里的私人泳池,在大红花餐厅享用丰富盛宴,还收到了丽昇团队精心为他们准备的圣诞礼物!

年级小小的西迪已经接受了许多磨人的疗程,包括两次肿瘤切除手术,经受了放射治疗,而且目前正在接受化疗以对抗体内可怕的癌细胞,让人心疼不已。我们简直无法想象他和他的父母到底有多么的坚强,但我们很高兴我们这几天能够让他们从这一切歇息一会放个假,即使只有短短的一会儿。丽昇酒店家族的所有成员都希望小西迪能够尽快痊愈,这样他就能和他美丽的家人一起健康快乐地继续成长。

## Festival of Lights at Lexis Hotels & Resorts 丽昇酒店庆祝不一样的万灯节

This year's Diwali was welcomed with a much-anticipated sense of normalcy as Malaysians finally get to celebrate and travel to other states within the country to visit their friends and family. At Lexis hotels and resorts, the staff are just as high spirited to celebrate the Festival of Lights as the guests that are checking in. Various corners of the resorts are gaily decorated to amp up the festivity cheer, and guests are greeted with warm Diwali wishes. Diwali tunes also filled the air of the lobby area and dining spaces of the various in-house restaurants and bistros.

一年一度的万灯节在万众期待之下终于到来,而久违的常态感更是让此庆典倍感喜上加喜。有别于去年,随着跨州禁止令的解除,我国的印族同胞们能够在万灯节时跨州拜访亲戚朋友。而丽昇酒店的员工及宾客们在庆祝此庆典时也更显得怡然自若。酒店里的各个角落都被布置得比平日更华丽以彰显喜庆气氛,酒店员工们更神采奕奕的以佳节问候及祝福语来迎接宾客。酒店大厅及各个餐厅更是不时播放充满万灯节气息的悦耳曲目。





Delightful F&B Promotions  
Await Lexis Hotels' Guests  
丽昇酒店令人期待不已的精彩餐饮促销活动

Guests of Lexis hotels and resorts can look forward to an impressive line-up of seasonal food and beverages promotions offered exclusively to fans of the hospitality brand. Guests who are visiting Lexis Hibiscus Port Dickson can look forward to the "Christmas Roast Feast" that is returning under popular demand from 19 to 30 December, as well as the "Dreaming of A White Christmas: Christmas Eve Buffet Dinner" that promises buck loads of fun and surprises for the entire family.

Guests of Grand Lexis Port Dickson and Lexis Port Dickson on the other hand get to enjoy a more localised and laidback Christmas celebration at the resorts with the "Yuletide Delights Galore" featuring live cooking stalls offering seasonal festive delicacies as well as Negeri Sembilan specialties, desserts and more.

Guests of Lexis Suites Penang will also be pleased to know that Roselle Coffee House at Lexis Suites Penang will also be offering the "Dreaming of A White Christmas: Christmas Eve Buffet Dinner" for its guests.

Those who can't make it in time to the resorts for Christmas also shouldn't be too disappointed as there will still be the special NYE dinner buffet parties that are guaranteed to be none any less scrumptious and exciting.

随着圣诞节和新的一年的来临,丽昇酒店旗下的各个酒店纷纷推出了一系列精彩不已的佳节特别餐饮促销活动,让迫不及待想大快朵颐的宾客们非常殷切的期待。循众要求,马来西亚大红花(丽昇精品酒店)的宾客们大可满心期待的“圣诞烤盛宴”今年再次回归,并在12月19日开始隆重推出直到12月30日限时销售。今年的平安夜更将以“白色圣诞:平安夜自助晚餐”为主打,让宾客们可以合家聚餐并享受一连串的喜悦。

丽昇海上泳池酒店和丽昇海上度假酒店的宾客们则可以享受较为非一般的圣诞节。酒店范围内将设有各种美食摊位,包括现场烹饪摊位,季节性的节日美食以及森美兰的特色菜、甜点和更多任他们选购。

槟城丽昇豪华酒店的宾客们也无须担心,因为这里的大红花餐厅也不落后地将同时推出“白色圣诞:平安夜自助晚餐”。

错过了以上促销活动的宾客们也不必感到失望,圣诞节过后随之而来的就是跨年夜以及丝毫不逊色的跨年自助晚餐派对。

COVID-19 a Blessing in Disguise

新冠肺炎让旅游业因祸得福



Tourism Malaysia's Deputy Director General Datuk Musa Yusof has recently referred to the current pandemic as a "blessing in disguise". According to him, this period of time has allowed government agencies and other stakeholders to reset Malaysia's tourism industry by discussing potential reset strategies and reconsider destination appeal. "This is the time to review

product qualities and, in a way, decide what markets (to focus on) and then to reinvent or repurpose the products, as well as to look into different ways of marketing," he added.

