



## A Glimpse of the City Skyline from Imperial Lexis Kuala Lumpur 在吉隆坡帝国豪华酒店俯瞰大都市天际线

The brand-new Imperial Lexis Kuala Lumpur is set to open its doors to travellers who appreciate and enjoy the finer things in life. Anchored in the heart of the Kuala Lumpur, there's an irresistible allure in witnessing the city's heartbeat from the 53-storey high vantage point, where you get to swim, dine, or just unwind while witnessing Malaysia's architectural marvels like the Petronas Twin Towers, KL Tower and Merdeka 118 unfold beneath you.

全新的吉隆坡帝国豪华酒店即将敞开大门迎接热爱生命中美好事物的旅者们。气势磅礴地处于正市中心，这53层楼高的五星级豪华酒店让您饱览都市美景，在此一边肆意畅游、用餐或纯粹享受城市生活步伐中难能可贵的平静时刻，一边欣赏城市景观和多个闻名全球的地标建筑，如双子塔、吉隆坡塔和默迪卡118等高楼大厦。





## A Weekend of Exhilarating Racing Action that Ends with 5-Star Hospitality 炫酷狂飙赛车周末以五星级款待划上最完美句点

As Petronas Grand Prix of Malaysia returns to the world renowned Sepang International Circuit for its 24<sup>th</sup> edition this 10<sup>th</sup> to 12<sup>th</sup> November, 2023. Lexis Hibiscus Port Dickson is offering all MotoGP enthusiasts a chance to get in on the heart-pumping action of witnessing highspeed racing machines reaching over 300 kilometre per hour with a MotoGP 2023 All-Inclusive Package.

The package not only includes a 10% discount on our Best Available Rates for a 3-night stay that comes with daily breakfast, but also MotoGP VIP Village passes, which offers you exclusive access to pit lane views of the race, VIP Lounge, MotoGP paddock and team garage tour, rider appearances, and other VIP privileges throughout the race weekend, not to mention a hassle-free return transfer to Sepang International Circuit for up to 10 persons based on your room category of choice.

随着第24届国油马来西亚大奖赛于2023年11月10日至12日回归闻名遐迩的雪邦国际赛道，马来西亚大红花（丽昇精选酒店）为所有热爱世界摩托车锦标赛的粉丝们带来了亲身目睹时速超越300公里高速赛车机器的机会，热情推出了全新的世界摩托车锦标赛 2023全包配套。

该4天3夜配套不仅让您能够在酒店最优惠房价上享有额外10%的折扣，还包含了每日早餐和MotoGP VIP Village通行证，让您畅享独家的比赛车道视角、VIP休息室、世界摩托车锦标赛赛车队和车库游、车手见面会，以及尊享比赛期间的其它VIP特权。除此之外，此配套还会根据您的房间类型而提供为高达10位乘客而备的载送服务，让您更轻松便捷的往返雪邦国际赛道。

With its first hotel in an urban landscape, Lexis Hotel Group is pulling out all the stops to upgrade and enhance its guests' experience. From state-of-the art facilities to paperless check-in/check-out and other value-added services, guests of Imperial Lexis Kuala Lumpur will be able to fully immerse themselves in classy urban luxury while enjoying a front-row seat to the city's vibrant energy.

作为丽昇品牌首家都市豪华酒店，吉隆坡帝国豪华酒店竭尽全力为宾客们创造更难忘的入住体验。酒店先进的现代设施与高贵典雅装饰风格的巧妙融合，让宾客能够充分沉浸在极致奢华中的同时，也能够一睹城市充满活力的风采。



## Lexis Suites Penang Named Most Engaged Hotel by Trip.com

槟城丽昇豪华酒店荣膺携程旅行网最受欢迎酒店



World's leading one-stop online travel platform Trip.com had recently held its "Envision 2023 Global Partner Conference" in Shanghai, China. The President of Lexis Hotel Group Dato' Prof. Mandy Chew, and Lexis Hotel Group's Vice President of Marketing & Innovation – Miss Samantha Lee were amongst the 700 industry partners from around the world invited by Trip.com Group to attend the global conference to reconnect, enhance their partnership, and discuss the latest travel trends post-COVID as China's outbound tourism is well on its way to a full recovery. This will significantly boost the global tourism industry as mainland Chinese tourists, especially Chinese group tours, record the highest spending power abroad than any other country.

The event featured a video address by the Chairman of Trip.com Group, Mr. James Liang and a keynote speech by the group's CEO – Jane Sun, as well as insights sharing on the latest tourism trends by leaders from the tourism industry. During the event, Lexis Suites Penang was proud to be named Most Engaged Hotel by Trip.com. The award was accepted by Miss Samantha Lee on behalf of the Lexis Suites Penang team and the whole Lexis Hotel Group.

