

◆ Hospitality
is our passion

✿ Experience a Uniquely Malaysian
Chinese New Year Celebration

春节到马来西亚来趟最与众不同的农历新年

As the dawn of the Chinese New Year approaches, Malaysia is gearing up for a celebration like no other. The annual festivity, deeply rooted in rich traditions, offers tourists a unique opportunity to witness Malaysia in a vibrant and culturally immersive light. Chinese New Year, also known as the Spring Festival, is celebrated with unparalleled zeal in Malaysia, blending the country's diverse cultures into a tapestry of colours, flavours, and traditions. The streets come alive with mesmerizing dragon and lion dances, fireworks illuminate the night sky, and the air is filled with the sounds of joyous celebrations.

One of the highlights of the Chinese New Year celebration in Malaysia is the open-house tradition. Malaysians of all backgrounds open their homes to friends and strangers alike, symbolizing unity and harmony. This hospitality extends beyond cultural boundaries, offering tourists a chance to experience the warmth and friendliness of the Malaysian people firsthand. The lively atmosphere of the streets during this festive period is truly enchanting. Kuala Lumpur, Penang, and Malacca, in particular, transform into bustling hubs of activity with vibrant decorations, traditional performances, and mouth-watering street food. The streets are adorned with red lanterns and intricate decorations, creating a picturesque backdrop for the festivities.

The Chinese New Year celebration in Malaysia offers a one-of-a-kind experience for tourists, providing a glimpse into the country's cultural diversity and the harmonious coexistence of its people. As we usher in the Year of the Tiger, we invite you to join us in embracing the traditions, flavours, and warm hospitality that make Malaysia's Chinese New Year celebration truly unique.

随着农历新年的来临，马来西亚全国各地也开始散发出一股浓浓的佳节气息。这一年一度的文化庆典为游客们提供一个独特的机会来亲眼见证马来西亚与其人民更多不同的风貌与本土风情。农历新年，也被称为春节，在多元文化的马来西亚可算是最重要和最热闹的文化佳节之一。大城小镇都涌现着精彩多姿的舞龙和舞狮表演，暗淡的夜空被烟火点亮，空气中充满欢乐喜庆的声音。

马来西亚农历新年庆典的亮点之一是门户开放的传统。马来西亚各种背景的人们会向朋友和陌生人敞开门窗，象征着团结和谐。这种热情超越文化界限，为游客提供了亲身体验马来西亚人的好客之道和热情的机会。在这节日期间，全国上下的大街小巷的佳节喜庆氛围令人陶醉。尤其是吉隆坡、檳城和马六甲更是会显得格外热闹喜气，街道上挂满红灯笼和精致的装饰。

马来西亚非一般的农历新年庆典绝对会为游客们带来独特的体验，让他们能够窥探和体验这个国家的多元文化以及大马人民和谐共存的景象。在我们迎接龙年来临之际，我们代表马来西亚人民来热情的邀请您来亲身体验和感受这专属于马来西亚的热情。



First China Imam Fam Trip Visited Lexis Hibiscus Port Dickson

中国首个祈祷司考察团到访马来西亚大红花(丽昇精选酒店)



In a strategic move to tap into the flourishing Chinese Muslim tourist market, the Islamic Tourism Centre (ITC), in collaboration with the Malaysian Inbound Chinese Association (MICA), successfully organised their first Familiarisation Trip (Fam Trip) for 35 Imams from 14 provinces in China, which is expected to generate a turnover of RM28 million in tourism packages sale revenue.

The “China Imam Fam Trip: Discover Muslim-Friendly Malaysia” initiative aims to spotlight Malaysia’s diverse tourism offerings, including its array of Halal cuisines and its commitment to providing Muslim-friendly hospitality. Nizran Noordin, Director-General of ITC, shared that “The goal is to showcase Malaysia’s Muslim-friendly tourism offerings while allowing Imams to travel freely, safely, and enjoy Malaysia’s culture, food, mosque architecture, warm hospitality, and Muslim-friendly environment.”

The Fam Trip aimed to enrich Imams’ understanding of Malaysia as a welcoming destination with facilities and services tailored for Muslims. The Fam Trip, held from January 10 to 16, immersed Imams in Malaysia’s vibrant tourism attractions and rich cultural heritage. The itinerary included visits to Putrajaya, Kuala Lumpur, Bandar Melaka, Lexis Hibiscus Port Dickson, Seremban, Shah Alam, and Bentong, among other destinations.

