

LEXIS NEWS

MAY - JUN **2024**

BI-MONTHLY NEWSLETTER



D iscover the epitome of luxury at the recently-inaugurated Imperial Lexis Kuala Lumpur, designed for discerning travellers who appreciate the finer things in life. Perched in the heart of the city, this stunning 53-storey masterpiece offers an unparalleled vantage point to witness Kuala Lumpur's vibrant energy.

Indulge in the Sky Infinity Pool or enjoy the exclusivity of your private in-room pool. Savour diverse culinary delights at Roselle Coffee House, featuring a rich buffet and an a least temperature in the second s

Unwind at LexSpa, or take in the breathtaking views from the fully-transparent SkyDeck where you can enjoy the best view of Malaysia's iconic landmarks like the Petronas Twin Towers and KL Tower. Stay fit at the O2 gym, or host memorable events in the elegant Imperial Lexis Ballroom and other meeting rooms.

As Lexis Hotel Group's first opulent urban sanctuary, Imperial Lexis Kuala Lumpur elevates guest experiences with state-of-the-art facilities, seamless check-in/out, and exceptional value-added services. Don't miss the special opening offer valid until August 15, 2024. Enjoy an unforgettable stay starting at just RM888 nett, complete with a private pool and panoramic city views. Immerse yourself in sophisticated urban luxury at the 5-star Imperial Lexis Kuala Lumpur.

新开业的吉隆坡帝国豪华酒店以最极致奢华的下榻体验迎接您的每一次光临。坐落于市中心,这座53层楼高的五星级豪华酒店为您提供欣赏活力四溢大都市的绝佳视角,专为 追求高端享受的您而设。

您可以在空中无边际泳池畅游,或在房内享受独属于您的私人泳池。饥肠辘辘时,您可以选择大红花餐厅让您大快朵颐的丰富自助餐和各种本地及国际美食,在珊瑚咖啡厅优雅地 享用早餐、下午茶、顶级咖啡或美酒,在池坢咖啡厅小酌几杯精心调制的鸡尾酒以搭配各种精致美食,或在丽昇休闲厅享受传统马来糕粿、口感香醇丝滑的拉茶和各种自制甜点。

欲纾解压力的您则可以到LexSpa水疗中心好好放松身心,或者在全透明的空中观景台欣赏吉隆坡最具标志性的双子塔和吉隆坡塔。您也可以到O2健身房好好训练出更健康的体魄。更可以在优雅的丽昇帝国宴会厅和我们多个大小不一的会议里举办令人难忘的活动和庆典。

作为丽昇酒店集团的首个都市豪华酒店,吉隆坡帝国豪华酒店以最先进的设施、无缝的入住/退房体验和最卓越的服务来让您的体验更无止尽的升华。万勿错过我们截至2024年 8月15日的特别开幕优惠。只需马币888令吉起,您即可沉浸在吉隆坡帝国豪华酒店的5星级都市奢华中,体验最精致高奢的美丽人生。



OUR BRANDS:





















IMPERIAL LEXIS

Imperial Lexis Kuala Lumpur Glistens Brighter with International Stars

国际巨星云集吉隆坡帝国豪华酒店更熠熠生辉



@guantumgrande



@singerhariharana

Imperial Lexis Kuala Lumpur continues to shine as it welcomes notable international celebrities, adding a touch of glamour to the city's skyline. On 7 May 2024, Thai actor and heartthrob Tul Pakorn checked into the lavish Panorama Pool Suite. Embracing the luxurious amenities, Tul enjoyed invigorating workouts at the establishment's state-of-the-art gym, refreshing swims in the stunning Sky Infinity Pool, and the breathtaking panoramic views of the city from the SkyDeck.

A few days earlier, on 3 May 2024, Imperial Lexis Kuala Lumpur had the honour of hosting renowned Indian playback, bhajan, and ghazal singer Hariharan Anantha Subramani. Like Tul, Hariharan was captivated by the spectacular cityscape visible from the top of the building, adding another highlight to his stay.

