

## Lexis Hotel Group Wins Asia's Best Employer Brand Awards 2018



The Lexis Hotel Group was named the proud recipient of Asia's Best Employer Brand Awards 2018 at the awards presentation ceremony held in Le Meridien Sentosa, Singapore on 31 July. The Lexis Hotel Group was conferred the title by the awarding body - the Employer Branding Institute, a virtual organization featuring senior HR leaders sharing the best practices in Employer Branding, Talent Management, Talent Development and Talent Innovation.

The 9th edition of the prestigious Asia's Best Employer Brand Awards features the top organisations from Asia who are exemplary in Human Resources (HR) and use marketing communications effectively for HR Development.

As testament to Lexis Hotel Group's achievement for excellence in the hotel industry, the Lexis Hotel Group also won two additional awards by CMO Asia for "Most Preferred Luxury Hotel of The Year" for Lexis Hibiscus Port Dickson and "Most Admired CEO of The Year" which was presented to Mandy Chew Siok Cheng, the President of Lexis Hotel Group.





## Carving A Niche In The Competitive Industry SOBA LAB 2018



In efforts to encourage small business growth in Malaysia, Star Media Group recently organised SOBA LAB, a platform for entrepreneurs to engage with and learn from the experiences of other successful business owners. Held in conjunction with The Star Outstanding Business Awards (SOBA) 2018, the first SOBA LAB took place at MSOGO Co.Workspace in Prangin, Mall, Penang on 18 July and saw Ms Mandy Chew Siok Cheng, the President of Lexis Hotel Group sharing her journey with young entrepreneurs in building, managing and growing an award-winning company.

She stressed on the importance for entrepreneurs to carve their own niche in order to stand out from the crowd and thrive in this competitive business environment. She explained that creating a niche can reduce competition, increase visibility of one's company, create word of mouth growth, provide honest expertise and enhance customer relationships.

However, she pointed out there are several factors that

come into play when carving a niche including pricing, niche positioning, niche audience and value added offerings. She emphasized on the importance of marketing to one's niche audience including determining the unique selling proposition - the one defining element that sets one's business apart.

She also shared how the Lexis Hotel Group has carved a niche in the hospitality industry with its own unique selling proposition, one that focuses on location - resorts overlooking the sea and personalised facilities such as private pools and steam rooms, offering a unique one-of-a-kind experience for its guests.

## Lexis Hotel Group Donates RM33,390

### To Tabung Harapan

The Lexis Hotel Group recently donated a total of RM33,390 to Tabung Harapan, in support of nation building.

The amount was raised over two weeks, from June 25 to July 8, at the group's three properties in Port Dickson - Lexis Port Dickson, Grand Lexis Port Dickson and Lexis Hibiscus Port Dickson, with a total of 1216 rooms. A fixed amount of RM3 was set aside for each occupied room.

YBhg Dato Low Tak Fatt, Managing Director of Kuala Lumpur Metro Group, presented the cheque for Tabung Harapan to YAB Tuan Haji Aminuddin Bin Harun, the Menteri Besar of Negeri Sembilan. At the cheque presentation ceremony, YBhg Dato Low Tak Fatt, said that the Group was proud to have played a small part by contributing to Tabung Harapan. He



added that the Group stands together in solidarity with Malaysia as it firmly believes that the Malaysian government is capable of reducing the burden of the national debt.

On May 30, the Prime Minister Tun Dr Mahathir Mohamad announced the setting up of Tabung Harapan to raise funds to reduce the country's debt of RM1 trillion.

## Merdeka Family Fun Activities @ Kidz World

Lexis Hibiscus Port Dickson recently celebrated the 61st Merdeka Day with fun and engaging activities for hotel guests, whilst spread the message of unity and harmony.

The activities included a Merdeka Treasure Hunt, Malaysia Flag Painting



◆ Siewe Woon and Simon Tan with the winner of Malaysian Flag Painting Challenge, Puan Rochita Abdul Hamid and family.



◆ Family participating in Malaysian Flag Painting Challenge at Kidz World, Lexis Hibiscus Port Dickson.

Challenge and Merdeka Face Painting, which were held at the Kidz World, on the second floor of the main building from 10.00 am to 5.00 pm.

The winners of the Malaysia Flag painting were awarded with a Lexis Hibiscus T-shirt while the winner of the Merdeka Face Painting received a complimentary Buffet Dinner voucher for two adults and two children.