为了更蓬勃的发展中国穆斯林游客市场，伊斯兰旅游中心 (ITC) 与马来西亚入境中国协会 (MICA) 合作，成功举办了中马两国的史上首个祈祷司考察团 (熟悉之旅)，共有35位来自中国14个省份的祈祷司参与。此策划一旦实行后预计将带来马币2,800万令吉的收入。

“中国祈祷司考察团：探索穆斯林友好的马来西亚”此策划旨在突显马来西亚许多引人入胜的旅游景观，各种本地清真美食以及最无可比拟的穆斯林友好待遇。ITC总干事Nizran Noordin分享说：“我们的目标是展示马来西亚的穆斯林友好旅游产品，同时让祈祷司们能够更自由、毫无后顾之忧地尽情旅行，享受马来西亚的文化、美食、清真寺建筑、热情好客和最穆斯林友好的环境。”

该考察团之旅旨在增加祈祷司们对马来西亚作为一个欢迎穆斯林的目的地的理解，提供专门为穆斯林定制的设施和服务。这次考察团之旅于1月10日至16日期间举行，让祈祷司们有更充裕的时间去融入和沉浸在马来西亚的旅游景观富有热带魅力的观光景点和扣人心弦的文化遗产中。行程包括参观布城、吉隆坡、马六甲市、芙蓉、莎阿南、文冬等目的地，当然也没有错过全东南亚最热门打卡景点之一的马来西亚大红花(丽昇精选酒店)。



Lexis Suites Penang Spreads Joy at Rumah Charis

丽昇豪华酒店把欢乐带到槟城湖内恩惠之家

Residents of Rumah Charis, an old folk home in Pulau Betong, Balik Pulau, were enveloped in laughter and camaraderie during a heartwarming Chinese New Year celebration hosted by Lexis Suites Penang. The event, part of the hotel’s corporate social responsibility (CSR) initiative, aimed to bring joy and positivity to the elderly residents.

The day kicked off with engaging activities, including a lively dance competition, a picture game, a balloon-blowing contest, and other fun activities. The highlight however was definitely the traditional yee sang tossing that created a festive atmosphere filled with hope for the elderly residents. The residents were treated to a sumptuous Chinese lunch set, featuring carefully curated menu that added a gastronomic delight to the celebration. Lexis Suites Penang general manager, Ben Ho Chang Peng, expressed gratitude for the opportunity to contribute to the community, especially to those less fortunate. He emphasized that this CSR event is an annual tradition, not limited to Chinese New Year but extended to other festivities like Deepavali, Hari Raya, and Christmas.

After a day of laughter and connection, the program concluded with an ang pow (red packet) giveaway ceremony and grocery distribution. Lexis Suites Penang demonstrated its commitment to making a positive impact by fostering connections, spreading joy, and contributing to the well-being of the community, a gesture that resonates with the spirit of giving back during festive occasions.



槟城丽昇豪华酒店在槟城湖内恩惠之家主办了一场温馨的中国新年庆祝活动让老年居民沉浸在欢笑和友谊中。这个活动是酒店企业社会责任 (CSR) 倡议的一部分，旨在为老年居民带来喜悦和积极性。

活动开始时，有很多有趣的活动，包括热闹的舞蹈比赛、图片游戏、吹气球比赛和其他有趣的活动。然而，最引人注目的当然是吗每逢新春佳节都绝对少不了的捞生，让公公婆婆们能够以更多的正能量去迎接更美好的一年。玩累了之后，大家还有机会能够一起享用酒店大厨为大家精心准备的丰盛佳节大餐。槟城丽昇豪华酒店的总经理何昌宾非常感恩能够有机会为社区做出更多贡献，特别是去帮助弱势族群。他更强调说此活动已经成为员工们每年都会翘首以待的团队活动，而且不仅限于农历新年，酒店每逢各大佳节都一定不会错过把爱传出去的机会。

经过了充满美食和欢笑声的一天之后，此充满爱和光的慈善活动最后以丽昇豪华酒店发红包和捐赠日常用品给槟城湖内恩惠之家来划上最完美的句点。丽昇豪华酒店在佳节如此忙碌的期间还不忘为弱势群体们雪中送炭，实属难能可贵。

Lexis Hotel Group Shines Bright with Asia Excellence Choice Award 2024 丽昇酒店集团荣获2024年亚洲卓越选择奖

Lexis Hotel Group is thrilled to announce its recent achievement of the prestigious **Asia Excellence Choice Award 2024**, presented by Asia Award Media on January 12, 2024, at Hilton Garden Inn Taman Palem in Jakarta, Indonesia. This noteworthy accomplishment sets a positive tone as the Group enters the new year, propelling them to the forefront of excellence in the Asian hospitality scene.

The coveted title of **Asia Excellence Hotel & Quality Service Winner Choice 2024** not only applauds the group's unwavering commitment to excellence, innovation, and superior service but also recognizes the outstanding efforts of their dedicated team members who consistently go above and beyond to curate memorable experiences for cherished guests.