Adding to the list of distinguished guests, Imperial Lexis Kuala Lumpur welcomed professional globetrotter Mr. Andrew Murong, who has explored 117 countries over a decade of travel. Having previously stayed at Lexis Hibiscus Port Dickson, Andrew was thrilled by the urban luxury offered here. He captured and shared numerous magnificent photos and videos, showcasing our first-class service and opulent accommodations.

Imperial Lexis Kuala Lumpur continues to be a beacon of luxury and elegance, attracting stars from around the globe.



Andrew Muron



@Andrew Murong

吉隆坡帝国豪华酒店迎来了多位国际名人,为这座城市的天际线增添了一抹奢华魅力。2024年5月7日,泰国演员兼万人迷Tul Pakorn入住了奢华的全景泳池套房。Tul在酒店最先进的O2健身房进行锻炼保持完美体魄,在令人惊叹的空中无边际泳池畅游兼照相,并在空中观景台享受城市的壮丽全景,尽情体验奢华设施。

在此几天前,酒店于2024年5月3日有幸接待了国际著名印度歌手Hariharan Anantha Subramani。与Tul一样,Hariharan也被吉隆坡帝国豪华酒店顶层的壮观城市景色深深吸引,使他的入住体验更加难忘。

此外,吉隆坡帝国豪华酒店还迎来了一位与众不同的宾客--入住超过1400间酒店的资深酒店KOL兼全职环球旅行家慕容明亮先生。他在过去十年中游历了117个国家。在入住吉隆坡帝国豪华酒店之前,也曾入住我们的姐妹酒店马来西亚大红花(丽昇精选酒店)。慕容明亮先生对这里的都市奢华赞不绝口,拍摄并分享了许多照片和视频,展示了酒店的一流服务和豪华客房。

无可否认的是, 吉隆坡帝国豪华酒店继续以其极致奢华与高端优雅吸引着全球各地的明星, 成为众人瞩目的焦点。

TikTok Creator Camp A Grand Success at Imperial Lexis Kuala Lumpur

2024年大马抖音创作者营在吉隆坡帝国豪华酒店圆满结束









On May 25 and 26, 2024, the luxurious 5-star Imperial Lexis Kuala Lumpur was abuzz with creativity and excitement as it hosted the TikTok Creator Camp Malaysia 2024 Phase 2. This exclusive workshop brought together 100 of Malaysia's top TikTok content creators for two days of intensive learning on TikTok Monetization and securing brand deals.

The highlight of the event was an exhilarating "Scavenger Hunt," where participants were split into groups and raced across the stunning facilities, including the VIP Suite, Coralz Cafe, Lexis Lounge, O2 Gym, SkyDeck, Satellite Restaurant & Bar, and the Sky Infinity Pool. The creators took on missions that tapped into their content creation skills, turning each corner of Imperial Lexis Kuala Lumpur into a vibrant playground of innovation and fun.

As the day drew to a close, attendees were treated to breathtaking city sunset views while enjoying refreshments at the rooftop Satellite Restaurant & Bar. The event culminated in a gala dinner at the elegant Imperial Lexis Ballroom, where each content creator was awarded a plaque in recognition of their completion of the TikTok Camp. This memorable event not only fostered learning and collaboration but also celebrated the dynamic spirit of Malaysia's TikTok community.



2024年5月25日至26日,吉隆坡帝国豪华酒店迎来了2024年大马抖音创作者营(2)。此次独家研讨会 汇集了100位马来西亚顶尖的抖音内容创作者,为期两天的活动旨在让参与者对抖音变现及品牌合作 有更深入的了解。

除了讲座会之外,此活动的亮点还包括了"寻宝游戏",让参与者们在酒店各个角落(包括贵宾套房、珊瑚咖啡厅、丽昇休闲厅、O2健身房、空中观景台、卫星餐厅和酒吧以及空中无边际泳池)相互竞争,挑战他们的内容创作技能,激发出无限创意和乐趣。