## ONGOING UPGRADING PROJECT

As part of the ongoing upgrading works at Lexis Port Dickson, the lobby porch area has received a facelift using the interlocking brick system and with imprinted concrete. Guests will be pleased to know that the hotel has also undergone thorough scrubbing and varnishing on its chalet walkways, and received new paint jobs on the lift landings and ceilings of the 5th to 11th floors.



## Experience The Mane Event

Do you long for a relaxing getaway that allows you to enjoy the great outdoors? Fret, no further! Slip on your boots and saddle up for an adventure at Grand Lexis Port Dickson!

There's no better way to see the lay of the land than perched atop a majestic pony. Guests, both young and old, are able to get a unique view of the resort with a special pony ride, which is available daily from 9 am to 8 pm.

## DURIAN MINI FIESTA



Durian lovers can head over to the stall located in front of Lexis Suites Penang to enjoy a variety of durians sold there. Durians such as the 'Gold Fish', 'D600', 'Khun Pol' and of course, the ever popular 'Musang King' are available for them to choose and feast on. Reasonably priced, the stall is sure to bring succulent tastes to durians lovers who came here from all walks of life. The stall is opened daily.



## PROGRAM 'KONVOI JALUR GEMILANG MERDEKA 2018'



Lexis Suites Penang recently hosted the 'Konvoi Jalur Gemilang Merdeka 2018'. Held in conjunction with our Independence Day, the convoy saw 50 bikers flagging off from Lexis Suites Penang. The convoy was officiated by YB Azrul Mahathir Bin Azizi, ADUN Bayan Lepas. Prior to the convoy, the bikers participated in the singing of the national and state anthem. Lexis Suites Penang's recreation staff also joined in the festive cheer by donning Superman and clown costumes while distributing Malaysian flags to the public.



## FIRST AID TRAINING



Lexis Suites Penang participated in the 'First Aid Training Course at Work Place' by St. John Ambulance of Malaysia. These 2 days training is to ensure the hotel's representatives from various departments have sufficient knowledge especially when it comes to medical emergencies. General Manager, Mr. Ben Ho who spearhead the team also attended the training.





## MALAYSIA CONFIDENT OF MEETING 33.1 MILLION TOURIST ARRIVALS IN 2018

Malaysia is confident of meeting its target of 33.1 million tourist arrivals this year, compared to the 25.9 million tourist arrivals last year, on expectation of higher visitors from Japan and other main markets.

According to Datuk Musa Yusof, Tourism Malaysia Senior Director, International Promotion Division Asia/Africa, Singapore, Indonesia, China, Brunei and Thailand were the country's top five major markets last year in terms of the number of tourist arrivals.

At the inaugural Japan Night View Tourism

Festival, he shared that there is an ongoing promotion to attract more Japanese tourists. He explained that Malaysia has been Japanese traditional market for tourism and one of the top destinations, but they are moving to new Asean destinations such as Vietnam, Cambodia, Myanmar and Laos.

He emphasized the need to increase frequency of flights between Malaysia and Japan in order to attract more Japanese tourists due to seat constraints with the increasing number of Malaysian tourists visiting Japan.

Source: Bernama, 2018

## SINGAPORE SEEN AS BENCHMARK FOR MALAYSIA IN BUSINESS TOURISM

Currently, the Meetings, Incentives, Conventions and Exhibitions (MICE) segment in Malaysia contributes about 8% to total tourism receipts. Malaysia is looking at Singapore as a benchmark to bring in more business tourism into the country, with a target of 10%-15% of overall tourism receipts by 2020.

According to Muhammad Bakhtiar Wan Chik, Deputy Minister of Tourism, Arts and Culture, business tourists bring in three times more revenue than leisure tourists. He explained that the ministry's target is to achieve 36 million tourists by 2020,

generating RM168 billion in tourism receipts. He added that by 2020, business events are expected to contribute RM3.9 billion in the incremental of gross national income.

He also shared that the business events industry will remain an important component to Malaysia's prosperity. He said that the impact from hosting international business events not only stretches beyond direct spending and job creation, but will also help power Malaysia's continued development as a knowledge and creative society.



Source: 2018, Singapore seen as benchmark for Malaysia in business tourism, available at <http://www.theSunday.com.my/news/2018/08/13/singapore-seen-benchmark-malaysia-business-tourism>





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