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First China Imam Fam Trip Visited Lexis Hibiscus Port Dickson

中国首个祈祷司考察团到访马来西亚大红花（丽昇精选酒店）



In a strategic move to tap into the flourishing Chinese Muslim tourist market, the Islamic Tourism Centre (ITC), in collaboration with the Malaysian Inbound Chinese Association (MICA), successfully organised their first Familiarisation Trip (Fam Trip) for 35 Imams from 14 provinces in China, which is expected to generate a turnover of RM28 million in tourism packages sale revenue.

The “China Imam Fam Trip: Discover Muslim-Friendly Malaysia” initiative aims to spotlight Malaysia’s diverse tourism offerings, including its array of Halal cuisines and its commitment to providing Muslim-friendly hospitality. Nizran Noordin, Director-General of ITC, shared that “The goal is to showcase Malaysia’s Muslim-friendly tourism offerings while allowing Imams to travel freely, safely, and enjoy Malaysia’s culture, food, mosque architecture, warm hospitality, and Muslim-friendly environment.”

The Fam Trip aimed to enrich Imams’ understanding of Malaysia as a welcoming destination with facilities and services tailored for Muslims. The Fam Trip, held from January 10 to 16, immersed Imams in Malaysia’s vibrant tourism attractions and rich cultural heritage. The itinerary included visits to Putrajaya, Kuala Lumpur, Bandar Melaka, Lexis Hibiscus Port Dickson, Seremban, Shah Alam, and Bentong, among other destinations.

为了更蓬勃的发展中国穆斯林游客市场，伊斯兰旅游中心（ITC）与马来西亚入境中国协会（MICA）合作，成功举办了中马两国的史上首个祈祷司考察团（熟悉之旅），共有35位来自中国14个省份的祈祷司参与。此策划一旦实行后预计将带来马币2.800万令吉的收入。

“中国祈祷司考察团：探索穆斯林友好的马来西亚”此策划旨在突显马来西亚许多引人入胜的旅游景点，各种本地清真美食以及最无懈可击的穆斯林友好待遇。ITC 总干事 Nizran Noordin 分享说：“我们的目标是展示马来西亚的穆斯林友好旅游产品，同时让祈祷司们能够更自由、毫无后顾之忧地尽情旅行，享受马来西亚的文化、美食、清真寺建筑、热情好客和最穆斯林友好的环境。”

该考察团之旅旨在增加祈祷司们对马来西亚作为一个欢迎穆斯林的目的地的理解，提供专门为穆斯林定制的设施和服务。这次考察团之旅于1月10日至16日期间举行，让祈祷司们有更充裕的时间去融入和沉浸在马来西亚的旅游景富有热带魅力的观光景点和扣人心弦的文化遗产中。行程包括参观布城、吉隆坡、马六甲市、芙蓉、莎阿南、文冬等目的地，当然也没有错过全东南亚最热门打卡景点之一的马来西亚大红花（丽昇精选酒店）。



Lexis Hotel Group Shines Bright with Asia Excellence Choice Award 2024

丽昇酒店集团荣获2024年亚洲卓越选择奖



丽昇酒店集团于2024年1月12日在印度尼西亚雅加达塔曼帕勒姆希尔顿花园酒店获得了亚洲奖媒体所颁发的2024年亚洲卓越选择奖之2024年亚洲卓越酒店与卓越服务奖。这备受瞩目的成就让丽昇酒店集团在新的一年里拔得头筹，旗开得胜，在成为亚洲酒店行业内的领头羊的路上不断取得新进展和突破。

2024年亚洲卓越酒店与卓越服务获奖者的崇高头衔不仅赞扬了丽昇酒店集团对卓越、创新和优质服务的坚定承诺，也直接认可了他们的专业团队成员所做出的所有努力，不断超越自我去为珍贵的宾客们打造难忘体验。

Lexis Hotel Group is thrilled to announce its recent achievement of the prestigious Asia Excellence Choice Award 2024, presented by Asia Award Media on January 12, 2024, at Hilton Garden Inn Taman Palem in Jakarta, Indonesia. This noteworthy accomplishment sets a positive tone as the Group enters the new year, propelling them to the forefront of excellence in the Asian hospitality scene.

The coveted title of Asia Excellence Hotel & Quality Service Winner Choice 2024 not only applauds the group's unwavering commitment to excellence, innovation, and superior service but also recognizes the outstanding efforts of their dedicated team members who consistently go above and beyond to curate memorable experiences for cherished guests.

Lexis Hotel Group Joined Annual Penang Roadshow to India 2024

丽昇酒店集团参与2024年度槟城印度路演



Lexis Hotel Group recently had the privilege of being chosen as one of the 50 featured businesses in the 7th Annual Penang Roadshow to India 2024, organized by the Penang Convention & Exhibition Bureau (PCEB) over four days. The roadshow commenced in Mumbai on January 15th, followed by New Delhi on January 17th, Chennai on January 19th, and Kochi on January 22nd. The primary objective was to facilitate connections between Penang and Malaysian sellers and more than 1000 qualified Indian buyers across various industry segments, encompassing business events, team building activities, leisure travel, weddings, and filming.

Each city's events commenced with a press conference, drawing the presence of over 100 members of the media to cover the entire proceedings. Subsequently, a productive business-to-business (B2B) session took place, providing a platform for meaningful interactions. The events concluded with a networking dinner, bringing together all the participants.