丽昇酒店集团于2024年1月12日在印度尼西亚雅加达塔曼帕勒姆希尔顿花园酒店获得了亚洲奖媒体所颁发的2024年亚洲卓越选择奖之2024年亚洲卓越酒店与卓越服务奖。这备受瞩目的成就让丽昇酒店集团在新的一年里拔得头筹，旗开得胜，在成为亚洲酒店行业内的领头羊的路上不断取得新进展和突破。

2024年亚洲卓越酒店与卓越服务获奖者的崇高头衔不仅赞扬了丽昇酒店集团对卓越、创新和优质服务的坚定承诺，也直接认可了他们的专业团队成员所做出的所有努力，不断超越自我去为珍贵的宾客们打造难忘体验。

Lexis Hotel Group Joined Annual Penang Roadshow to India 2024 丽昇酒店集团参与2024年度槟城印度路演



Lexis Hotel Group recently had the privilege of being chosen as one of the 50 featured businesses in the 7th Annual Penang Roadshow to India 2024, organized by the Penang Convention & Exhibition Bureau (PCEB) over four days. The roadshow commenced in Mumbai on January 15th, followed by New Delhi on January 17th, Chennai on January 19th, and Kochi on January 22nd. The primary objective was to facilitate connections between Penang and Malaysian sellers and more than 1000 qualified Indian buyers across various industry segments, encompassing business events, team building activities, leisure travel, weddings, and filming.

Each city's events commenced with a press conference, drawing the presence of over 100 members of the media to cover the entire proceedings. Subsequently, a productive business-to-business (B2B) session took place, providing a platform for meaningful interactions. The events concluded with a networking dinner, bringing together all the participants.

丽昇酒店集团最近荣幸成为第七届2024年度槟城印度路演的50家特选企业之一。此活动由槟城会展局 (PCEB) 主办，历时四天。路演始于1月15日在孟买，接着于1月17日在新德里，1月19日在金奈，最后于1月22日在科钦进行。活动旨在促进槟城和马来西亚卖家与超过1000名印度买家之间的联系，涵盖了商务活动、团队建设活动、休闲旅游、婚礼和拍摄等各行业领域。

每个城市的活动都以新闻发布会开始，并吸引了100多名媒体成员参与报道整个活动。然后进入企业对企业 (B2B) 交流环节，提供一个让企业者互相交流的平台。活动最终汇聚了所有参与者以一个联谊晚宴结束。

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Lexis Team Empowers Elderly Lives with Essential Donations 丽昇团队以关爱之心捐赠必需品携老扶弱

On 22 February 2024, as part of Lexis Hotel Group's series of Corporate Social Responsibility (CSR) initiatives to enact positive changes in the community and in celebration of the Chinese New Year, team members from Lexis Hibiscus Port Dickson and Grand Lexis Port Dickson contributed to the well-being of the elderly residents at Rumah Sejahtera Jimah in Lukut.

The initiative involved the donation of essential items, including office chairs, bedding, clothing items, food supplies and groceries, to support the daily needs of the residents. The management of Rumah Sejahtera Jimah expressed gratitude for the thoughtful donations that will significantly benefit the home and its elderly residents.

The primary objective of this initiative is to share the spirit of the season by providing practical support to those less fortunate. Located in Lukut, Negeri Sembilan, Rumah Sejahtera Jimah operates as a private, independent welfare organization registered under the Department of Social Welfare. The home serves as a residence for approximately 20 senior citizens who require assistance in meeting their basic needs.

2024年2月22日，作为丽昇酒店集团旨在为社区带来正面影响和改变的企业社会责任 (CSR) 倡议当中的一部分，并在庆祝农历新年之际，马来西亚大红花 (丽昇精选酒店) 和丽昇海上泳池酒店的团队成员们为坐落于芦骨的Rumah Sejahtera Jimah的老年居民们献上了爱心。

此次的善举包括捐赠办公椅、寝具、衣服、食品等必需品，以满足中心年长居民们的日常生活需求。Rumah Sejahtera Jimah的管理层对此次贴心的捐赠表示感激，因为这些物资将显著改善养老院及其居民的日常生活。

丽昇酒店集团的主要目标是通过提供实际支持，来分享佳节的精神并协助社会上的弱势族群。Rumah Sejahtera Jimah位于森美兰州芦骨市，是一家在社会福利部注册的私立福利机构。该机构为约20名无家可归并有特别需要的老年人们提供住所。

Lexis Hotel Group Forges New Frontiers in Indonesia through MTEX

丽昇酒店集团通过MTEX在印度尼西亚开辟新领域



Lexis Hotel Group recently seized the opportunity to participate in the Malaysia Travel Exchange (MTEX) Roadshow, venturing into the Indonesian market. Organized by the Malaysian Association of Tour and Travel Agents (MATTA) in collaboration with the Association of the Indonesian Tours and Travel Agencies (ASITA), the 5-day event unfolded in Surabaya and Medan.

