

# METROPOLIS NEWS

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大都会季刊  
吉隆坡都市集团季刊

**Skyline View from Imperial Lexis  
Aglow in a Starburst of Fireworks**

绚丽烟火点亮吉隆坡帝国豪华酒店的夜空

## Ctrip Stream Live from SkyDeck Imperial Lexis Kuala Lumpur

携程从吉隆坡帝国豪华酒店的空中观景台举办全球直播



Lexis Hotel Group recently had international travel giant Ctrip, travel platform, to host Ctrip's at the brand-new Imperial Lexis event was part of Ctrip's 919 where they partnered with over countries to offer exclusive encouraging off-peak travel.

With the breathtaking night view the Kuala Lumpur city skyline from Lexis as the backdrop, the showcased various tourism products to Ctrip's 400 million active users. Lexis Hotel Group became the highlight of the evening as the live stream host, Vice President of Ctrip Group, Miss Sunny 孙天旭, along with Lexis Hotel Group's Vice President (Marketing & Innovation), Miss Samantha Lee, gave the viewers a grand introduction of Imperial Lexis Kuala Lumpur as the Lexis brand's latest foray into 5-star urban luxury, while selling room vouchers to all Lexis hotels and resorts as well as giving out free stays and other freebies to reward and encourage more room bookings. All their efforts paid off as the live stream event managed to attract 11.27 million viewers who purchased a total of 3549 room vouchers.



the honour of collaborating with the world's largest Chinese online first-ever live stream in Malaysia Kuala Lumpur. This live stream Global Travel Bargain Festival, 200 brands from more than 20 discounts and promotions,

of the glistening Twin Towers and SkyDeck at Level 51 of Imperial four-hour-long live stream

丽昇酒店集团近日与全球领先的国际旅游巨头携程合作，在全新的吉隆坡帝国豪华酒店举办了携程在马来西亚的首次直播活动。此合作是携程919全球旅游折扣节的一部分，携程与来自20多个国家的200多个品牌合作，推出独家折扣和促销，鼓励淡季旅游。

此次长达四小时的全球直播以吉隆坡帝国豪华酒店51层空中观景台为背景，在璀璨的双子塔夜景和吉隆坡城市天际线的衬托下，向携程的4亿活跃用户展示了各种旅游产品。丽昇酒店集团成为当晚的焦点，携程集团副总裁孙天旭小姐和丽昇酒店集团副总裁（市场与创新）吕佩燕小姐，向观众们隆重介绍了吉隆坡帝国豪华酒店为丽昇酒店品牌正式进军五星级高端都市奢华酒店的最新力作。直播期间还直接线上销售了所有丽昇酒店及度假村的客房券，并赠送免费住宿和其他礼品，以奖励和鼓励大家不断订房。最终，此全球直播吸引了1127万观众，共售出3549张客房券，取得了非常显著的成绩。



## More Star-studded Affairs at Imperial Lexis Kuala Lumpur

### 吉隆坡帝国豪华酒店持续星光熠熠



Imperial Lexis Kuala Lumpur continues to be the preferred premier hotel of choice for celebrities seeking luxury, privacy, and convenience in the heart of the city.

From 15 to 19 August 2024, legendary Taiwanese rock band Wu Bai & China Blue chose Imperial Lexis Kuala Lumpur as their official accommodation of choice, in conjunction with their electrifying concerts in Kuala Lumpur on 17 and 18 August. On 9 September 2024, Malaysian songstress Aina Abdul hosted a press conference for her much-anticipated Imaji Tour at the Satellite Restaurant & Bar on level 53, where she dazzled everyone with her powerful vocal range and stage charisma.



Adding to the star-studded lineup, South Korean heartthrob Lee Joon-Gi stayed at the hotel as part of his "2024 Lee Joon Gi Asia Tour" on 24 September. Wrapping up the month, Indonesian singer and actor Afgan Rossa held a press conference on 30 September to announce his upcoming concert in Penang this December. Afgan also took the opportunity to experience SkyDeck for the first time.