当天傍晚,抖音内容创作者们在顶楼的卫星餐厅和酒吧一边享用清爽饮料,一边欣赏壮丽的城市日落 美景。此次的活动当晚更是在雅致的丽昇帝国宴会厅举行的晚宴中达到最高潮,每位抖音创作者都获 得了一块奖牌,以表彰他们在此次大马抖音创作者营中的出色表现。这次难忘的活动不仅促进了学习



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LEXIS HIBISCUS PORT DICKSON

LEXIS HOTEL GROUP







Lexis Hibiscus Port Dickson Hosts TikTok Creator Camp Malaysia 2024 Phase 1 马来西亚大红花主办2024年大马抖音创作者营(1)





rom 10 to 12 May 2024, Lexis Hibiscus Port Dickson had the honour of hosting the highly anticipated TikTok Creator Camp Malaysia 2024 Phase 1. This exclusive event brought together 100 of the nation's top TikTok content creators for a comprehensive workshop designed to enhance their content creation skills, inspire creativity, and develop personal branding and content strategy.

The camp featured insightful sessions led by renowned Key Opinion Leaders (KOLs) and social media stars, including the popular TikTok food content creator and entrepreneur Khairul Aming, as well as the talented TikTok creator and VFX expert Sofyank. These industry leaders shared their expertise and experiences, providing invaluable guidance to the participants.

The event was not just about learning; it was also about celebration and camaraderie. Highlights included a vibrant Hawaiian-themed gala dinner featuring a sumptuous seafood BBQ, a best dressed competition, and an exhilarating fire show by our very own Sports & Recreation team. Attendees enjoyed live music performances and refreshing drinks at the Satellite Restaurant & Bar, creating a perfect atmosphere for networking and relaxation.

Team building activities further strengthened bonds among the creators, fostering a sense of community and collaboration. Lexis Hibiscus Port Dickson is proud to support Malaysia's top TikTok talents and looks forward to hosting more inspiring events in the future.







从2024年5月10日至12日,马来西亚大红花(丽昇精选酒店)荣幸至极地主办了备受期待的2024年大马抖音创作者营(1)。本次独家活动汇聚了全国100位崛起中的抖音内容创作者,参加了旨在提升他们内容创作技能、激发创意、发展个人品牌和内容策略的综合研讨会。

此次创作者营由知名意见领袖(KOL)和社交媒体明星主持,其中包括著名的抖音美食内容创作者兼企业家Khairul Aming,以及才华横溢的抖音创作者和VFX专家Sofyank。这些行业领袖分享了他们的专业知识和经验,为参与者提供了宝贵的指导。

此次活动不仅仅是学习,它也是一次庆祝和社交活动。此次活动的亮点包括了夏威夷主题晚宴。晚宴为抖音创作者们精心准备了丰盛的海鲜烧烤、服装比赛,以及由马来西亚大红花(丽昇精选酒店)体育与娱乐团队呈现的精彩火舞秀。大家还有机会享受现场音乐表演,并在卫星餐厅和酒吧享用清爽饮品,营造了完美的社交和放松氛围。

团队建设活动进一步增强了创作者之间的关系,培养合作精神。马来西亚大红花(丽昇精选 酒店)为这一次有机会支持马来西亚顶级抖音创作者人才而感到欣慰,并期待未来举办更 多如此激励人心的活动。





Lexis Hotels & Resorts Host International Tour Agents & Media Partners

丽昇酒店与度假村接待国际旅游代理和媒体伙伴



Lexis Hotel Group recently welcomed international tour agents and media partners from various countries for complimentary stays at their renowned hotels and resorts. These familiarization (FAM) trips aimed to showcase Lexis Hotel Group's properties as top tourist destinations. Participants experienced different room types and enjoyed the amenities and facilities offered by the award-winning hospitality brand.

On 21 and 22 May, 2024, Grand Lexis Port Dickson and Lexis Hibiscus Port Dickson hosted Egyptian travel agents during a FAM trip organized by Emirates in partnership with Tourism Malaysia. Following this, on 29 and 30 May, 2024, Lexis Hibiscus Port Dickson welcomed another group of Egyptian agents, this time organized by Qatar Airways in collaboration with Tourism Malaysia.