Marking its debut in Surabaya, the roadshow attracted Indonesian buyers seeking attractive Malaysia tour packages. Lexis Hotel Group, renowned for its hospitality, leveraged the platform to engage with buyers and industry affiliates. This strategic move aimed not only to strengthen its Indonesian market presence but also to foster valuable relationships.

The collaboration between MATTA and ASITA provided a conducive environment for Lexis Hotel Group to showcase its offerings. Exclusive promotions and packages tailored to Indonesian preferences were unveiled, enhancing the group's appeal in the local market. Lexis Hotel Group's participation in the MTEX Roadshow reflects its commitment to proactive market expansion and exceptional hospitality.

丽昇酒店集团最近参与了马来西亚旅游交流展 (MTEX) 路演, 进军印度尼西亚市场。该为期5天的活动由马来西亚旅游与旅行社协会 (MATTA) 与印度尼西亚旅行社协会 (ASITA) 联手举办, 分别在泗水和棉兰展开。

在泗水首次亮相的马来西亚旅游交流展路演吸引了许多欲寻找最吸引人的马来西亚旅游配套的印尼买家。以其卓越的酒店服务而闻名的丽昇酒店集团充分的善用了此平台来与印尼买家和同业伙伴互动。这不仅加强其在印尼市场的地位, 也增进了双方的合作关系。

MATTA与ASITA之间的合作为丽昇酒店集团提供了难得的商机, 来为印尼游客们量身定制最符合他们需求的配套, 并更有效的增强了在当地市场的吸引力。丽昇酒店集团参与了此趟路演也反映了其品牌对市场拓展的积极性和为宾客们提供最卓越服务的承诺。



Tourism Malaysia Kickstarts 2024 with A Series of Sales Missions in India

马来西亚旅游局以印度销售任务拉开了2024年的帷幕



Led by the Director of Tourism Malaysia, Chennai – Mr. Razaidi Abdul Rahim, Director of Tourism Malaysia, Mumbai – Ms. Noriah Jaafar, and Deputy Director of Tourism Malaysia, New Delhi – Mr. Akmal Aziz, Lexis Hotel Group is one of the 14 hotel and resort operators joining Tourism Malaysia in intensifying its promotional strategies towards Indian travellers through several tourism expos including the recent Outbound Travel Mart (OTM) held in Mumbai from 8th to 10th February 2024, and the upcoming South Asia Travel & Tourism Exchange (SATTE) in New Delhi, scheduled from 12th to 22nd February 2024.

Other than the OTM, Tourism Malaysia also successfully organized a Food and Culture promotional event in Mumbai from February 5th to 11th. Following the positive outcomes of this initiative, Tourism Malaysia then executed a sales mission across five key cities, commencing in Bangalore and moved through Chennai, Kolkata, Ahmedabad, and concluding in New Delhi, from February 12 to February 2024.

The primary objective of this mission was to promote the recently implemented visa policy, offering Indian citizens visa-free entry to Malaysia for stays of up to 30 days, effective from December 1st, 2023, to December 31st, 2024. This policy was officially announced by the Prime Minister of Malaysia, Dato' Sri Anwar Ibrahim.

在马来西亚旅游局 (金奈分局) 总监拉扎迪·阿卜杜勒·拉希姆先生、马来西亚旅游局 (孟买分局) 总监诺丽亚·贾法尔女士和马来西亚旅游局 (新德里分局) 副总监阿克马尔·阿齐兹先生 (新德里分局) 的率领下, 丽昇酒店集团是有份参与并协助马来西亚旅游局推广印度市场的14家酒店度假村经营者之一。该局通过参与多个旅游博览会, 包括最近于2024年2月8日至10日在孟买举办的境外旅行市场 (OTM), 以及即将于2024年2月12日至22日在新德里举行的南亚旅游与旅游交流展 (SATTE), 加强其在印度旅行者中的推广。

除了OTM之外, 马来西亚旅游局还成功在2024年2月5日至11日在孟买举办了一场食品和文化促销活动。在此活动获得了积极的回响之后, 马来西亚旅游局展开了一场销售任务, 覆盖了班加罗尔、金奈、加尔各答、艾哈迈达巴德, 并于2024年2月12日至2月底在新德里结束。

此次任务的主要目标是推广最近实施的免签证政策, 该政策于2023年12月1日至2024年12月31日期间为印度公民提供30天内免签入境马来西亚的待遇。该政策由马来西亚总统安华·易卜拉欣先生正式宣布。