



## More “ONG” with Lexis Ang Pow 丽昇旺兔红包迎新春

Guests checking in to any hotels and resorts under the popular hospitality brand – Lexis during the Chinese New Year period were delightfully surprised when they were gifted with exquisite limited-edition Lexis Ang Pow packets!

Specially designed with Chinese New Year motives and symbolic representation of the year of the rabbit, as well as well adorned with delicate gold stamping, each of the red packets is printed with an exclusive promo code that offers its receiver additional discount on the Best Available Rates. To sweeten the deal, when the receivers open the red packets, they will also find another exclusive voucher printed on the seal flap which will entitle them to complimentary food & beverages credits that they can utilize whenever they dine in at any hotel-operated outlets.

于春节期间入住丽昇酒店和度假村的宾客们,都收到了由其著名酒店品牌免费赠送的限量版精美丽昇新春红包袋!

每封红包袋均以农历新年为主题及带有象征兔年的吉祥设计,并精心的印刷上贵气四溢的烫金。红包袋背面印有特别优惠码,让收到者预订房间时,能够使用此优惠码来享有额外折扣。更喜上加喜的是,当收到者打开红包袋时,他们还会发现印在封盖内侧的特别代金券,让他们可以在任何由酒店所经营的餐厅用餐时使用。

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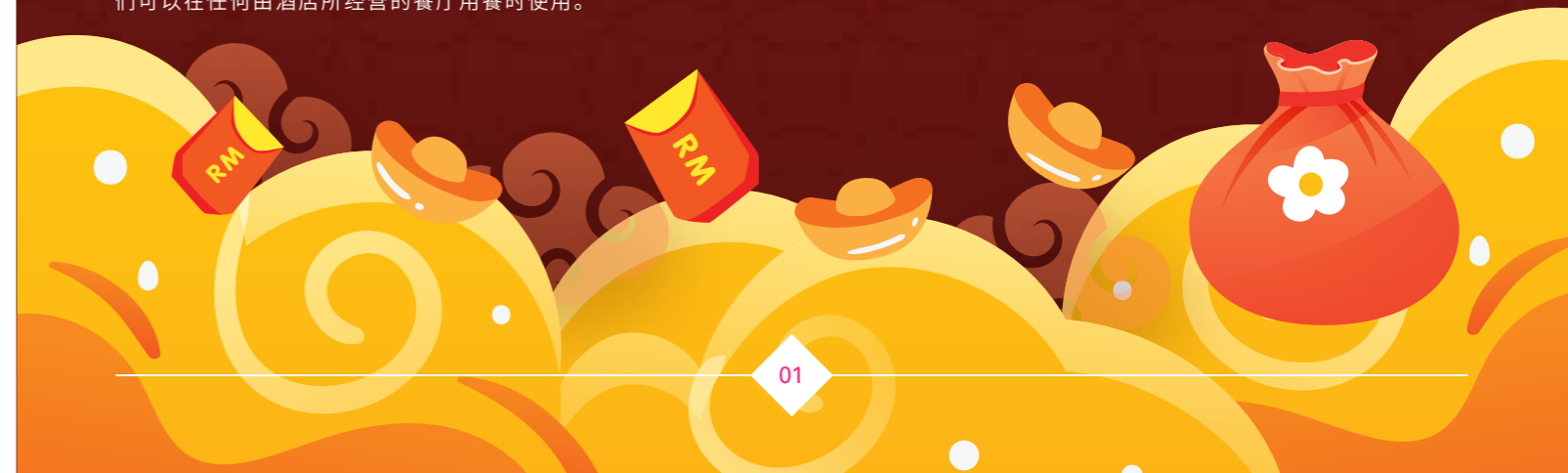
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Lexis Hibiscus Port Dickson:  
A New Indian Destination Wedding Paradise  
马来西亚大红花(丽昇精选酒店):印度情侣新目的地婚礼天堂

With its world records-breaking overwater villas, world-class facilities and remarkable hospitality and services, Lexis Hibiscus Port Dickson offers to-be-wed couples the most romantic wedding experience that's truly a class of its own.

