

◆ Hospitality  
is our passion



**OUR BRANDS:**



HAPA  
AWARDS  
AWARDS FOR EXCELLENCE



**Celebrating Excellence: Lexis Hotel Group Honoured  
at the HAPA<sup>®</sup> Awards 2026**

丽昇酒店集团以其卓越成就, 荣获HAPA<sup>®</sup> Awards 2026荣耀加冕



The HAPA<sup>®</sup> Awards 2026 Series continued its 32-year Legacy of Excellence by honouring Malaysia's Top 20 HAPA<sup>®</sup> Entrepreneurs of Excellence 2026 at a gala ceremony held at Imperial Lexis Kuala Lumpur, celebrating visionary leaders shaping the future of Asian hospitality, F&B, and tourism. Among the honourees, Dato' Prof. Mandy Chew, President of Lexis Hotel Group, was recognised as Hospitality Entrepreneur – Icon of Hospitality, in recognition of her exceptional leadership and lasting impact on Malaysia's hospitality landscape. HAPA<sup>®</sup> also proudly acknowledged the Women Leadership Trio of Excellence in Hospitality from Lexis Hotel Group – Dato' Prof. Mandy Chew (President), Samantha Lee (Vice President, Marketing & Innovation), and Sarah Lee (Head of Digital Optimization & Media Relations) – whose collective vision, innovation, and leadership continue to position Lexis Hotel Group as a trailblazer in Asian hospitality.

HAPA<sup>®</sup> Awards 2026系列延续其引以为傲的32年卓越传承, 于吉隆坡帝国豪华酒店隆重举办颁奖晚宴, 表彰2026年马来西亚二十位HAPA<sup>®</sup>卓越企业家。本届盛典汇聚亚洲酒店业、餐饮业及旅游业的杰出领袖, 共同庆祝他们以前瞻视野与卓越成就, 持续塑造亚洲酒店与旅游产业的未来发展方向。在众多获奖者中, 丽昇酒店集团总裁拿督周淑清荣誉教授荣获“酒店业企业家——酒店业标志人物”殊荣, 以表彰她卓越非凡的领导能力, 以及多年来对马来西亚酒店业发展所作出的深远而持久的贡献。她以坚定的战略眼光、对品质的执着追求及对行业的热忱投入, 树立了酒店业企业家的典范形象。此外, HAPA<sup>®</sup>亦特别表扬丽昇酒店集团“酒店业女性领导卓越三人组”, 包括拿督周淑清荣誉教授(总裁)、吕佩燕女士(副总裁——市场营销与创新)及吕佩琳小姐(数字优化与媒体关系主管)。三位女性领导者凭借高度协同的领导风格、持续创新的思维与清晰前瞻的战略布局, 持续推动丽昇酒店集团在竞争激烈的亚洲酒店业中保持领先地位, 进一步巩固其作为行业先锋与典范品牌的卓越声誉。

## Imperial Lexis Kuala Lumpur Takes Centre Stage as Official Hotel Partner of K-SPARK Malaysia 2026 丽昇酒店集团支持K-SPARK Malaysia 2026

Imperial Lexis Kuala Lumpur was pleased to serve as the Official Hotel Partner for K-SPARK Malaysia 2026, held on 31 January 2026 at Stadium Merdeka. The highly anticipated concert was headlined by global K-pop icon G-Dragon and featured performances by K-pop artistes including Hwasa, ITZY and DPR Ian, alongside local opening acts, Dolla and 3P. Organised by Machi Production in collaboration with CONNEVERSE and ER Contents Media Group, and presented by Klook, the music festival marked the refreshed branding of the regional "K-Star SPARK" series, further strengthening connections between K-pop artists and fans throughout Asia. Prior to the festival, an official press conference was hosted on 13 January 2026 at the Imperial Lexis Ballroom, welcoming prominent entertainment and lifestyle media. Through its involvement in high-profile events such as this, Lexis Hotel Group continues to support initiatives that draw international visitors to Malaysia and enhance the nation's vibrant tourism scene.