吉隆坡帝国豪华酒店为追求极致奢华、隐私与便利的名人们提供顶级的住宿体验，继续成为许多高端客人的首选，迎来了多位备受瞩目的本地与国际巨星。



台湾知名摇滚乐队伍佰 & China Blue从8月15日至19日入住了吉隆坡帝国豪华酒店，更于8月17日和18日在吉隆坡举办了精彩绝伦的演唱会。马来西亚实力歌后艾娜·阿都（Aina Abdul）于9月9日在酒店53楼的卫星餐厅和酒吧举行了备受期待的“Imaji巡回演唱会”新闻发布会，更以她得天独厚的歌唱实力和舞台魅力，惊艳全场。

韩国人气男演员兼歌手李准基于9月24日入住酒店，作为他“2024李准基亚洲巡演”的一部分。9月的最后一天，印尼歌手兼演员Afgan Rossa于9月30日举行新闻发布会，宣布他将在今年12月于檳城举行的演唱会。

## Bunnahabhain Brings the Islay Experience to Imperial Lexis Kuala Lumpur

### 布纳哈本将艾雷岛风情带到吉隆坡帝国豪华酒店

Bunnahabhain, the distinguished Scottish whisky brand and distillery, held an exclusive media tasting session on 19 August 2024 to introduce its 2024 Fèis Ìle (The Islay Festival) releases at Imperial Lexis Kuala Lumpur's Satellite Restaurant & Bar. With its spectacular view of Malaysia's most iconic landmarks and refreshing breezes reminiscent of Islay's swift winds, veteran Distillery Manager Andrew Brown was right at home as he offered media attendees an intimate look — and taste — of Bunnahabhain's limited-edition releases, which included the 14-Year-Old Ruby Port Cask Finish and the 23-Year-Old Triple Wood Sherry Finish.

The media tasting, marking Andrew's first trip to Asia, was made possible by Single And Available Whisky. To commemorate the occasion, Andrew graciously presented Imperial Lexis Kuala Lumpur with a signed bottle of the Bunnahabhain 25-Year-Old as a thoughtful memento. Bunnahabhain whiskies are available for discerning guests to savour and enjoy at Satellite Restaurant & Bar.



苏格兰著名威士忌品牌和酒厂布纳哈本于2024年8月19日在吉隆坡帝国豪华酒店的卫星餐厅和酒吧举办了一场独家媒体品鉴会，推出其2024年艾雷岛嘉年华限量版威士忌。仿如身处阳光明媚的艾雷岛的湛蓝晴空下，并以壮观的马来西亚标志性景色为背景，资深酒厂经理Andrew Brown为在场媒体呈献了一场私密的限量酒款品鉴体验，展示了布纳哈本的限量版佳酿，包括14年红宝石波特桶陈酿和23年三木雪莉桶陈酿。

此次媒体品鉴会是Andrew首次来到亚洲，由Single And Available Whisky协办。为纪念这一盛事，Andrew更特别赠送了一瓶亲自签名的布纳哈本25年威士忌给吉隆坡帝国豪华酒店，作为一份别出心裁的纪念品。吉隆坡帝国豪华酒店尊贵的宾客们如今能够在卫星餐厅和酒吧品鉴与享用各种布纳哈本的威士忌。



## Lexis Suites Penang Joins Penang World Cleanup Day 2024

### 槟城丽昇豪华酒店参与2024槟城世界清洁日

Penang World Cleanup Day made a strong return on 24 August 2024, with over 10,000 participants gathering across 33 locations in Penang for a large-scale cleanup initiative. Lexis Suites Penang proudly collaborated with local schools for a beach cleanup project as part of this effort.

The passion and dedication of the students involved were truly inspiring, as they played an active role in protecting and preserving the island's beautiful natural environment. This collaboration underscores the significance of instilling environmental values in younger generations, which is crucial for ensuring the planet's future wellbeing.

Lexis Suites Penang extends heartfelt thanks to their dedicated team for helping make the event a success and to the students for their enthusiasm and commitment. This project not only highlights the importance of environmental stewardship but also sets the foundation for a more sustainable future. The team looks forward to continuing efforts that contribute to a cleaner, greener world for all.