The newly-opened Imperial Lexis Kuala Lumpur, the brand's first urban luxury

accommodation, also hosted the Egyptian agents from 1 till 3 June, 2024, offering all of them a comprehensive tour of its rooms, unique facilities and breathtaking view of Kuala Lumpur's skyline. On 6 and 7 June, 2024, Imperial Lexis Kuala Lumpur welcomed a group of Taiwanese tour agents and media partners as part of the Malaysia Mega Sale Carnival 2024, highlighting Kuala Lumpur, Selangor, and Genting Highlands.

丽昇酒店集团近日接待了来自各国的旅游代理和媒体伙伴考察团,为他们提供丽昇酒店品牌旗下著名酒店和度假村的免费下榻体验。接待这些考察团的目的是向来自全球各地的旅游业者展示独一无二的丽昇度假体验,让这些考察团有机会亲身体验不同类型的客房和套房,并享受这屡获殊荣的酒店品牌所提供的各种设施和服务。

2024年5月21日至22日,丽昇海上泳池酒店和马来西亚大红花(丽昇精选酒店)接待了由阿联酋航空与马来西亚旅游局联合主办的熟悉之旅中的埃及旅游代理。 随后,2024年5月29日至30日,马来西亚大红花(丽昇精选酒店)再次迎来了另一批埃及代理,这次的熟悉之旅由卡塔尔航空与马来西亚旅游局联合主办。

作为丽昇酒店集团新开张的首个城市奢华五星酒店,吉隆坡帝国豪华酒店也于2024年6月1日至3日接待了同一批埃及旅游代理,并为他们提供了全面的客房和设施导览。2024年6月6日至7日,吉隆坡帝国豪华酒店再次迎来了来自台湾的旅游代理和媒体伙伴,作为2024年马来西亚大促销嘉年华的重头戏之一,旨在宣传吉隆坡、雪兰莪和云顶高原为我国绝佳度假胜地。

Tourism Malaysia Captivates at Taipei Tourism Expo 马来西亚在台北旅展大获青睐

ourism Malaysia is ramping up its promotional activities in Taiwan, showcasing the country as a premier leisure destination at the Taipei Tourism Expo (TTE) from May 31 to June 4, 2024, at the Taipei World Trade Centre. The aim of this four-day expo was to captivate Taiwanese travellers with Malaysia's unique offerings, presenting it as an idyllic escape.

During the expo, Malaysia introduced new special interest packages tailored to appeal to Taiwanese tourists, aiming to boost demand and establish Malaysia as a top tourism choice. Following the expo, Tourism Malaysia will engage with local universities to promote cultural exchange and experiential learning, targeting Taiwanese students with a wealth of Malaysian cultural experiences. To top it all off, a Malaysia Truly Asia Travel Carnival was held at Songshan Cultural and Creative Park from June 7 to 9, 2024. This event offered visitors a taste of Malaysia through its cuisine, cultural events, and exclusive tourism package discounts.



马来西亚旅游局于2024年5月31日至6月4日在台北世贸中心举办的台北国际观光博览会上展示马来西亚作为首选休闲旅游胜地的魅力,为在台湾的马来西亚旅游推广活动打了针强心剂。此为期四天的博览会旨在通过马来西亚独特的旅游产品吸引台湾游客,将其呈现为海外度假的不二选择。

在此博展会上, 马来西亚推出专为台湾游客设计的新特色旅游配套, 旨在增加需求, 并将马来西亚确立为顶级旅游目的地。博览会结束后, 马来西亚旅游局更与当地大学合作, 推广文化交流和体验式学习, 向台湾学生展示丰富的马来西亚文化体验。推广活动的高潮是于2024年6月7日至9日在松山文创园区举办的"大马亚洲魅力所在旅游嘉年华"。此次活动通过美食、文化活动和独家旅游套餐折扣, 让访客体验马来西亚的不同风采。

04

LEXIS



Malaysia Participates in the 4th Edition of ITB China 马来西亚参加第四届ITB China国际旅游交易会



In an ongoing effort to position Malaysia as a top tourist destination for Chinese travellers, Tourism Malaysia showcased their offerings at ITB China 2024. The event was held from May 27 to 29, 2024, at the Shanghai World Expo Exhibition & Convention Centre. This 4th edition of ITB China saw participation from key tourism partners, including Penang Global Tourism, alongside representatives from the states of Melaka, Negeri Sembilan, Pahang, and Perak.