全球领先的一站式在线旅行平台携程旅行网最近在中国上海举办了“2023展望全球合作伙伴大会”。丽昇酒店集团总裁 – 拿督周淑清博士，以及丽昇酒店集团营销和创新副总裁 – 吕佩燕小姐一同荣获携程旅行网诚邀，与来自全球各地的近700名业内合作伙伴们一同出席此全球会议探讨后疫情时期的最新旅行趋势，同时也重建联系并加强合作关系以为中国出境旅游的复苏作好更周全的准备。中国出境旅游对推动全球经济的复苏将带来极大的影响，因为中国大陆游客尤其是中国出境旅游团在国外拥有比其他任何国家都高的消费能力。

会议开始时由携程旅行网集团董事长梁建章先生发表了视频致辞，集团首席执行官孙洁女士发表了主题演讲，旅游业专家们也分享了有关行业最新趋势的预测和个人见解。槟城丽昇豪华酒店更荣幸之至地被携程旅行网评为“最受欢迎酒店”。此奖项由吕佩燕小姐代表槟城丽昇豪华酒店团队和整个丽昇酒店集团上台领取。



## Getting to Know Lexis Hotels and Resorts Through the Lens of International Influencers

透过网红视角去更认识马来西亚大红花(丽昇精选酒店)和丽昇豪华酒店

Lexis Hibiscus Port Dickson and Lexis Suites Penang recently had the pleasure of welcoming several influencers from different corners of the world. From 5 to 7 July, 2023, the popular Egyptian YouTuber and the creator of TelpoShow who has 143K subscribers – Mohamed, checked in to Lexis Suites Penang to spend several days exploring the Penang Island with his crew members. Lexis Suites Penang then welcomed Amanda and Nathan, a couple from Brazil who are not only influencers, but also professional 360° VR content creators who specialize in travel and tourist experiences.

Popular momfluencer from India, Tarannum Alam checked in to Lexis Hibiscus Port Dickson for another fabulous getaway with her lovely family. This is her second visit to the resort after a year ago, with her adorable twin daughters enjoying it just as much as the last time. In August and September, 2023, Lexis Hibiscus Port Dickson also had the pleasure of welcoming two Malaysian-based Chinese influencers. Feng-Feng and Liangzi possess a huge fan base in China as well as Malaysia, whereby Feng-Feng, who constantly share videos of her daily antics with her Malaysian husband Lao-Yang, has garnered a whopping 320,000 followers across social media, while Liangzi who started sharing her experience after relocating to Malaysia in pursue of her studies in University Malaya has since attracted 483,800 followers on social media.

来自全球各地的著名网红近期纷纷入住马来西亚大红花(丽昇精选酒店)和槟城丽昇豪华酒店，并在网上与更多的粉丝们分享了他们舒适愉快的入住体验。从2023年7月5日至7日，来自埃及的YouTuber和拥有14.3万订阅者的TelpoShow博主 -- Mohamed，与其团队远道而来到槟城探索各个著名观光景点时入住了槟城丽昇豪华酒店。随后，槟城丽昇豪华酒店又迎接了来自巴西的Amanda与Nathan。这对热情洋溢的夫妻档不仅是网红，也是专业的360°虚拟现实旅游体验视频创作者。

来自印度的知名网红妈妈Tarannum Alam续2022年后又再次入住马来西亚大红花(丽昇精选酒店)，与其丈夫和双胞胎女孩再次共度一个美好假期。马来西亚大红花(丽昇精选酒店)也分别在2023年的8月份和9月份迎来了两位长期驻马的中国女网红。“风风与老杨”和“靓子在大马”在中国和马来西亚坐拥庞大的粉丝群。远嫁大马的长沙姑娘风风因不时在网上分享幽默逗趣的视频而备受广大网民们的喜爱，各个社交媒体上的粉丝人数更是高达32万。而长相靓丽可人的东北姑娘靓子，自几年前来到马来西亚攻读马来亚大学后就开始不断分享她的留学之旅也逐渐走红，目前已在社交媒体上拥有超过48万粉丝。



@风风与老杨



@riya\_shines



@靓子在大马



@role.360



@Telposhow

## #MYLexis Staycation Deals a Big Hit at MATTA Fair

### #MYLexis假期优惠在MATTA Fair获大众青睐

In tandem with the Merdeka weekend, Lexis Hotel Group returned to Malaysia's biggest travel fair – MATTA Fair to welcome avid holidaymakers who are constantly on the lookout for more exciting travel deals. Lexis Hotel Group was among one of the renowned hospitality brands who participated in the three-day affair. From 1 – 3 September, 2023, the event was a resounding triumph for the Lexis Hotel Group as their booth was constantly amassed with throngs of customers and loyal fans of the brand who nabbed the opportunity to purchase their room vouchers at a discounted rate of up to 28%.

To reward fans for their support, Lexis Hotel Group extended the sale period for all their #MYLexis Staycation Deals until 15 September, 2023 through shop.lexis.my, which also opened up another window of opportunity for travellers to save more on their next Lexis getaway.