马来西亚旅游局副局长拿督穆萨·尤索夫最近将当前的疫情形容为“塞翁失马,焉知非福”。他认为这段时间让政府机构和其他利益相关者能够趁机重置马来西亚旅游业,讨论潜在的重置策略和重新考虑我国的旅游焦点。他还补充说:“现在是时候好好评估产品质量,并决定该关注和开拓哪些市场,然后再重新设计或重新定位我们的产品,以及研究及尝试不同的营销管道和方式。”

Domestic Tourism Drives Tourism Industry's Recovery

国内旅游带动旅游业复苏



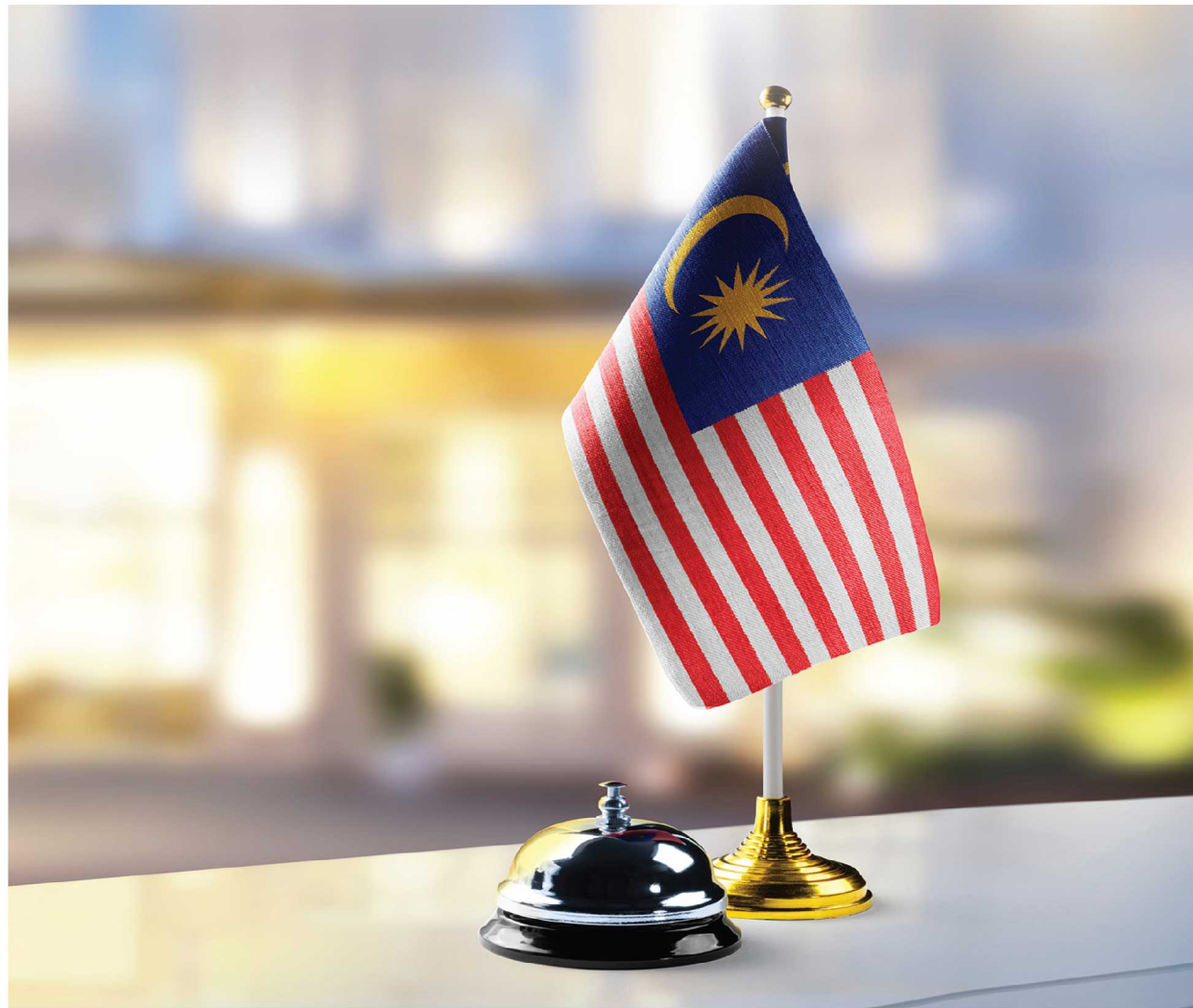
As it takes time for nations to reopen their international borders, domestic leisure travel has been the primary driving force of our tourism recovery for the past few months, and it is speculated to continue to play a pivotal role in the recuperation of the sector for the following months. In hindsight, domestic tourists who still possess spending abilities are indeed actively looking for local attractions and places to visit. There's also the fact that, even with the reopening timeline set forth by the Malaysian government, it will still take a substantial amount of time for travellers to feel confident enough to resume their travels and allow the international market to take off again. The need to take

special care of the domestic market is now more crucial than ever as it is after all the key force that guarantees the employees in the hospitality sectors continue to get paid, henceforth contributing to the recovery of our nation's economy.