Set against a breath-taking backdrop of the splendourous Hibiscus constructed from more than 500 overwater villas sprawling into the tranquil turquoise water of the Straits of Malacca, as well as lush green pastorals and sandy white beaches of Port Dickson, more and more families are choosing to have their unions solemnised at this iconic resort. The perfectly sunny and clear weather all year long also makes it the perfect setting for meaningful Indian wedding ceremonies and betrothal celebrations that could go on for days on end.



凭借其打破两项世界国际纪录的水上别墅,世界一流的设施和卓越的待客服务,马来西亚大红花(丽昇精选酒店)为即将结婚的新人们提供最独一无二,浪漫动人的婚礼体验,绝对让人毕生难忘。

以让人无比轻松惬意的无敌海景为背景,500多栋水上别墅在海上组成了极为壮观的大红花,从海岸边一直延伸到马六甲海峡蓝绿色的水域里,加上波德申郁郁葱葱的天然丛林和金黄色沙滩,让越来越多人选择在这极具标志性的度假胜地举办终身大事。一年四季皆阳光明媚,晴朗无比的天气也让它成为举行意义非凡的印度订婚和结婚庆典的完美场地,相关仪式更会持续进行数天直到新人与其宾客们尽兴而归为止。





## Lexis Hotel Group Brings Festive Joy to the Elderly 丽昇酒店集团为不幸的老年人带来春节欢乐



The Lexis Hibiscus Port Dickson team continues to represent the Lexis Hotel Group to reach out to the underprivileged community in Negeri Sembilan. On 2 February 2023, a group of caring and compassionate staff from the hotel filled Jimah Old Folks Home in Lukut with happiness through spreading Chinese New Year cheers with the senior citizens. The Lexis Hibiscus Port Dickson team presented goody bags and ang pows to the old folks under the care of the welfare home. To ensure the comfort and daily needs of the senior citizens are met, the team also distributed groceries and other daily necessities to their caretakers and governing board members as part of Lexis Hotel Group's Chinese New Year Corporate Social Responsibility (CSR) initiatives.

马来西亚大红花(丽昇精选酒店)团队继续代表丽昇酒店集团向森美兰州的贫困社群们伸出援手。于2023年2月2日,一群富有爱心又热心助人的酒店员工拜访了位于芦骨的宜唛老人院传播农历新年的祝福和欢乐给居住在该老人院的长辈们,让他们有机会度过更丰足的春节。马来西亚大红花(丽昇精选酒店)的团队为由此福利院所照料的长辈们献上了红包和各种佳节礼品。为了确保福利院的成员们能够过得更舒适,酒店团队赠送了多种日常必需品给他们的监护人和福利院的管理员们,作为丽昇酒店集团春节企业社会责任(CSR)活动的一部分。



## Lexis Hotel Group Reach Out to 5 Poverty-Stricken Families 丽昇酒店集团向5个贫困家庭伸出援手

While gearing up to celebrate and welcome guests to the hotel for the Chinese New Year, the Lexis Suites Penang team did not forget about those who are less fortunate. Working in tandem with the local organisations of Kampung Gertak Sanggul, the Lexis Suites Penang team were able to identify 5 poverty-stricken families with young children who are in dire need of financial aid and other assistance.

The Lexis team then reach out to these families and invited them to a small Chinese New Year celebration where the team shared a festive meal and tossed 'yee sang' together with the children and their families, before handing out a supply of daily necessities to each of the five families. God of Prosperity also made an appearance to surprise the children and gave out red packets.

