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OUR BRANDS:



Lexis Hotel Group Rings in the Year of the Snake with Auspicious Lion Dance Performances 丽昇酒店集团以祥狮献瑞迎接蛇年

In a dazzling tribute to tradition and cultural diversity in Malaysia, Lexis Hotel Group ushered in the Lunar Calendar Year of the Snake with resplendent traditional lion dance performances across all its esteemed properties. Starting from the fourth day of the Lunar New Year, the vibrant spectacle unfolded at Imperial Lexis Kuala Lumpur, as well as at our beloved coastal sanctuaries—Lexis Hibiscus Port Dickson, Grand Lexis Port Dickson, Lexis Port Dickson, and Lexis Suites Penang—bringing boundless joy and auspicious blessings to cherished guests.

This year marked a historic milestone as the celebration was elevated to breathtaking new heights—welcoming the very first lion dance performance atop Imperial Lexis Kuala Lumpur, set against the mesmerizing Kuala Lumpur skyline. The rhythmic drumbeats resonated through the air, a resounding call for prosperity, harmony, and success in the year ahead. Lexis Hotel Group remains devoted to curating extraordinary experiences where treasured values meet the pinnacle of luxury and the very best of Malaysian hospitality.

在马来西亚多元文化的璀璨交融中，丽昇酒店集团以隆重盛大的传统舞狮表演迎接农历蛇年的到来，为旗下所有尊贵酒店注入满满的吉庆祥和。从正月初四开始，吉隆坡帝国豪华酒店率先上演一场震撼人心的舞狮盛典，同时，我们的海滨度假胜地——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槟城丽昇豪华酒店，亦热烈欢腾，以蓬勃生机和满满福运迎接四方宾客。

今年的庆祝活动更是写下辉煌新篇章，新开张的吉隆坡帝国豪华酒店首次在顶楼上演高空舞狮表演，气势磅礴的吉隆坡天际线成为这一巅峰时刻的壮丽背景。铿锵鼓点激荡云霄，舞狮翻腾间传递出繁荣昌盛、和谐美满的美好祝愿，迎接全新年辉煌腾飞的愿景。丽昇酒店集团始终秉持卓越服务理念，将珍贵的文化传统与极致奢华相融合，匠心打造非凡体验，呈献最纯正的五星级马来西亚式待客之道。



City Dwellers Celebrated Lunar New Year in Style at Imperial Lexis Kuala Lumpur

吉隆坡帝国豪华酒店盛大迎新春，奢华团圆贺岁

This Lunar New Year, **Imperial Lexis Kuala Lumpur** set the stage for a spectacular celebration, bringing families and friends together in the heart of the city. Standing tall at **53 storeys**, this five-star urban luxury accommodation welcomed guests to a season of indulgence with **lavish reunion buffet dinners, festive buffets, and the traditional tossing of yu sang**. The celebration was elevated with an **exclusive poon choi promotion**, masterfully curated by the hotel's talented culinary team.

As the sun set over the Kuala Lumpur skyline, revellers continued the festivities at **Satellite Restaurant & Bar**, where they toasted to new beginnings with the **Lunar Blossom**, a festive cocktail expertly crafted by Imperial Lexis Kuala Lumpur's brilliant mixologist. With breathtaking rooftop views and a vibrant atmosphere, it was the perfect way to welcome a prosperous year ahead.

Where every moment is a celebration, Imperial Lexis Kuala Lumpur truly redefines the art of festive luxury.

