

A Uniquely Stunning  
Iconic Resort





# The Growing Importance of Business Events To Local Tourism Industry

By Datuk Seri Dr Victor Wee

International Association Meetings in Asia Pacific - 2014 and 2015

	No of Meetings		Average Size*		Total Delegates			
	2014	2015	2014	2015	2014	2015		
1 Japan	337	355	S Korea	520	596	S Korea	115,418	159,053
2 China	332	333	Thailand	302	536	China	127,997	108,703
3 S Korea	222	267	Singapore	405	494	Australia	151,808	98,021
4 Australia	260	247	Malaysia	535	462	Japan	147,294	98,021
5 Singapore	142	156	Australia	584	397	Thailand	42,742	80,973
6 Thailand	118	151	Taiwan	364	389	Singapore	57,497	77,105
7 India	116	132	HK	426	378	Malaysia	71,157	52,190
8 Taiwan	145	124	Japan	437	353	Taiwan	52,791	48,173
9 Malaysia	133	113	India	518	327	India	60,132	43,202
10 HK	98	112	China	386	326	HK	41,956	42,279

Source: ICCA (International Congress and Convention Association) <http://www.iccwORLD.org>

Over the past few years, Malaysia has emerged as a popular destination for international leisure and business travellers. We are seeing more and more international organisers selecting Malaysia as the destination for conferences and meetings – more commonly known now as business events.

International Congress and Convention Association (ICCA) statistics could be used to compare Malaysia's standing in business events, particularly in the international association meetings market. ICCA track association meetings based on the following criteria: the association meeting must have at least 50 participants, is organised on a regular basis, and is rotated among three countries at least.

In 2015, ICCA captured a record number of 12,076 rotating international association meetings. Within Asia-Pacific, Malaysia ranked ninth in the number of meetings, fourth in average meeting size, and seventh in the number of total delegates.

The exhibition segment is also an important component of the business events market that Malaysia is targeting. Malaysia currently stands at number 10 in terms of annual size of total space sold within the region.

## Benefits Beyond Tourism

Despite the bright growth potential, the profile of the business events industry is not as prominent as the other segments in the tourism sector, such as the leisure market or eco-tourism. Until recently, the business events sector was only measured based on its contributions to the tourism industry.

Undeniably, like other tourism segments, the business events sector stimulates business for hospitality-related companies. Based on studies that are supported by international experience, the business event visitor spends three times more than the average tourist and has a large multiplier effect. Around 40 per cent of them travel with spouses and 60 per cent of them return as tourists later.

However, many have overlooked one key fact – the business events sector makes a broader contribution to the national economy beyond mere ringgit and sen.

According to UNWTO, in addition to being one of the key drivers of the tourism industry's development, the business events sector is an important generator of income, employment and investment – benefits that go beyond tourism.

Today, countries all over Asia are on the move – they want a piece of the business events market because they understand that this sector offers immense benefits. If Malaysia is not proactive, she will lose out to competitors.

These are some of the advantages of the business events sector:

**Spreads knowledge and enhances innovation:** The sector offers an opportunity to bring world's best practices and international knowledge to the local sector. This will result in stronger local knowledge which then helps in capacity building within the local tourism industry.

**Enhances international profile and reputation of Malaysia:** Business events are capable of creating awareness for Malaysia due to local and global media coverage.

**Creates ongoing legacy for research:** New collaborations formed through networking sessions can escalate the development of new products and technologies.

**Boost educational outcomes:** Business events offer opportunities for capacity building for early-career researchers and practitioners, young people in the industry, emerging leaders as well as postgraduate students.

**Networking opportunity:** Stakeholders from all over the world and from various sectors, such as researchers, academics, suppliers, practitioners, all convene during a conference, which provides face-to-face networking opportunities.

## A Promising 2017 For Business Events Tourism

Business challenges are abound in 2017. To rise above these, business events operators must remain optimistic and innovative by focusing on high-growth activities and industry sectors. Three top trends will shape the growth of business events in 2017:

1. **Ease of travel and safety.** In view of the current uncertainty in the world, ease of travel and safety will be a main concern and will influence the selection of meetings location. Managing safety and security issues related to meetings will be a top priority for any meeting planner.

2. **Increasing prevalence of technology in meetings and conventions.** Technology will continue to have significant impact on the organisation of meetings and conventions, and challenge the industry. The Internet of things, social media and mobile devices are behind this transformation.

3. **Creativity.** Organiser needs to be more creative in terms of delivering business events that engage attendees in more multidisciplinary ways. Because of digitisation, event technology will be inherent in every element of the meeting experience from pre-show to post.

Trade Fair Markets By Estimated Net Square Metres Sold – 2015

	No. of Trade Fairs	Estimated annual size m2	Average size per fair m2
China	650	11,186,000	17,209
Japan	339	2,015,1000	6,050
India	172	991,750	5,766
Hong Kong	95	964,250	10,150
Korea	180	958,000	5,364
Taiwan	117	796,500	6,808
Australia	154	503,500	3,226
Thailand	99	572,750	5,785
Singapore	72	343,750	4,774
Malaysia	81	339,350	4,188
Indonesia	68	238,250	3,504
Macau	26	206,250	8,048
Vietnam	60	182,500	3,042
Philippines	48	177,250	3,693
Pakistan	31	86,500	2,790
<b>Total</b>	<b>2,202</b>	<b>19,651,500</b>	<b>8,943</b>

## Untapped Potential

The business events sector is definitely capable of being an agent of change for both the tourism industry as well as the socio-economic transformation of Malaysia. And there is never a better time than now to snap up the vast opportunities the business events sector has to offer.

