



## MyTQA Recognizes Quality Excellence in Tourism 马来西亚旅游质量保证肯定品质卓越的旅游业者

The Malaysia Tourism Quality Assurance (MyTQA) is an initiative taken by the Ministry of Tourism and Culture Malaysia (MOTAC) in 2014 to enhance the service and quality of tourism products in Malaysia. It is a recognition to the tourism products and will instill the culture of prioritising service quality among the tourism industry players. It also serves as a key reference for tourists in filtering and choosing the best tourism products and services based on the classification given through the system, hence, improving their trust and confidence in Malaysian tourism products.

Now updated with new restructuring of categories and classification of marks through platinum, gold and silver ratings, the program is set to attract more tourism product owners to apply for recognition. The new version of MyTQA will also give more opportunities to industry players to apply for recognition and confer their products and services with the seal of approval and much-needed quality assurance that will further convince and attract tourists.

马来西亚旅游质量保证(MyTQA)是由马来西亚旅游、艺术和文化部(MOTAC)于2014年发起的一项计划,旨在提高马来西亚旅游产品的服务和质量。此计划为本土旅游产品和服务提供该得的认可,并在旅游业者中灌输优先服务质量的文化。MyTQA也在筛选和选择最佳旅游产品和服务方面为游客们提供重要的参考依据,从而提高他们对马来西亚旅游产品和服务的信赖和把握。

该计划最近更通过白金、金、银等等级对旅游产品和服务的类别和分类进行了更新,以吸引更多的旅游业者申请认证。此最新版本MyTQA也将为旅游业者提供更多的机会来申请认可,并授予他们的产品和服务所需的官方正式认可及质量保证,以进一步去说服和吸引游客们。

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## Mix Breakfast Show Live from Lexis Hibiscus Port Dickson

### Mix Breakfast Show从马来西亚大红花(丽昇精选酒店)现场广播

Popular local radio program – the Mix Breakfast Show had recently broadcasted live from Lexis Hibiscus Port Dickson as the finale for their Work From Anywhere series. The hilariously fun and quirky Mix FM radio DJs – Aishah, Prem and RD are out to prove to bosses everywhere that you can work from anywhere and be equally productive and efficient, so on September 2, 2022 (Friday) they worked from the comfort and mesmerizing view of one of Lexis Hibiscus Port Dickson’s Imperial Suites. Fans of the show were kept entertained by the side-splittingly bantering between the funny trio, who not only talked about riveting topics but also take on goofy challenges such as making towel swans, cooking with a microwave, drawing abstract portraits, and taking aesthetic photos while working from vacation. The host of the very successful and well-loved radio show also shared plenty of snaps and snippets of themselves working while enjoying all that the resort has to offer on their various official social media accounts.

广受大马听众欢迎的广播节目《Mix Breakfast Show》最近在波德申的马来西亚大红花(丽昇精选酒店)进行了现场广播, 让此滨海人间天堂成为他们“从任何地方工作”特别节目系列之最后一站。搞笑有趣又古灵精怪的Mix FM电台DJ们 - Aishah, Prem和RD及其广播团队精心策划了此特别节目来在向全世界的老板上司们证明无论身在何处, 员工们都能够同样高产高效并完成该完成的工作。其广播节目团队于2022年9月2日(周五)在马来西亚大红花(丽昇精选酒店)宽敞舒适的皇家套房成功完成了现场广播。这三位诙谐的DJ们不仅在空中聊得格外起劲且妙趣横生, 更彼此挑战完成了各项幽默的挑战, 如制作毛巾天鹅、用微波炉烹饪、画抽象肖像、拍摄度假写真等, 更在他们的各个官方社交媒体账号上分享了他们边工作边享受酒店设备设施的许多照片和视频。



## Lexis Hibiscus Port Dickson Host FAM Trip for Indian Buyers

### 马来西亚大红花(丽昇精选酒店)热烈欢迎印度考察团

Lexis Hibiscus Port Dickson had recently played host to around 50 Indian buyers who were in Malaysia to attend the Travel Agents Federation of India (TAFI) Convention 2022. The familiarization trip gave them a chance to experience the charms of the iconic resort, along with all the world-class facilities and amenities that it has to offer. All of them were welcomed with the warm hospitality that all Lexis Hotels are known for, and were given an insightful tour of the rooms, halls, and activities that are available within the vast vicinity of the resort.



