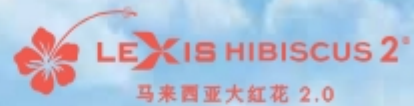


METROPOLIS NEWS

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大都会季刊
吉隆坡都市集团季刊



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Imperial Lexis Kuala Lumpur Captivates While Hosting Its First Major Event

吉隆坡帝国豪华酒店正式举办首个活动

Imperial Lexis Kuala Lumpur is thrilled to host its inaugural major corporate event, an exclusive gathering orchestrated by Amadeus Hospitality, held at the opulent Imperial Ballroom 1. This prestigious occasion marks a significant milestone for Imperial Lexis Kuala Lumpur, showcasing its readiness to host high-profile events in the heart of Kuala Lumpur. The luxurious ambiance served as the perfect backdrop for this gathering of great minds, exuding sophistication and grandeur. As 70 esteemed who's who from the hospitality industry filled the venue with energy and anticipation for the Hospitality Technology Workshop organized by Amadeus Hospitality.

For Imperial Lexis Kuala Lumpur, this event is not merely a testament to its exquisite facilities but also a testament to its commitment to fostering knowledge exchange and industry collaboration. Hosting such esteemed professionals underscores the hotel's dedication to becoming a hub for intellectual discourse and innovation within the hospitality sector. Besides engaging in insightful discussions within the gleaming confines of the exquisite ballroom, the participants also didn't miss the chance to explore the worldclass facilities and breathtaking skyline view awaiting the sophisticated guests of Imperial Lexis Kuala Lumpur.

吉隆坡帝国豪华酒店非常荣幸地举办了其首次大型企业活动，由艾玛迪斯精心策划并在豪华的帝皇宴会厅1举行。这一次的艾玛迪斯酒店技术研讨会将来自酒店行业的70位专业人士聚在一起互相交流，分享酒店管理最新科技与知识。这无疑是丽昇酒店品牌非常重要的一个里程碑，展示着吉隆坡帝国豪华酒店作为一个引领着吉隆坡大都市未来奢华体验的光辉起点。

此活动不仅突显酒店的顶级设施和接待能力，也证明了丽昇酒店集团非常致力于推动知识分享与文化交流，为专业人士提供最豪华舒适的交流平台与五星级住宿体验。参与此研讨会的嘉宾们也把握此机会亲自参观和体验吉隆坡帝国豪华酒店里最先进的设备设施，和让人叹为观止的天际线景观。



Lexis Hotel Group Delight Attendees at MATTA Fair 2024

丽昇酒店再次在马来西亚旅游展上成为万众瞩目

From March 22 to 24, 2024, the Malaysia International Trade & Exhibition Centre (MITEC) came alive with the vibrant presence of Lexis Hotel Group and other hotel and tourism industry players at the highly anticipated MATTA Fair Kuala Lumpur 2024. Amidst the buzz of holiday enthusiasts, Lexis Hotel Group offered an irresistible opportunity for attendees to indulge in luxury at exclusive rates.

Attendees were treated to the chance to purchase e-Room Vouchers for selected room categories at Lexis Hibiscus Port Dickson, Grand Lexis Port Dickson, Lexis Port Dickson, and Lexis Suites Penang, all at deeply discounted prices. This time around the e-Room Vouchers are inclusive of breakfast for two, adding an extra layer of indulgence to the experience. These vouchers, valid for an entire year from the date of purchase, ensured that attendees could plan their dream getaway with flexibility and ease. The response from the crowd was overwhelming, with Lexis Hotel Group's booth swarmed by eager holidaymakers eager to seize the opportunity for a much-needed escape.

马来西亚国际贸易展览中心在2024年3月22日至24日之间，显得格外热闹非凡。这无疑是丽昇酒店集团以及其他酒店和旅游业者们再次施展各自的魅力，在每年备受大众期待的马来西亚旅游展上再次大显身手，共同迎接来自全国各地的旅游爱好者们。丽昇酒店集团更是每年都会借此机会来回馈大家一路以来的支持，限时推出让人无法抗拒的客房优惠，让任何人都能够以最超值的价格来享受自己最喜爱的丽昇假期。