Local players first must have a better understanding of the needs and drivers behind the business events industry to be able to better engage and cater to their demands. Business events segment is very different from the leisure tourist.

In addition to a high level of standards and service, Malaysia industry players need to innovate their product offerings and design more 'wow' experiential activities. Malaysia also lacks unique off-site venues that cater to the international market, compared with our neighbouring destinations. As such, product innovation is key to strengthening Malaysia's competitive edge and to meet the current and future needs of clients.

To tap into the business events market, industry players need to engage with meeting planners and association organisers at an international level. We need to profile and market ourselves more internationally. Cross collaboration between partners and government agencies is also critical to success.



## LEXIS HIBISCUS PORT DICKSON



Lexis Hibiscus Port Dickson held its official opening on 31 July 2017, marking the third Lexis property in the state of Negeri Sembilan Darul Khusus and the first in the district of Si Rusa along Pasir Panjang beach. The resort stands apart in the industry with its unique concept whereby every guestroom is equipped with a private dip pool and steam room. It also reinforces Port Dickson as a major tourism destination in the state.

The ceremony was officiated by guest of honour YAB Dato' Seri Utama Haji Mohamad Haji Hasan who is the Chief Minister of Negeri Sembilan and attended by over three hundred distinguished guests, industry players and members of the Press.

Lexis Hibiscus is the leading and largest resort in Port Dickson and one of the famous icons in Malaysia, providing the finest in accommodation, dining and meeting in Negeri Sembilan. Working hand in hand with the government, it is committed towards promoting tourism in Port Dickson, which continues to see a healthy demand for upscale accommodation from discerning travellers, covering business and leisure segments from both locally and abroad.

With plenty of job opportunities being offered to the locals, the resort has contributed positively towards the state's tourism

industry. As of to date, the properties within Lexis Hotel Group have attracted more than 3.6 million tourists from across 126 countries, comprising 50% of overseas guests from its guest portfolio. It has also brought in tourism dollars to the state. The Resort's encouraging occupancy and guest portfolio is fuelled by demand from FITs, tour series, corporate and MICE (Meetings, Events, Conventions and Exhibitions).

In his speech, YAB Dato' Seri Utama Haji Mohamad Haji Hasan said the state government is diversifying its economic portfolio and relying less on its core industrial and manufacturing activities towards service-based industries such as hospitality and tourism to shield itself against any economic uncertainties.

The official opening ceremony was capped later in the evening where guests were treated to a sensory stimulation of lights, colours and sound via a spectacular fireworks extravaganza, which lasted three minutes.

Located about an hour's drive from Kuala Lumpur International Airport (KLIA) and nestled along Pasir Panjang beach, Lexis Hibiscus Port Dickson sprawls into the Straits of Malacca and resembles the national flower of Malaysia.





## LEXIS HIBISCUS PORT DICKSON



### Every Drop Matters

Lexis Hibiscus Port Dickson in association with Hospital Port Dickson arranged a blood donation campaign within the hotel premises earlier this year. The main objective of this campaign is to support the Ministry of Health's efforts to sustain the provision of blood in its blood bank.

There was encouraging response from the management as well as the staff. A total of 60 volunteers from various departments donated their blood: Executive Office, Front Office, F&B, Engineering, Sport & Recreation and Housekeeping. Each donor received a small gift in recognition of their act of kindness.

As a community-focused company, Lexis Hibiscus Port Dickson is always on the lookout for ways to contribute to the community and there's no better way than being able to make a difference by donating blood.



## GRAND LEXIS PORT DICKSON



### A Day With Nature



Lexis, Grand Lexis and Lexis Hibiscus Port Dickson collaborated with Jabatan Alam Sekitar Negeri Sembilan in organising an event 'A Day With Nature' in conjunction with Earth Day recently.

Officiated by YB Dato' Haji Abu Ubaidah bin Dato' Haji Redza, Pengerusi Jawatankuasa Bertindak Kemudahan Awam, Alam Sekitar, Koperasi dan Kepenggunaan Negeri Sembilan, the event aims to promote better understanding and care for mother nature within our community. Participants were taken for a boat cruise and acquired a better understanding of the In Situ measurement of sea water which was explained by the officials of Jabatan Alam Sekitar Negeri Sembilan.

## LEXIS SUITES PENANG



### A Fun-Filled Walk



Starwalk, organised by major daily The Star Publications, has long been regarded as one of the premier sporting events in Penang. Besides promoting a fun-filled family sporting activity, it also encourages a healthy lifestyle. Last year the event attracted a record number exceeding 22,000 participants from local and foreign tourists; this year's volume of participation will be no less astounding.

In conjunction with Starwalk's 40th edition, Lexis Suites Penang is proud to be associated as one of the sponsors for the walk. Winners will stand a chance to win stay and spa packages from the hotel.

## Imperial Lexis Kuala Lumpur



Situated within the prestigious KLCC enclave sits the soon to be opened Imperial Lexis Kuala Lumpur. Slated for completion in 2021, this soaring 54-storey skyscraper is contemporary in design while exuding luxury in every way. Each of the (436) guestroom is equipped with its own private pool and steam room, a first in Malaysia's capital.





**LEXIS<sup>®</sup>**  
HOTEL GROUP

Lot 11-3, Level 11, Tower Block, Monara Millenium,  
8, Jalan Damansara, Pusat Bandar Damansara,  
Bukit Damansara, 50490, Kuala Lumpur, Malaysia.

Tel : 603 2082 0333

Email : [lexis@lexis.my](mailto:lexis@lexis.my)

Fax : 603 2082 0222

Website: [www.lexis.my](http://www.lexis.my)