槟城丽昇豪华酒店团队在忙着筹备迎接过年期期间会到酒店来入住过节的宾客们之同时,也从没遗忘比我们较为不幸的弱势族群们。槟城丽昇豪华酒店团队与美湖当地的慈善组织联手合作,挑选了5个家里尚有年幼孩童的贫困家庭来给予他们所急需的经济和物质支援。

丽昇酒店的团队联系了这些家庭的成员们,邀请他们参加一个小型的春节庆祝活动,然后与他们合家一起共享节日大餐和捞生,并为每个家庭献上了各种粮食和日用品。更让孩子们惊喜万分的是财神爷的出现,派红包给在场的所有孩子们。



## Lexis Suites Penang Hosted Marabic Night for Valued Travel Partners 槟城丽昇豪华酒店为旅游业伙伴举办了阿拉伯之夜

On 16 February, 2023, Lexis Suites Penang held an appreciation night to thank and recognise their travel partners for their part in the hotel's strong Arabic market revival since the reopening of the international borders. The event was officiated by YB. Dato' Haji Abdul Halim Bin Haji Hussain, Penang State Exco for Trade, Industry & Entrepreneur Development who addressed the attendees with an inspiring speech after the welcoming speech by Mr. Ben Ho, the General Manager of Lexis Suites Penang.



2023年2月16日,槟城丽昇豪华酒店举办了一场感恩之夜,以感谢和表彰其旅游合作伙伴自国际边境重新开放以来,为酒店阿拉伯市场的复苏所做出的各种贡献。槟城丽昇豪华酒店总经理何昌镇先生致欢迎辞后,槟州行政议员(国内及国际贸易、消费者事务与企业发展部)-- YB拿督Haji Abdul Halim bin Haji Hussain也上台为来宾们带来了鼓舞人心的致辞。



## Malaysia Expected to Welcome Back More Inbound Travellers from China 马来西亚预计今年将迎接更多中国游客

According to Malaysia's Ministry of Tourism's target for international arrivals in 2023, with the extensive amount of effort put in place by the officials as well as a range of new promotional activities, Malaysia is hoping to become the holiday destination of choice for holidaymakers from China, other Asian countries and beyond.

"Last year we had 3.1 million foreign tourists, we hope that this year we can get at least five million or six million," said Malaysia's new Minister of Tourism, Arts and Culture, Datuk Seri Tiong King Sing who personally welcomed foreign travellers arriving from China at the Kuala Lumpur International Airport (KLIA) recently.

根据马来西亚旅游部2023年国际游客预计总人数的目标,在相关部门人员们的大量努力和大力宣传下,加上一系列新旅游促销活动,马来西亚希望能够成为来自中国、其它亚洲国家和其它地区的游客们之首选度假目的地。

"去年我们有310万外国游客,我们希望今年能够提升到至少500万或600万,"马来西亚新任旅游、艺术及文化部长拿督斯里张庆信最近亲自在吉隆坡国际机场迎接来自中国的游客们时信心十足的说。

## Tourism Malaysia Push to Boost Arrivals from India for 2023 马来西亚旅游局将在2023年增加来自印度的游客人数

With ample promotional activities in major cities in India, Tourism Malaysia is making a strong push this year to boost arrivals from India, one of Malaysia's key markets for inbound tourists. "Indian tourists are familiar with Malaysia and it is important for us to get more of them to explore Malaysia," said Malaysia's Deputy Minister of Tourism, Arts and Culture Khairul Firdaus Akbar Khan.

Khairul also stressed that Malaysia's relationship with India was forged over many years and Malaysian tourism industry players are eager to develop it further in the post-pandemic tourism revival campaign. "We think two segments are very important in the Indian market. These are MICE (meetings, incentives, conferences and exhibitions) and wedding tourism," he added.