马来西亚大红花(丽昇精选酒店)最近接待了来自印度的贵宾。约50位旅游业买家趁着他们此趟来马出席2022年印度旅行社联合会(TAFI)大会之余, 也特地应了丽昇酒店集团的邀约, 到马来西亚大红花(丽昇精选酒店)体验此极具标志性的度假村之魅力所在, 以及度假村里所提供的各种世界级设备和设施。此考察团的贵宾们有机会亲身体验丽昇酒店闻名遐迩的优质服务与热情好客之道之余, 更在丽昇团队的带领下参观了所有不同类别的客房、会议室、宴会厅, 以及酒店范围内所提供的有趣休闲活动。

LEXIS SUITES PENANG

## Lexis Suites Penang Inspires a Love of Art & Patriotism with Art Contest

### 槟城丽昇豪华酒店以艺术比赛激发爱国和对艺术的热忱



In conjunction with the recent National Day and Malaysia Day, Lexis Suites Penang had organized a “Lexis Merdeka Colouring Contest” which attracted the participation of 50 art-loving children aged 6 to 12 years old from all over Penang. Putting crayons and colour pencils to paper, these young and talented artists gave us a glimpse of their visions for a more colourful and united Malaysia through the eyes of our future generation. Congratulations are well in order for adik Nur Hasanah (9 years old), adik Puteri Auni (7 years old) & adik Afiq Syariqi (9 years old) for bringing home the grand prizes for their masterpieces! The prizes were given away by Mr. Ben Ho, the General Manager of Lexis Suites Penang.

以配合今年的国庆日及马来西亚日, 槟城丽昇豪华酒店最近举办了一场“丽昇彩绘比赛”, 吸引了50名来自槟城各地6至12岁且爱好艺术的儿童们参加。这些年纪轻轻却已才华洋溢的艺术家们以蜡笔和彩色笔将他们的艺术才华在纸上发挥得淋漓尽致, 让我们有机会透过我们下一代的视角看到了他们对于马来西亚日渐多元色彩缤纷和团结一致的愿景。在此祝贺Nur Hasanah小妹妹(9岁), Puteri Auni小妹妹(7岁)和Afiq Syariqi小弟弟(9岁)突破重围赢得大奖, 并从槟城丽昇豪华酒店总经理何昌镛先生手中获颁大奖。

## Lexis Suites Penang Join Forces with Local Schools for Beach Cleanup 檳城麗昇豪華酒店與當地學生攜手清理海灘



Lexis Suites Penang recently teamed up with Jabatan Pendidikan Negeri Pulau Pinang (JPNPP) & Majlis Bandaraya Pulau Pinang (MBPP) to instill a sense of social responsibility and nurture a more environmentally-conscious generation with a beach-cleaning program in tandem with Penang World Cleanup Day 2022. The Lexis Suites Penang team worked hand in hand with school students as well as the locals to make Penang beaches cleaner and more welcoming for all visitors! Penang World Cleanup Day is a one-day cleanup event led by Penangites to improve the physical environment and the quality of life in Penang, the waste collected are audited to gather more data on the mismanagement of waste for further actions to be taken in the future.

檳城麗昇豪華酒店最近與檳城教育局及檳城市政廳攜手合作，在2022年檳洲世界清潔日期間，通過一項海灘清潔活動來灌輸及提高社會責任感，培養更具環保意識的下一代。檳城麗昇豪華酒店團隊與學生和當地居民攜手合作，共同努力去讓當地的海灘更乾淨，讓遊客們能夠享受更清潔美觀的濱海景色。檳洲世界清潔日是當地舉辦為期一天的清潔活動，旨在改善檳城的自然環境和生活質量。所收集到的廢物更會被歸類審核，以獲得更多關於廢物管理不當的數據，以便將來採取進一步行動。



## Lexis Hotel Group Partake in Malaysia Travel Mart for Indian Market 麗昇酒店參與專攻印度市場的大馬旅遊展



The Lexis team recently partook in the Malaysia Travel Mart programme hosted by Tourism Malaysia at the Borneo Convention Centre Kuching in conjunction with a three-day Travel Agents Federation of India (TAFI) Convention 2022. The programme is a Business to Business Session (B2B) between more than 400 Indian buyers with sellers from Malaysia who are ever ready to woo potential new clientele.

“This is the opportunity for our industry players to meet our Indian counterparts to network and strengthen our tourism relations besides promoting our latest tourism products and packages.” Said Tourism Malaysia deputy chairman Dato’ Sri Anil Jeet Singh Sandhu in his launching speech. The number of arrivals from India currently ranked fourth for our country with the Indian Market contributing 22 percent of total arrivals in Malaysia in the year 2019.