在这个喜气洋洋的农历新年，吉隆坡帝国豪华酒店为宾客精心打造了一场华丽非凡的节庆饗宴，让家人好友在城市心脏共度温馨团圆时光。这座屹立53层的五星级都会奢华酒店，以丰盛的团圆自助晚餐、精致的节日盛宴，以及寓意吉祥的捞生仪式，为宾客带来满满的福气与喜悦。特别推出的盆菜佳肴，由酒店星级厨师团队匠心烹制，每一口皆承载着团圆的味道与节日的温情。

当夜幕降临，璀璨的吉隆坡天际线映照着欢乐的庆祝氛围。宾客齐聚53层楼高的卫星餐厅和酒吧，品味酒店首席调酒师倾心调制的“Lunar Blossom”节日特调，以醇美风味举杯共迎新年的繁荣与幸福。沉浸在天台酒吧的迷人夜色与热闹气息中，这场盛宴无疑成为迎接新春的完美方式。

在吉隆坡帝国豪华酒店，每一个瞬间皆值得庆祝，奢华盛宴与欢聚时光交织，共同谱写美好新年的华丽篇章。



Star-Studded Affair at Imperial Lexis Kuala Lumpur

星光熠熠在吉隆坡帝国豪华酒店

Imperial Lexis Kuala Lumpur kicked off the year 2025 in grand style by welcoming legendary international superstar Maizie Williams, an original member of Boney M, who led an ensemble of performers to entertain audiences in Kuala Lumpur with timeless hits as part of the group's golden jubilee celebration. The legend received a warm welcome from Lexis Hotel Group's President, Dato' Prof. Mandy Chew Siok Cheng, and Senior Vice President (Corporate Services), Mr. Tiu Kwe Yee, as she checked in to Imperial Lexis Kuala Lumpur before lighting up Mega Star Arena KL with an unforgettable evening of disco magic.



January also witnessed the star power of TVB Jade, all the way from Hong Kong, as they stayed at Imperial Lexis Kuala Lumpur during their “Meet & Greet: Malaysia Stop,” right before the Lunar New Year. The Imperial Lexis Kuala Lumpur team gave the award-winning icons Joel Chan, Rosina Lam, and Shaun Tam the signature Lexis star treatment by welcoming them with bouquets of fresh flowers and a private tour of the hotel's main attractions. The highlight was the all-glass SkyDeck, offering the best unobstructed view of the KL skyline. Before 2025 began, Imperial Lexis Kuala Lumpur also welcomed the “King of Melodies,” Udit Narayan, who serenaded fans at Mega Star Arena KL on 28 December 2024. The legendary Bollywood singer was made to feel right at home, sharing precious moments with Lexis Hotel Group's President, Dato' Prof. Mandy Chew Siok Cheng, and Senior Vice President (Sales & Business Development), Mr. Steve Woon.

With such a glittering lineup of celebrity visits, Imperial Lexis Kuala Lumpur continues to shine as a preferred luxury destination, where every guest is treated like a star.



吉隆坡帝国豪华酒店华丽开启2025年，热情迎接传奇国际巨星Maizie Williams——Boney M的原始成员之一。她率领一众表演者，以不朽金曲点燃吉隆坡的夜晚，为Boney M的金禧庆典增添光彩。抵达酒店时，丽昇酒店集团总裁拿督周淑清荣誉教授和企业服务高级副总裁张溪育先生亲自迎接，让Maizie深刻感受到吉隆坡帝国豪华酒店的招牌热情待客之道。随后，她在Mega Star Arena KL献上了一场令人陶醉的迪斯科音乐盛宴。

一月期间，吉隆坡帝国豪华酒店也迎来了来自香港的TVB翡翠台明星阵容，他们在“TVB视帝视后见面会”之前下榻于此，为即将到来的农历新年增添喜庆气息。酒店团队以精心准备的鲜花热情迎接获奖演员陈山聪、林夏薇和谭俊彦，并为他们安排了一场专属酒店探索之旅，其中最令人惊叹的亮点便是全玻璃建



造的空中观景台，将吉隆坡天际线的壮丽景色尽收眼底。在2024年的岁末，吉隆坡帝国豪华酒店亦荣幸接待了被誉为“旋律之王”的印度宝莱坞传奇歌手Udit Narayan。2024年12月28日，他在Mega Star Arena KL为观众献上了一场震撼心灵的音乐盛宴，而在吉隆坡帝国豪华酒店的入住体验更是温馨备至。丽昇酒店集团总裁拿督周淑清荣誉教授和销售及市场营销高级副总裁云维洪先生亲切款待，让Udit Narayan在马来西亚之行中感受到宾至如归的温暖。