Minister of Tourism, Arts and Culture Dato Sri Tiong King Sing said, "Malaysia's participation in ITB China for this year marks our commitment and sincerity to strengthen cooperation and deepen tourism and cultural exchanges through people-to-people exchanges, especially in the 50th anniversary of the diplomatic relations between China and Malaysia."

"China is one of Penang's most important markets and it has always been one of the top three arrival countries in Penang," said Mr Ooi Chok Yan, CEO of Penang Global Tourism.



马来西亚旅游局今年也一如既往的参与了2024年ITB China国际旅游交易会,进一步将马来西亚推广为中国游客们的首选旅游目的地。此活动于2024年5月27日至29日在上海世博展览馆举行。第四届ITB China国际旅游交易会吸引了许多来自马来西亚的关键旅游合作伙伴的参与,包括槟城环球旅游局,以及马六甲、森美兰、彭亨和霹雳州的代表。

马来西亚旅游、艺术及文化部长拿督斯里张庆信表示:"马来西亚今年的踊跃参与彰显了我们加强合作的承诺和诚意,并通过人文交流来进一步提升两国之间的旅游和文化交流,特别是在中马建交50周年之际。"

槟城环球旅游局首席执行官黄茁原先生表示:"中国是槟城最重要的市场之一,一直是槟城前三大国外游客来源之一。"

Celebrating 50 Years of Malaysia-China Diplomatic Ties 庆祝马中建交50周年

This year marks the 50th anniversary of diplomatic relations between Malaysia and China. Over the past five decades, Malaysia-China relations have flourished, characterized by a strong momentum of development and deepening strategic mutual trust. Chinese Premier Li Qiang's visit to Malaysia on 18 June 2024 exemplifies the commitment of both nations to further enhance their cooperation across various fields. This historic visit underscores the shared vision of Malaysia and China as we look forward to another 50 years of fruitful and dynamic relations.

Cultural exchanges between Malaysia and China have yielded remarkable results, facilitated by progressive policies aimed at fostering closer ties between the peoples of both nations. A significant milestone would be the introduction of a mutual visa-free entry policy, allowing citizens to visit and stay in each other's countries for up to 30 days without a visa. This policy not only strengthens connections but also paves the way for increased tourism, business opportunities, and cultural understanding.

As we celebrate this Golden Jubilee, it is evident that the bond between Malaysia and China is stronger than ever. The foundation of mutual respect and sincere cooperation forged over the past 50 years will undoubtedly support the continued growth and prosperity of both nations in the decades to come.

今年标志着马来西亚和中国建交50周年的金禧庆典。过去的半个世纪里,马中两国携手奋进共创繁荣,成为了以心交心、坦诚相待、和衷共济的合作伙伴。2024年6月18日,中国国务院总理李强的访问更是进一步推动了两国在各个领域的合作。此富有历史性的访问展示了马中两国共同的愿景,一起期待再创另一个更辉煌的五十年。

马来西亚和中国在文化交流方面取得了显著成果,双方达成共识一同实施了各种促进两国人民交流的政策。2024年的互免签证政策更是一个意义重大的里程碑,让两国公民在对方国家免签停留高达30天。此政策不仅加强了两国人民之间的联系,也为旅游业、商业贸易和文化交流铺平了道路。

在庆祝这一金禧之际,显而易见的是,马中两国的关系比以往任何时候都更加牢固。在过去五十年里所建立的相互尊重和信任的基础,将无疑深化发展两国在未来几十年的持续增长和繁荣。