特地从难得的周末抽出时间到此旅游展一游的旅游爱好者们，都有机会以最实惠的价格购买马来西亚大红花（丽昇精选酒店），丽昇海上泳池酒店，丽昇海上度假酒店，以及檳城丽昇豪华酒店的精选客房优惠券。此次推出的电子客房优惠券更是包含两人份早餐，让人更为期待。这些优惠券自购买之日起有效期为一年，确保购买者能够更灵活地规划他们的旅程。今年大众们的反应也如往年一般热烈，丽昇酒店集团的销售展位被想抓住此难得机会的热情大众们围得水泄不通，再次证明了大众对丽昇酒店和度假村情有独钟。



Experience the Vibrant Malaysian Breakfast Culture

体验充满本地色彩的马来西亚早餐文化

Breakfast in Malaysia is truly a delightful experience on its own as we Malaysians believe that a wholesome and satisfying breakfast is how you kickstart a perfect day. It is also a chance for visitors to Embark on a culinary journey through the vibrant tapestry of Malaysian culture, where a delightful amalgamation of flavours represents the country's rich multicultural heritage. This is presented by Tourism Malaysia at the recent Malaysia Travel Escapade 2024 in Singapore, where visitors are treated to an array of iconic dishes, including the aromatic nasi lemak, the irresistible roti canai, and the renowned teh tarik, all available at a dedicated breakfast corner so that visitors can immerse themselves in the sights, aromas, and tastes of Malaysia's breakfast culture.

Taking pride in being a 100% homegrown hospitality brand, Lexis Hotels and resorts have always made it a point to ensure that all our guests have the chance to immerse themselves in this easily-overlooked part of Malaysia's culinary heritage during every stay. Our buffet breakfasts never fail to highlight the unique flavours and aromas of roti canai, nasi lemak and other iconic dishes.



在马来西亚吃早餐绝对是一个独一无二的愉快体验，因为马来西亚人相信早餐吃得开心满足能够开启完美的一天。这也是让游客们更容易的亲身体验到马来西亚的多元文化的绝佳机会，因为让人垂涎三尺的各种口味融合在一起就代表了个国家丰富的多元文化遗产。马来西亚旅游局最近在新加坡举办的马来西亚旅游冒险2024上更是将此文化特色大渲染，让游客

可以在专门的早餐角落品尝到一系列标志性大马早餐菜肴，包括芳香的椰浆饭，香味让人难以抗拒的印度煎饼和著名的拉茶，以最佳香味俱全的方式让游客沉浸在马来西亚早餐文化的香气和味道中。

作为一个100%的本土酒店品牌，丽昇酒店和度假村一直致力于确保我们所有的游客每次入住期间都能够有机会沉浸在这容易被忽视的马来西亚美食精髓中。在我们的自助早餐上您肯定会发现到香喷喷的椰浆饭，现场为你准备的印度煎饼和其他标志性的马来西亚早餐菜肴。

An Egg-citing Weekend for Young Guests at Lexis Hotels & Resorts

丽昇酒店为年幼宾客们带来缤纷彩蛋周末



Young guests at Lexis Suites Penang, Grand Lexis PD, and Lexis Hibiscus Port Dickson were in for egg-celent treats from March 29 to March 31, 2024 with an egg decorating activity. Geared towards children aged 5 to 12 years, this creative endeavour aimed to infuse the holiday spirit with artistic flair.

Children eagerly grabbed paintbrushes and dye, transforming plain eggs into vibrant masterpieces. The atmosphere buzzed with laughter and excitement as each young artist poured their imagination onto their chosen egg-shelled canvas. The children then proudly carried home the testament to their creativity and effort. Each participant was also rewarded with a delightful gift bag brimming with an assortment of sweets and candies, adding an extra sprinkle of sweetness to their Easter weekend.

2024年3月29日至31日，檳城丽昇豪华酒店、丽昇海上泳池酒店和马来西亚大红花（丽昇精选酒店）5至12岁的年幼宾客们有机会参与酒店为他们准备的绘制复活节彩蛋活动，能够更深一步了解节日精神之余又能够增加各自的艺术气息。

灵巧可爱的小手们拿起画笔和染料，把普通的鸡蛋变成了活力缤纷的艺术杰作。当每个年轻的艺术家将他们的想象力倾注在蛋壳上时，气氛中充满了童言童语及欢乐笑声。除了能够自豪地把他们创造力和努力创作的结果带回家之外，每位参与者还获得了一个装满各种糖果的礼品袋，为他们的复活节周末增添了额外的甜蜜。