槟城世界清洁日于2024年8月24日盛大回归，超过10,000名参与者在槟城33个地点共同开展了一场大规模的清洁行动。槟城丽昇豪华酒店自豪地与当地学校合作，参与了此次海滩清洁项目。

参与学生展现出的热情和奉献精神令人振奋，他们积极参与了保护和维护岛屿美丽自然环境的工作。此次合作强调了向年轻一代灌输环保价值观的重要性，这对地球的未来至关重要。

槟城丽昇豪华酒店对其团队的辛勤付出表示衷心的感谢，也为学生们的情感和投入感到非常欣慰。此项目不仅突显了环保责任的重要性，还为构建更可持续的未来奠定了基础。酒店团队期待为创建一个更加清洁、绿色的世界继续贡献力量。

## LEXIS HOTEL GROUP

### Lexis Returns to MATTA Fair 2024

#### 丽昇酒店集团重返2024年MATTA旅游展

Lexis Hotel Group is delighted to once again participate in MATTA Fair 2024, offering attendees an exclusive opportunity to embark on unforgettable vacations at exceptional savings. From 6 to 8 September 2024, visitors had the chance to explore an array of exciting offers and enjoy discounts of up to 28% on accommodations at Lexis Hotels and Resorts. Held at the Malaysia International Trade and Exhibition Centre (MITEC) in Kuala Lumpur, the event was the perfect occasion for fans of this homegrown hospitality brand to plan their next dream getaway.

Each room-with-breakfast voucher available for purchase at this year's MATTA Fair is valid for a one-night stay for two guests and can be used for any stay period within one year from the date of purchase. With a minimum spend of RM1000, visitors also stood a chance to win free stays at Imperial Lexis Kuala Lumpur.

"We are thrilled to be part of MATTA FAIR once again. This event serves as the ideal stage to highlight the very best of what Lexis has to offer, including our latest urban luxury hotel – the Imperial Lexis Kuala Lumpur," expressed Dato' Prof. Mandy Chew Siok Cheng, President, Lexis Hotel Group.



丽昇酒店集团今年再次参与了MATTA旅游展，为热爱旅游的民众们提供以超值价格享受难忘度假体验的机会。从2024年9月6日至8日，只要到MATTA旅游展丽昇酒店集团的展位就能够享受丽昇酒店集团旗下的酒店与度假村高达28%的住宿折扣优惠。此次的旅游展再次在吉隆坡的马来西亚国际贸易展览中心（MITEC）举行，绝对是丽昇酒店品牌的忠实粉丝们规划他们下一次梦想假期的理想时机。

在今年的MATTA旅游展上，每张附带早餐的客房券均可供两位宾客入住一晚，且有效期为自购买之日起一年内的任何入住日期。此外，凡现场消费满马币1000令还有机会赢取吉隆坡帝国豪华酒店的免费入住体验。

"我们感到非常荣幸能够再次参与MATTA旅游展与大家会面。我们希望能够借此机会让更多人认识丽昇酒店旗下的所有环境优美的酒店和度假村，尤其是我们最新的吉隆坡帝国豪华酒店。" 丽昇酒店集团总裁拿督周淑清荣誉教授表示。



Russian FAM trip



Kyrgyzstan FAM trip

Danish FAM trip

## Lexis Hotels Host Successful FAM Trips in September

### 丽昇酒店集团于九月份成功举办多场考察团

In September, Imperial Lexis Kuala Lumpur and Lexis Hibiscus Port Dickson conducted several FAM trips, hosting travel agents from around the world. These events were designed to generate more business and raise awareness of the unique offerings at both luxury properties. These FAM trips play a crucial role in strengthening relationships with international partners and positioning Lexis properties as top destinations for global travellers.

On 19-20 September, Lexis Hibiscus Port Dickson welcomed Russian travel agents from Fun & Sun. The guests enjoyed meals and a tour of the resort's rooms and facilities. Meanwhile, on 20 September, the Lexis Hotel Group sales team met with travel agents from Kyrgyzstan at Le Meridien Putrajaya to promote the group's properties.