由于各国重新开放其国际边界仍然需要时间,国内休闲旅游在过去这几个月里一直是我国旅游业复苏的主要推动力,并预计在接下来的几个月里持续在该行业的复苏中扮演非常关键的角色。最主要的原因是因为有消费能力的国内游客都在积极探索当地的旅游景点来填补其旅游需求。另外无可否认的一点是,即使马来西亚政府已经安排好了重新开放国际边界的计划,游客们依旧需要经过不短的一段时间之后才会有足够的信心重新恢复他们的旅游计划,导致国际市场的复苏目前为止仍然是个泡影。无论如何,现在最重要的还是把专注力集中在国内市场上,毕竟还得靠国内市场来确保酒店业的员工们继续有得就业,助于我国的经济复苏。

## Hospitality to See Signs of Recovery by Year End

旅游业将于年底前开始复苏



With the cessation of travel ban and success in our nation's vaccination effort, the glass is looking half full for the local travel and tourism industry. Optimistic industry experts state that things are looking up and foresee a full recovery for the industry by the end of 2022. After being on lockdown for more than a year, there is clearly an accrued demand from travellers everywhere to start travelling again. With this in mind, it opens up a wide opportunity and endless possibility for stakeholders to plan and launch intriguingly eye-catching promotional activities targeted at Malaysia's key visitor market. Whether its domestic travellers who are looking to trim down on their budget and make the most of the impressive list of destinations at our doorstep, or international travellers who has yet to discover the beauty of Malaysia or eager to return for another visit, we need to ensure that our country is their next destination of choice.

随着旅游禁令的终止和我国成功达成了其疫苗接种百分比目标,对当地旅游业来说眼前的形势让人感到十分乐观。业内专家表示说目前情况正在好转,并预计该行业将在2022年底全面复苏。在封锁一年多之后,各地的旅游者显然都有重新开始旅行的需求。以这为出发点来思考,这无疑为旅游业的利益相关者提供了非常大的机会和无限的可能性,让他们可以趁机策划和推出以马来西亚主要游客市场为重点的精彩促销活动。无论是旅游预算缩水并倾向于发掘当地旅游胜于需要庞大花费的国外旅游的国内旅客们,还是尚未到过马来西亚旅游或者渴望重游马来西亚的国外游客们,我们必须使出浑身解数确保马来西亚成为他们下一次旅游的目的地首选。

## MOTAC's Announces Recovery Plan

马来西亚旅游、艺术和文化部宣布复苏计划

A detailed recovery plan to be carried out by Tourism Malaysia was recently announced by the Ministry of Tourism, Arts and Culture in order to resuscitate the national economy through the tourism sector. According to YB Dato' Sri Hajah Nancy Shukri, the plan that will be actively supported by numerous agencies and stakeholders like airline companies, tourism related agencies, transportation and private companies consists of three cores:

- Restore confidence to travel
- Revive domestic tourism
- Maximise resources

The plan will also feature collaborations with non-government organisations like Malaysian Association of Hotels (MAH) and Malaysia Budget Hotel Association (MyBHA). Tourism Malaysia in partnership with MAH and e-market platforms will organise campaigns to promote holiday and hotel packages that is targeted at boosting hotel occupancy, especially low-occupancy hotels located in city centres.

马来西亚旅游、艺术和文化部近日宣布了详细的复苏计划,该计划将由马来西亚旅游局实施,目的是通过旅游业重振我国经济。据拿督斯李南希苏克利,该将得到众多机构和利益相关者的积极支持,比如航空公司、旅游业机构、交通运输和私营公司的计划包含了三个核心:

- 恢复旅游信心
- 重振国内旅游
- 资源最大化

该计划还将与大马酒店协会和大马经济型酒店协会等非政府组织合作。马来西亚旅游局将与大马酒店协会和各个电子销售平台合作,进行各项宣传活动,旨在提高酒店入住率的和推广酒店入住配套,尤其是协助因为地点设在都市中心而低入住率的多间酒店。