@ksparkmy2026

丽昇酒店集团荣幸担任K-SPARK Malaysia 2026官方酒店合作伙伴。此次大型韩流音乐盛会于2026年1月31日在独立体育馆隆重举行，由韩国顶尖音乐人G-Dragon领衔演出，并汇聚Hwasa、ITZY、DPR Ian等国际艺人同台献艺，同时也邀请马来西亚人气组合Dolla与3P担任开场嘉宾，展现本地音乐魅力。本次活动由Klook呈献，Machi Production携手CONNEVERSE及ER Contents Media Group共同主办，作为2026年全新品牌升级后的“K-Star SPARK”系列演出，旨在搭建连接亚洲与全球K-pop乐迷与艺人的交流平台。2026年1月13日，演唱会官方新闻发布会于吉隆坡帝国豪华酒店的宴会厅举行，吸引多家主流娱乐及生活方式媒体到场见证。丽昇酒店集团珍视参与国际文化盛事的机会，在迎接海外乐迷到访马来西亚的同时，也以实际行动支持本地旅游发展与文化交流，助力马来西亚持续迈向更具活力与国际影响力的舞台。



## Sky Full of Stars – International Celebrities in Imperial Lexis 星光熠熠——国际名人莅临吉隆坡帝国豪华酒店

Hong Kong star Shiga Lin brought effortless glamour to Imperial Lexis Kuala Lumpur, selecting the Presidential Suite as the setting for her January 2026 digital cover shoot with ICON Malaysia. Framed by sweeping city views and refined luxury, the suite became a stage worthy of her spotlight moment. The same month, Bollywood actress Nikita Dutta (who has 2 million followers on Instagram alone) made Imperial Lexis her address in the sky, embracing contemporary elegance and panoramic vistas in a stay that captured the quiet sophistication defining the experience, during her visit to Malaysia.



@shi\_ga



香港人气歌手连诗雅于2026年1月优雅现身吉隆坡帝国豪华酒店，并选择总统泳池套房作为《ICON Malaysia》数码封面拍摄场地。在城市全景与精致奢华的映衬下，这间套房成为她闪耀时刻的完美舞台。同月，宝莱坞女星妮基塔·杜塔 (Nikita Dutta, Instagram粉丝已突破200万) 也选择帝国豪华酒店作为她在吉隆坡的“空中居所”。她的入住不仅完美演绎了酒店独有的宁静与高级感，也为这趟马来西亚之旅留下精彩瞬间。

## Lexis Hotel Group Shares the Heart of the Festive Season with Communities In Need

### 丽昇酒店集团新春送暖, 与社区共传温情

This Lunar New Year, Lexis Hotel Group celebrated the season not only with festive cheer, but with heartfelt acts of kindness that touched lives across communities. On 10 February 2026, the Imperial Lexis Kuala Lumpur family visited Pertubuhan Kebajikan Orang Tua Cacat dan Kurang Upaya Taman Connaught, followed by the Lexis Suites Penang family's meaningful outreach to Persatuan Kebajikan Than Hsiang Wan Ching Yuen in Sungai Ara on 11 February 2026. On 25 February 2026, the Lexis Hibiscus Port Dickson family, Grand Lexis Port Dickson family and Lexis Port Dickson family came together to spend a warm afternoon with the residents of Rumah Sejahtera Jimah in Lukut Port Dickson.

From the joyful tossing of "lou sang" and thoughtfully prepared meals to the giving of angpao, groceries and daily essentials, each gesture carried a message far greater than abundance alone. It was a reminder that the true essence of prosperity is not measured by what we receive, but by what we share. Filled with laughter, warm conversations and tender moments of companionship, these visits reflected the values at the heart of Lexis Hotel Group. For in every celebration, we believe the brightest light shines when kindness is extended, dignity is honoured, and hearts are brought closer together.



今年农历新年, 丽昇酒店集团以一份超越节庆本身的心意, 为佳节写下更温暖动人的篇章。除了迎春接福的喜悦, 集团旗下各酒店也将关怀与祝福带进社区, 让这个充满团圆意义的节日, 绽放出更深刻的人情温度。2026年2月10日, 吉隆坡帝国豪华酒店团队前往康乐老人福利家园开展温馨探访; 翌日, 檳城丽昇豪华酒店团队也走进双溪亚拉的檀香福利晚晴苑, 把节日祝福与真挚关怀送到长者身边。到了2月25日, 马来西亚大红花(丽昇精选酒店)、丽昇海上泳池酒店与丽昇海上度假酒店三家酒店团队齐聚一心, 前往芦骨波德申的宜嘎老人院, 与长者共度一段充满笑声与暖意的美好时光。



从喜气洋洋的捞生活动、精心准备的餐食, 到红包、粮食杂货及日常必需品的赠送, 每一份心意都不仅仅是一份节庆礼物, 更是一份真诚的陪伴与惦念。这些温暖的相聚时刻, 让我们更加深刻地体会到, 真正的丰盛, 从来不只在于拥有, 而在于分享; 真正的幸福, 也往往藏在一声问候、一次陪伴、一个真心的笑容里。在欢声笑语与真挚交流中, 这一场场充满温度的探访, 正体现了丽昇酒店集团始终珍视的核心理念。因为我们深信, 每一个节庆最动人的光芒, 不只是灯火璀璨, 更是善意被传递、尊严被珍视, 以及人与人之间的心, 因关怀而更加靠近。