麗昇酒店團隊最近參與了由馬來西亞旅遊局在古晉婆羅洲會展中心主辦的大馬旅遊展。此旅遊展是與為期三天的2022印度旅行社聯合會(TAFI)大會一同舉辦的。該項目是一個B2B會議，並見證了逾400名印度買家和欲繼續開拓印度市場的馬來西亞賣家。

“除了推廣我們最新的旅遊產品和配套外，這也是讓國內旅遊業者與印度同行們見面的好機會，並借此增強我們的旅遊合作關係。”大馬旅遊局副局長拿督斯里阿尼吉星在他的啟動致辭中說道。來自印度的遊客數量目前在中國排名第四，而在2019年，印度市場更佔了馬來西亞入境遊客總數的22巴仙。

## Lexis Hotels & Resorts Now On airasia Super App 麗昇酒店現已加入亞航超級应用程序

Users of airasia Super App can now look forward to effortlessly pairing their flights with hotel room bookings to their favourite Lexis hotels and resorts via the app, as the hospitality brand has teamed up with AirAsia as one of their direct hotel partners. This will allow app users the convenience of finding and securing their room bookings through the “airasia hotels” segment of the airasia Super App, further securing its position as the region’s fastest-growing travel and lifestyle super app platform. To solidify the partnership, the President of Lexis Hotel Group-- Ms. Mandy Chew, partook in a symbolic signing ceremony at The Linc KL, signifying Lexis Hotel Group's latest tie up with the airline giant.



國內知名酒店品牌麗昇酒店已正式成為亞航在酒店界的合作夥伴之一，讓亞航超級应用程序的用戶即日起就可以通過該应用程序輕輕鬆鬆地預訂他們最愛的麗昇酒店或度假村來搭配他們的航班旅行行程。下載並使用該廣受歡迎的程序的用戶們如今能夠更省時省力地通過

該应用程序的“亞航酒店”選擇項目下查尋和預訂他們所想要的酒店和房間類型，進一步加強亞航作為亞洲區增長最快的旅遊和生活風格超級应用程序平台之地位。以鞏固這合作關係，麗昇酒店集團總裁 - 周淑清女士出席了在The Linc KL舉行的象徵性簽約儀式，代表著麗昇酒店集團與該航空巨頭的最新合作。

## Malaysia's Medical Tourism Back on Its Course 马来西亚医疗旅游重回正轨

Health tourists are returning to Malaysia since our reopening of borders more than 6 months ago. Malaysia Healthcare Travel Council (MHTC) CEO Mohd Daud Mohd Arif is optimistic that medical tourism in the nation is on track for a continuous and sustainable growth, as strategically proposed for rollout over the next four to five years. He says that Malaysia Healthcare will drive key economic growth with contribution estimated at up to RM2 billion by 2025 with estimated spillover effects on air travel to accommodation, food and beverages, as well as leisure and entertainment activities. "For every ringgit spent on healthcare, an estimated three ringgit is spent on such ancillary services based on the pre-pandemic economic impact," he added.

自6个多月前我国重新开放边境以来，医疗旅客们开始重返马来西亚。马来西亚医疗旅游理事会(MHTC)首席执行官Mohd Daud Mohd Arif乐观地认为，我国的医疗旅游行业正处于持续增长的轨道上，并在未来4到5年内将稳健成长。马来西亚医疗保健将为经济增长提供主要动力，预计其贡献到2025年将高达马币20亿令吉，并将为航空、酒店住宿、饮食业以及休闲和娱乐业等带来溢出效应。他还补充说：“根据疫情爆发前的数据显示，对于每消费在医疗上的马币一令吉，估计相对的会有马币三令吉被消费在此类辅助服务上。”

## Malaysia Up Its Game in International Tourism Promotion 马来西亚加强国际旅游推广活动

Malaysia Association of Tour and Travel Agents (MATTA) deputy president Mohd Akil Mohd Yusof stated that the Tourism, Arts and Culture Ministry (MOTAC) have been actively putting in major efforts to promote Malaysia as a destination on the international platform through travel fairs and exhibitions. This is evident through the increase in tourism arrival in the second half of 2022, but there is still room for improvement to return to the pre-2020 level. He noted that the existing market that Malaysia used to promote international tourism must be continued, as well as focusing on target marketing by identifying major events and shows that will draw in tourists from Europe, the US, the Middle East and Japan. He also highlighted that the MICE and Muslim-friendly markets should be afforded immense attention as they contribute hugely to GDP. MICE tourists come in big numbers, while those from Islamic market normally stay more than three nights and have high spending power, giving the country more revenue.

马来西亚旅游同业协会(MATTA)副主席Mohd Akil Mohd Yusof表示说大马旅游、艺术和文化部(MOTAC)一直在积极努力，不遗余力地通过旅游交易会 and 旅游展将马来西亚推向国际平台作为优质旅游胜地。从2022年下半年入境旅游人数的增加明显的证实了这些努力都获得了相应的回报，但若恢复到2020年前的水平则仍有改善空间。他指出说马来西亚政府必须持续用现有的市场来促进国际旅游，与此同时也该专注于目标营销，锁定各个大型的活动和展会来吸引欧洲、美国、中东和日本的游客。他还强调，MICE和穆斯林友好市场对国内生产总值贡献巨大，应给予极大关注。MICE游客数量众多，而来自伊斯兰国家的游客通常会停留3晚以上且消费能力强，为我国带来更多的收入。