Lexis Hotel Group Elevates Its Presence in North East China

丽昇酒店集团提升在中国东北区的影响力



In a strategic move to expand its footprint in the vibrant Chinese market, Lexis Hotel Group recently participated in a high-profile sales mission organized by Tourism Malaysia, in collaboration with state tourism bodies and the Malaysia Inbound Chinese Association (MICA). The mission, spanning from March 18th to 25th, targeted key second-tier cities in North East China. Representing Lexis Hotel Group was Mr. Amigo Law, Director of Sales – Travel Trade. With a wealth of experience and expertise in the hospitality sector, Mr. Law spearheaded the showcasing of Lexis Hotel Group's exceptional properties to the discerning attendees of the sales mission.

This concerted effort by Tourism Malaysia aims to bolster Malaysia's presence in China by delving into burgeoning secondary cities. The mission employed various engagement strategies, including business sessions, seminars, and networking opportunities. Of particular focus were promotional activities tailored to key leisure markets and niche segments, such as educational tourism, Muslim-friendly travel, and the esteemed Malaysia My Second Home program. By aligning with Tourism Malaysia's strategic vision and leveraging the platform provided by the sales mission, Lexis Hotel Group is poised to elevate its brand presence and capture the attention of Chinese travelers seeking unique and memorable hospitality experiences.

为了在充满活力的中国市场扩大足迹，丽昇酒店集团最近参与了由马来西亚旅游局组织备受瞩目的销售代表团，该代表团与马来西亚国家旅游机构和马来西亚入境华人协会合作。这次任务从3月18日持续到25日，目标是中国东北的主要二线城市。代表丽昇酒店集团的是旅游贸易销售总监刘志光先生。凭借在酒店业的丰富经验和专业知识，刘先生带领丽昇酒店集团精明的销售代表团展示其卓越的酒店。

马来西亚旅游局旨在通过深入研究新兴的二线城市，加强马来西亚在中国的影响力。代表团采用了各种策略，包括商务会议、研讨会和其它高效率的交流机会，针对主要休闲市场和细分市场量身定制促销活动如：教育旅游、穆斯林友好旅游和马来西亚第二家园计划。通过与马来西亚旅游局的战略愿景保持一致，并善用销售任务所提供的平台，丽昇酒店集团准备提升其品牌知名度，并吸引寻求独特和难忘酒店体验的中国游客。

Lexis Hotel Group Dazzles the Russian Market 丽昇酒店集团在俄罗斯市场大放异彩

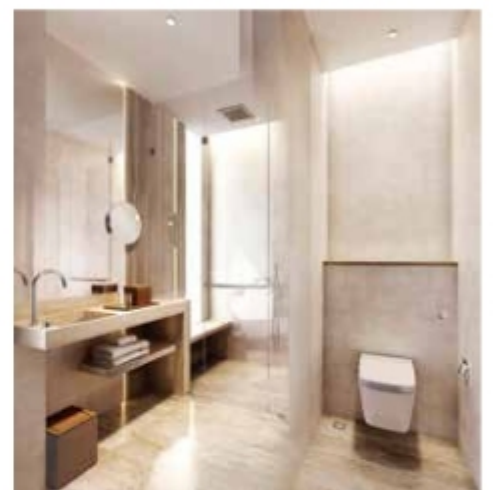


Represented by Mr. Steve Woon, Senior Vice President of Sales & Business Development, Tourism Malaysia and Lexis Hotel Group proudly stood alongside over 700 companies from 30 nations at the International Travel & Hospitality Show (MITT) 2024, hosted at Moscow's prestigious Crocus Expo Exhibition Centre from 19 to 21 March 2024.

Led by Mr. Iskandar Mirza Mohd Yusof, Senior Director of International Promotion at Tourism Malaysia, the Malaysian delegation showcased the nation's vibrant tourism landscape. This assembly comprised esteemed representatives from Lexis Hotel Group, tour operators and destination management companies (DMCs), each dedicated to spotlighting Malaysia's allure.

Reflecting on the event, Mr. Iskandar Mirza shared that MITT 2024 serves as a cornerstone for promoting Malaysia as a premier tourist destination in Russia. With inbound tourist arrivals from Russia projected to surge by 30% in 2024, Tourism Malaysia has executed a suite of targeted promotional strategies.





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