## Lunar New Year in Malaysia: A Celebration That Unites Hearts and Cultures

### 马来西亚农历新年: 凝聚人心与文化的盛典

In Malaysia, Lunar New Year represents far more than a festive occasion; it embodies the country's strong spirit of unity, where diverse cultures are not only acknowledged but warmly celebrated together. Deeply rooted in Chinese traditions yet embraced by Malaysians of all backgrounds and beliefs, the celebration reflects a harmonious society where cultural boundaries fade in the spirit of togetherness. Throughout Lexis Hotel Group's distinctive city retreats and oceanfront resorts, this inclusive atmosphere is thoughtfully showcased through immersive experiences, from striking festive decorations and specially curated seasonal dishes to the lively excitement of lion dance performances. Each element encourages guests to engage, connect and welcome the promise of the new year. By sharing its traditions openly, Lexis hotels capture the heart of Malaysian hospitality, transforming Lunar New Year into a shared celebration that fosters unity, cultural appreciation and a genuine sense of belonging.

在马来西亚, 农历新年不仅是一项传统节庆, 更是一种凝聚人心、彰显多元文化共融的国家象征。在这个多民族、多信仰并存的社会里, 文化差异不仅受到尊重, 更被真诚地共享与庆祝。根植于深厚的中华文化传统, 同时也被各族群热情拥抱, 农历新年成为跨越文化界限的节日盛典, 让旅客得以亲身感受一个以和谐与包容为荣的社会风貌。在丽昇酒店集团旗下别具风格的城市雅致居所与标志性海滨度假胜地, 这份团结与共庆的精神被细腻而生动地呈现。从洋溢喜庆氛围的节日布置与精心策划的应节佳肴, 到鼓乐铿锵、寓意吉祥兴旺的舞狮表演, 每一项活动都不仅是观赏, 更是一场邀请宾客共同参与、彼此交流、共享新年祝愿的温馨体验。通过向所有宾客敞开节庆之门, 丽昇酒店集团诠释了马来西亚待客之道的真正意义——在这里, 节日的喜悦成为共同的记忆, 文化传统化作成连结彼此的桥梁, 而农历新年不仅是一段时节的庆典, 更是一份关于团结、归属与希望的深情表达。

## Ramadan in Malaysia: A Season of Spirituality, Generosity and Unity

马来西亚斋月：在沉静与善意中凝聚团结的力量



In Malaysia, Ramadan is not only a sacred month of fasting and prayer, but a meaningful season that reflects the nation's deep-rooted spirit of harmony. While Muslims observe the month in devotion and self-reflection, the universal values of compassion, gratitude, and generosity resonate across communities. For travellers, Ramadan offers an inspiring glimpse into a society where faith is honoured and cultural understanding is woven into everyday life. Across the distinctive urban sanctuaries and signature oceanfront resorts of Lexis Hotel Group, the essence of Ramadan is embraced with grace and authenticity. As dusk falls, thoughtfully curated iftar gatherings bring together families, friends, and guests of all backgrounds to share in the moment of breaking fast. Traditional Malaysian favourites and contemporary offerings are presented in a spirit of abundance and togetherness, reflecting the warmth and generosity that define the season. Through refined festive touches, dining experiences, and

various CSR, Lexis hotels honour the sanctity of Ramadan while fostering inclusive celebration. In doing so, they embody the true essence of Malaysian hospitality—where shared experiences nurture connection, deepen understanding, and create a lasting sense of belonging.

在马来西亚，斋月不仅是穆斯林虔诚守斋与祈祷的神圣月份，更是一段展现国家和谐共融精神的重要时节。在自省与敬意之中，关怀、感恩与慷慨的价值跨越族群与信仰，温暖着整个社会。对旅客而言，斋月呈现的是一个尊重信仰、珍视多元文化的国度，让人感受到宁静而深刻的力量。在丽昇酒店集团旗下别具风格的城市雅致居所与标志性海滨度假胜地，斋月精神以细腻而真诚的方式融入每一个空间。日落时分，精心筹备的开斋盛宴迎来不同背景的宾客，共同分享这一神圣时刻。无论是传统马来佳肴，还是融合创意的应节美馐，都承载着团聚、分享与感恩的意义。通过典雅的节日布置、温馨的共享餐叙与为社会献上关怀的各种活动，丽昇酒店在尊重宗教神圣性的同时营造包容氛围，诠释马来西亚待客之道的精髓——让相聚成为连结，让理解自然生长，让归属在节庆中悄然延续。