马来西亚旅游局今年在印度多个主要城市展开了大量的促销活动,大力推动来自印度的游客人数。印度是马来西亚入境游客的主要市场之一。马来西亚旅游、艺术及文化部副部长Khairul Firdaus Akbar Khan说:"印度游客们对马来西亚已经很熟悉,所以对我们来说,让更多的印度游客来马来西亚旅游是至关重要的。"

Khairul还强调说,马来西亚与印度的关系是经过多年来的用心经营而建立的,马来西亚旅游业者们也期望在疫情后的旅游业复兴活动中能够进一步巩固并发展这一段关系。"我们认为在印度市场有两个细分市场是非常重要的,就是MICE(会议、奖励旅游、峰会与会展)和婚礼旅游,"他补充道。

## Lunar New Year Celebration in Malaysia 马来西亚普同庆的农历新年

Celebrated on the first day of the Lunar Calendar, the Lunar New Year, or more often referred to as Chinese New Year, is one of the most important annual festivals for the Chinese community worldwide. In the multicultural Malaysia, this festival is celebrated not only by the Chinese community, but often welcomed with open arms by people of varying races and beliefs.

It is a time for families and friends to get together and exchange auspicious wishes for the year to come. Hence, on the eve of the Lunar New Year, family reunion dinners will be held. Homes and public places such as shopping malls will be carefully decorated and everyone will look forward to all the fun that comes with the celebration, including the giving of red packets containing money, family gatherings and trips together, mesmerizing dragon and lion dance performances from house to house, and more.

What makes Lunar New Year celebration in Malaysia so unique is the concept of open house that is practiced all across the country. Throughout the celebration period, many would open up their homes for friends and family to visit, regardless of race and religion. Guests will be served with well-prepared food and festive goodies. There's also the auspicious tossing of "yee sang" that is popularly believed to have originated from Seremban, Negeri Sembilan. The country's leaders would also organise large-scaled open houses, often at community halls to accommodate bigger crowds.

Lunar New Year in Malaysia is also a time for fireworks, especially on the eve of the New Year where you can enjoy and light fireworks until the deepest hours of the night. The lighting of fireworks will also amplify on the ninth day of the celebration, when the Hokkien community celebrate the birthday of the Jade Emperor. The celebration will usually come to an end on the fifteenth day or Chap Goh Mei, where maidens will toss mandarin oranges into lakes, rivers, or even the sea, in hope of finding true love. This age-old practice now comes with a modern twist where phone numbers or other contact information will be written on the oranges.

在农历的第一天,全世界的华裔同胞们都会张灯结彩地庆祝农历新年,是全球华人最重要的年度节日之一。在多元文化的马来西亚,农历新年的庆祝不仅限于华裔同胞,不同种族和信仰的马来西亚人们也经常会同举国欢腾。

农历新年期间,亲人和朋友会聚在一起,交换对新的一年的各种吉祥祝愿。因此,在农历新年前夕,家家户户都会聚在一起吃团圆饭。无论是家里或购物中心等公共场所都将被精心装饰。大家都会兴趣盎然地期待着各种节日习俗和活动,例如收红包,家庭聚会和一起旅游,舞龙舞狮挨家挨户的表演等等。

马来西亚的农历新年庆祝活动之所以如此独特,是因为全国各地都会有开门迎客的习俗。在整个过年期间,许多人都会敞开家门,不分种族和宗教信仰地欢迎亲朋好友们来拜年,并会精心准备各种节日美食佳肴来招待客人们。还有马来西亚华人过年的特色贺年食品 - 七彩鱼生,这源于森美兰州芙蓉的民间习俗是属于大马人的独特庆祝方式。全国各地的政治领导更会举办大规模的开放迎宾,通常在社区礼堂等大型场所以容纳更多的人群。

马来西亚的农历新年也绝对是放鞭炮和烟花的季节,尤其是在过年前夕,大家都会燃放鞭炮和烟花到深夜。在大年初九,福建人庆祝玉皇诞的这一天更会是燃放鞭炮和烟花的最高峰期。过年活动通常会在正月十五或"元宵节"结束,单身女性们会到湖边、河边,甚至是海边抛柑祈求能早日觅到如意郎君而脱单。这古老的习俗如今更演变成单身男女相亲的好时机,抛柑者会将电话号码或其他联系方式写在柑上。