丽昇酒店集团最近荣幸成为第七届2024年度槟城印度路演的50家特选企业之一。此活动由槟城会展局（PCEB）主办，历时四天。路演始于1月15日在孟买，接着于1月17日在新德里，1月19日在金奈，最后于1月22日在科钦进行。活动旨在促进槟城和马来西亚卖家与超过1000名印度买家之间的联系，涵盖了商务活动、团队建设活动、休闲旅游、婚礼和拍摄等各行业领域。

每个城市的活动都以新闻发布会开始，并吸引了100多名媒体成员参与报道整个活动。然后进入企业对企业（B2B）交流环节，提供一个让企业者互相交流的平台。活动最终汇聚了所有参与者以一个联谊晚宴结束。



Lexis Hotel Group Forges New Frontiers in Indonesia through MTEX

丽昇酒店集团通过MTEX在印度尼西亚开辟新领域



Lexis Hotel Group recently seized the opportunity to participate in the Malaysia Travel Exchange (MTEX) Roadshow, venturing into the Indonesian market. Organized by the Malaysian Association of Tour and Travel Agents (MATTA) in collaboration with the Association of the Indonesian Tours and Travel Agencies (ASITA), the 5-day event unfolded in Surabaya and Medan.



Marking its debut in Surabaya, the roadshow attracted Indonesian buyers seeking attractive Malaysia tour packages. Lexis Hotel Group, renowned for its hospitality, leveraged the platform to engage with buyers and industry affiliates. This strategic move aimed not only to strengthen its Indonesian market presence but also to foster valuable relationships.

The collaboration between MATTA and ASITA provided a conducive environment for Lexis Hotel Group to showcase its offerings. Exclusive promotions and packages tailored to Indonesian preferences were unveiled, enhancing the group's appeal in the local market. Lexis Hotel Group's participation in the MTEX Roadshow reflects its commitment to proactive market expansion and exceptional hospitality.

丽昇酒店集团最近参与了马来西亚旅游交流展（MTEX）路演，进军印度尼西亚市场。该为期5天的活动由马来西亚旅游与旅行社协会（MATTA）与印度尼西亚旅行社协会（ASITA）联手举办，分别在泗水和棉兰展开。

在泗水首次亮相的马来西亚旅游交流展路演吸引了许多欲寻找最吸引人的马来西亚旅游配套的印尼买家。以其卓越的酒店服务而闻名的丽昇酒店集团充分的善用了此平台来与印尼买家和同业伙伴互动。这不仅加强其在印尼市场的地位，也增进了双方的合作关系。

MATTA与ASITA之间的合作为丽昇酒店集团提供了难得的商机，来为印尼游客们量身定制最符合他们需求的配套，并更有效的增强了在当地市场的吸引力。丽昇酒店集团参与了此趟路演也反映了其品牌对市场拓展的积极性和为宾客们提供最卓越服务的承诺。



Tourism Malaysia Kickstarts 2024 with A Series of Sales Missions in India

马来西亚旅游局以印度销售任务拉开了2024年的帷幕

Led by the Director of Tourism Malaysia, Chennai – Mr. Razaidi Abdul Rahim, Director of Tourism Malaysia, Mumbai – Ms. Noriah Jaafar, and Deputy Director of Tourism Malaysia, New Delhi – Mr. Akmal Aziz, Lexis Hotel Group is one of the 14 hotel and resort operators joining Tourism Malaysia in intensifying its promotional strategies towards Indian travellers through several tourism expos including the recent Outbound Travel Mart (OTM) held in Mumbai from 8th to 10th February 2024, and the upcoming South Asia Travel & Tourism Exchange (SATTE) in New Delhi, scheduled from 12th to 22nd February 2024.

Other than the OTM, Tourism Malaysia also successfully organized a Food and Culture promotional event in Mumbai from February 5th to 11th. Following the positive outcomes of this initiative, Tourism Malaysia then executed a sales mission across five key cities, commencing in Bangalore and moved through Chennai, Kolkata, Ahmedabad, and concluding in New Delhi, from February 12 to February 2024.

The primary objective of this mission was to promote the recently implemented visa policy, offering Indian citizens visa-free entry to Malaysia for stays of up to 30 days, effective from December 1st, 2023, to December 31st, 2024. This policy was officially announced by the Prime Minister of Malaysia, Dato' Sri Anwar Ibrahim.

在马来西亚旅游局（金奈分局）总监拉扎迪·阿卜杜勒·拉希姆先生、马来西亚旅游局（孟买分局）总监诺丽亚·贾法尔女士和马来西亚旅游局（新德里分局）副总监阿克马尔·阿齐兹先生（新德里分局）的率领下，丽昇酒店集团是有份参与并协助马来西亚旅游局推广印度市场的14家酒店度假村经营商之一。该局通过参与多个旅游博览会，包括最近于2024年2月8日至10日在孟买举办的境外旅行市场（OTM），以及即将于2024年2月12日至22日在新德里举行的南亚旅游与旅游交流展（SATTE），加强其在印度旅行者中的推广。

除了OTM之外，马来西亚旅游局还成功在2024年2月5日至11日在孟买举办了一场食品和文化促销活动。在此活动获得了积极的回响之后，马来西亚旅游局展开了一场销售任务，覆盖了班加罗尔、金奈、加尔各答、艾哈迈达巴德，并于2024年2月12日至2月底在新德里结束。

此次任务的主要目标是推广最近实施的免签证政策，该政策于2023年12月1日至2024年12月31日期间为印度公民提供30天内免签入境马来西亚的待遇。该政策由马来西亚总统安华·易卜拉欣先生正式宣布。



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万众期待的马来西亚大红花2.0（丽昇精选酒店）将拥有1710间客房，包括910栋豪华的水上别墅和800栋空中别墅。您可在酒店的多个餐饮门店尽情享受各种国际美食，或在酒店最先进的会议设施中举办绝对会让人印象深刻的活动。





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