## Mesra Malaysia Campaign Strengthens the Heart of Visit Malaysia 2026

Mesra Malaysia为2026马来西亚旅游年注入暖心待客力量

In support of Visit Malaysia 2026, the Ministry of Tourism, Arts and Culture (MOTAC) launched the Mesra Malaysia campaign on 11 February 2026, reinforcing Malaysia's commitment to warm hospitality and service excellence. Designed to elevate professionalism among frontliners, the initiative aims to cultivate a sincere, welcoming culture that ensures every visitor feels genuinely valued from the moment they arrive. As Malaysia sets its sights on 47 million tourist arrivals by 2026, the campaign reflects a national effort to strengthen the country's reputation as a friendly, helpful and culturally gracious destination.

Driven through collaborations with key partners such as Malaysia Airports Holdings Berhad (MAHB) and Grab Malaysia, Mesra Malaysia extends across transportation, retail and immigration touchpoints to create a more seamless visitor journey. With training at its core and more than 9,400 tourist assistants registered as of January 2026, the initiative serves as a vital pulse of VM2026, shaping first impressions and inspiring lasting memories of Malaysia.

为迎接2026马来西亚旅游年(VM2026)，马来西亚旅游、艺术及文化部(MOTAC)于2026年2月11日在吉隆坡中环车站(KL Sentral)推出“Mesra Malaysia”活动，作为提升国家旅游服务形象的重要举措。该活动聚焦交通与旅游领域前线人员的待客文化与服务素质，致力于让每一位访客从抵达那一刻起，便感受到马来西亚真诚、友善而专业的欢迎氛围，同时为国家在2026年实现4,700万人次游客到访目标打下更坚实基础。

此次活动也获得多方策略伙伴支持，包括Malaysia Airports Holdings Berhad (MAHB)与Grab Malaysia；其中Grab也通过在电子召车车辆上张贴活动宣传贴纸，进一步扩大公众触达。根据马新社报道，截至2026年1月，MOTAC旗下已登记超过9,498名旅游助理人员。与此同时，部长也呼吁入境、零售及更广泛服务接触点共同提升待客标准，使“Mesra Malaysia”成为VM2026最具温度的服务脉搏。



## Visit Malaysia Year 2026 Ignites Kuala Lumpur's Festive Global Appeal

2026马来西亚旅游年点亮吉隆坡国际魅力

Kuala Lumpur and Selangor are welcoming the world in vibrant style for Visit Malaysia Year 2026. Following the dazzling New Year's Eve Countdown at Pavilion Kuala Lumpur, January set the tone with major city happenings including K-Spark in Malaysia at Stadium Merdeka, further showcasing the capital region as a dynamic destination for culture, entertainment and unforgettable travel experiences.

During Chinese New Year, Tourism Malaysia elevated arrival experiences at KLIA Terminals 1 and 2 with VM2026 souvenirs, traditional attire showcases, lion dances and festive appearances by mascots Wira and Manja. The excitement builds even further with the MotoGP 2026 Launch centred around the Petronas Twin Towers and KLCC, featuring a week-long Fan Zone, a Pit Box-style bike display, and a spectacular free public show run with all riders—promising many more colourful moments for the world to anticipate.

随着2026马来西亚旅游年(VM2026)盛大展开，吉隆坡与雪兰莪正以缤纷姿态迎接全球旅客。从Pavilion Kuala Lumpur璀璨的新年倒数庆典启幕，到一月在独立体育场举行的K-SPARK in Malaysia 2026，首都圈以活力四射的节庆氛围、国际娱乐盛事与都会魅力，向世界展现马来西亚多元而难忘之旅吸引力。

农历新年期间，马来西亚旅游局在吉隆坡国际机场第一及第二航站楼精心策划迎宾活动，以VM2026纪念品、传统服饰展示、舞狮表演及吉祥物Wira与Manja的节庆造型，为旅客留下热情鲜明的第一印象。与此同时，围绕吉隆坡城中城(KLCC)与国油双峰塔展开的2026年MotoGP赛季开幕式及官方发布会，更以为期一周的Fan Zone粉丝互动街头秀、Pit Box车队亮相，以及全体车手参与的震撼免费公开秀跑，把城市热度推向高峰，也预告着未来还有更多如马来西亚本身般多彩、热情而令人期待的精彩盛事。