趁着马来西亚举国欢庆国庆日的同时，丽昇酒店集团再次回归马来西亚最大的旅游会展MATTA Fair。丽昇酒店集团是参与此次为期三天活动的著名酒店品牌之一，而丽昇团队更是于2023年9月1日至3日期间迎接了并肩叠迹的人潮。丽昇酒店在此次的MATTA Fair中的展位也一如既往门庭若市，许多旅游爱好者和丽昇品牌的忠实粉丝都慕名而来，借此机会享受高达28%的折扣。

为了反馈大家的热情支持，Lexis酒店集团通过shop.lexis.my将所有#MYLexis假期优惠的销售期延长至2023年9月15日，也为热爱滨海假期的游客们提供了享受更多优惠节省的机会。



## Lexis Hotel Group Reiterates Its Presence in China Outbound Travel Market at ITB China

### 丽昇酒店集团出席 ITB China 巩固在中国市场中的地位



Lexis Hotel Group was one of the 10 hospitality brands to join forces with the highly purpose-driven Malaysian delegation headed by Tourism Malaysia, to meet and connect with more than 700 top-level buyers from mainland China at ITB China 2023. Known as the biggest travel trade show in China, ITB China 2023 took place from 12 – 14 September, 2023 at the Shanghai World Expo Exhibition & Convention Centre. Represented by Mr. Ben Ho, the General Manager of Lexis Suites Penang, Lexis Hotel Group took the opportunity to meet up and strengthen their relationships with new and established China travel agents, as well as other industry players, while presenting Lexis hotels and resorts' dedication to welcoming more Chinese travellers to Malaysia.

在马来西亚旅游局的带领下，丽昇酒店集团今年再次有幸参与 2023 年 ITB China 国际旅游交易会，成为马来西亚代表团里的十大酒店品牌之一，并在展会上与来自中国大陆地区的 700 多名高质量特邀买家会面交流和缔结旅游贸易关系。于 2023 年 9 月 12 日至 14 日在上海世博展览馆举行的 ITB China 是中国最大的旅游贸易展会。由槟城丽昇豪华酒店的总经理何昌镇先生代表丽昇酒店集团来把握此良机，和新与知名中国旅游代理商以及其他旅游业者们亲自会面交流，同时更展示了丽昇酒店集团旗下所有酒店和度假村随时准备好欢迎更多中国游客来马来西亚的决心和诚意。

## Exhibitors and Brands from 15 Countries Gather at FHM 2023

### 15个不同国度的展商和品牌齐聚吉隆坡食品及酒店用品展览会



The 17<sup>th</sup> Food and Hotel Malaysia (FHM) Exhibition recently took place at Kuala Lumpur Convention Centre on 19 September 2023. The event was officiated by Deputy Minister of Tourism, Arts and Culture YB Khairul Firdaus Akbar Khan. In his speech, the Deputy Minister expressed his pride and joy on the fact that Malaysia is a preferred destination for business travellers and a forerunner in Muslim-Friendly Tourism and Hospitality (MFTH) as Malaysia received multiple recognitions in the MasterCard-Crescent Rating Global Muslim-Friendly Index (GMTI) Awards 2023. This year's event which witnessed the participation of 1,500 leading exhibitors and brands from 15 countries and regions.

第17届马来西亚吉隆坡食品及酒店用品 (FHM) 展览会于2023年9月19日在吉隆坡会展中心盛大举行。该活动由旅游、艺术及文化部副部长YB凯鲁·菲道斯主持。在他的致词中，YB凯鲁·菲道斯对马来西亚在万事达卡 (MasterCard) 与新月评等发表的2023年全球穆斯林旅游指数 (GMTI) 中获得了多项认可，并成为商务旅客首选目的地以及在穆斯林友好旅游和酒店服务业 (MFTH) 中拔得头筹而感到无比骄傲。今年更是吸引了来自15个国家和地区的1,500家领先展商和品牌。



## Malaysia is Well On Track to Surpass International Tourist Arrival Target

### 马来西亚迈向超越入境游客人数目标的方向稳步前进

According to Tourism Malaysia Director-General Datuk Dr. Ammar Abdul Ghapar, Malaysia is predicted to welcome up to 18 million visitors by the end of 2023. In spite of the fact that Malaysia initially targeted 16.1 million international tourist arrivals for this year, the country has already achieved 28% of that figure after welcoming 4.5 million tourists in the first quarter alone. "We are very optimistic that we can achieve our target of 18 million tourist arrivals this year," said Datuk Dr. Ammar Abdul Ghapar. He added that the government is committed to offer more incentives to chartered flight operators in an effort to encourage more tourists to visit Malaysia.



马来西亚旅游促进局总监拿督阿玛尔博士预计说，马来西亚到2023年年底将迎来高达1800万名游客。尽管马来西亚最初设定了今年的国际入境游客人数目标为1610万人，但我国仅在今年第一季度就已经迎来了450万游客，相当于目标的28%。

“我们非常乐观地期待我们可以实现今年1800万入境游客的目标，”拿督阿玛尔博士说道。他补充说，政府也将致力于为包机航班运营商提供更多的激励措施，鼓励更多外国游客到马来西亚来旅游。