That same day, Imperial Lexis Kuala Lumpur, in partnership with Tourism Malaysia, hosted a group of Kyrgyzstan travel agents, treating them to a hotel tour and dinner. On 23 September, Imperial Lexis Kuala Lumpur welcomed agents from Almaty, Kazakhstan, showcasing its luxury facilities, including the Sky Infinity Pool. Finally, on 26 September, Danish travel agents visited Imperial Lexis Kuala Lumpur, where they were treated to a full hotel inspection, dinner, and a tour of key facilities like SkyDeck, meeting spaces, and spacious suites.

吉隆坡帝国豪华酒店与马来西亚大红花（丽昇精选酒店）于九月份内携手迎接了多场国际旅行社考察团，以推广酒店的独特魅力并吸引更多国际旅游团。这有效加强了与国际旅行社的合作关系，也进一步确立了丽昇酒店集团作为享誉全球的顶级豪华住宿目的地的地位。

9月19日至20日，马来西亚大红花（丽昇精选酒店）接待了来自Fun & Sun旅行社的俄罗斯代理商。嘉宾们不仅享用了精致的餐饮，还参观了度假村的客房和各项设施。同样在9月20日，丽昇酒店集团销售团队在布城艾美酒店会见了来自吉尔吉斯斯坦的旅行社代表，全面推介丽昇酒店集团旗下的多家酒店。

同日，吉隆坡帝国豪华酒店与马来西亚旅游局携手，接待了来自吉尔吉斯斯坦的代理商，为他们安排了酒店参观和丰盛晚宴。9月23日，吉隆坡帝国豪华酒店接待了来自哈萨克斯坦阿拉木图的旅行社代表，重点展示了酒店的高端设施，包括空中无边际泳池。9月26日，丹麦旅行代理商也受邀来到吉隆坡帝国豪华酒店进行考察。酒店为他们精心安排了设施参观、晚宴招待，并重点展示了空中观景台、会议空间和豪华套房。

## Lexis Hotel Group Joins Tourism Malaysia Sales Mission to China 丽昇酒店集团参与马来西亚国家旅游局中国路演



Tourism Malaysia, in partnership with state tourism bodies and the Malaysia Inbound Chinese Association (MICA), conducted a second series of sales missions to southern and eastern China from 26 to

30 August, 2024. After the success of the first series and participation in ITB Shanghai, this mission aimed to strengthen tourism ties with key cities such as Shenzhen, Chongqing, Wuhan, and Nanjing.

Represented by its Director of Sales (Travel Trade) Mr. Amigo Law, Lexis Hotel Group was among the 78 participating organizations representing various industry players. This initiative provided Lexis Hotel Group an excellent platform to showcase its luxury hospitality offerings to the Chinese market, contributing to Malaysia's target of welcoming 5 million tourists from China in 2024.

As of June 2024, Malaysia has recorded a 190.8% increase in Chinese tourist arrivals, reaching 1,449,711 visitors compared to the previous year. With an ambitious goal of attracting 27.3 million international arrivals, Lexis Hotel Group's involvement underscores its commitment to boosting Malaysia's tourism industry.

2024年8月26日至30日，马来西亚旅游局与各州旅游机构及马来西亚入境中国协会（MICA）合作，开展了第二轮中国南部及东部的销售推广活动。在首轮推广及参与ITB上海展会取得成功，此次推广活动旨在加强与深圳、重庆、武汉及南京等重要城市的旅游联系。

在参与的78家旅游业组织中，丽昇酒店集团作为主要代表之一，由其旅游销售总监刘志光先生代表出席此次活动。此次推广为丽昇酒店集团提供了展示其豪华酒店服务的绝佳平台，进一步助力马来西亚吸引中国市场游客的目标。

截至2024年6月，马来西亚已接待了1,449,711名中国游客，与去年同期相比增长了190.8%。马来西亚今年的目标是吸引500万中国游客，并实现2730万国际游客的总目标。丽昇酒店集团的积极参与，彰显了其助力马来西亚旅游业发展的坚定承诺。





Progress updates 进度更新



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