通过一系列星光熠熠的盛会，吉隆坡帝国豪华酒店再次印证了其作为都市度假瑰宝的卓越地位——在这里，每一位贵宾都能享受如明星般的礼遇。



Global Influencers Embrace the Luxuries of Lexis Hotels & Resorts

国际巨星与网红尽享丽昇酒店与度假村的奢华体验



@bossurmanka



@勾文龙



@goravskaya_

In November, Lexis Hotels & Resorts had the distinct pleasure of hosting a distinguished group of Key Opinion Leaders (KOLs) from Russia, as part of an exclusive FAM trip organized by Tourism Malaysia. From November 27 to 29, the influential figures—Margarita Inozemtseva, Kiso Olya, Ksenia Prokhorova, Goravskaya, and Oksana Buzaeva—whose combined social media reach exceeds 7.5 million followers, further strengthening Malaysia's appeal to Russian travelers. Earlier, in October, Lexis welcomed a prestigious group of Chinese KOLs—Gou Wenlong, Yan Miaojin, and Mu Yu—who explored the unparalleled offerings of Imperial Lexis Kuala Lumpur and Lexis Hibiscus Port Dickson. With a collective following of over 9 million on Weibo, their visit, in collaboration with Tourism Malaysia and Huawei, showcased Malaysia's world-class hospitality.

In mid-November, Indian actors Krishna Kaul and Aparna Mishra further elevated the experience at Lexis Hibiscus and Imperial Lexis Kuala Lumpur, capturing the essence of our luxury resorts through their engaging filming sessions and indulging in our exceptional recreational activities and culinary delights. While from 15 to 17 December, we welcomed Turkish actor and Instagram sensation Ali Burak Ceylan along with his 1.2 million Instagram followers who got a glimpse of what Imperial Lexis Kuala Lumpur has to offer.

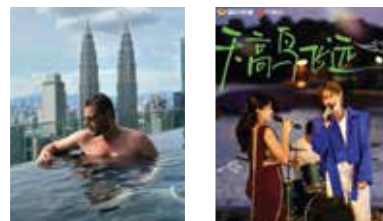
On 24 December 2024, Mango TV premiered its musical variety show "China-Malaysia Music Exchange- Sing Together" featuring Malaysian singer Meer Nash performing at Lexis Hibiscus Port Dickson.



@我的名字叫木鱼



@颜描锦



@aliburakceylan



@meemash



@kaul_me, @appy_77

11月，丽昇酒店集团旗下的马来西亚大红花（丽昇精选酒店）与吉隆坡帝国豪华酒店荣幸地迎接了一群来自俄罗斯的杰出意见领袖（KOL），他们受马来西亚旅游局邀请，参加了专属考察之旅。从11月27日至29日，Margarita Inozemtseva、Kiso Olya、Ksenia Prokhorova、Goravskaya 和 Oksana Buzaeva，这五位拥有超过750万粉丝的网红们，为吸引俄罗斯游客的兴趣增添了浓墨重彩的一笔。在10月，莱克斯迎来了一组来自中国的知名KOL—勾文龙、颜描锦和木鱼，他们探索了吉隆坡帝国豪华酒店与马来西亚大红花（丽昇精选酒店）的尊贵体验。三位KOL在微博上的粉丝总数超过900万，他们的到访，得到了马来西亚旅游局与华为的支持，进一步向世界展示了马来西亚的顶级待客之道。

此外，在11月中旬，印度演员Krishna Kaul 与 Aparna Mishra来到马来西亚大红花（丽昇精选酒店）与吉隆坡帝国豪华酒店，他们在此拍摄并享受度假村丰富的娱乐活动与美食，体验了无与伦比的奢华与放松。12月15日至17日，我们荣幸接待了来自土耳其的著名演员兼社交媒体大红人Ali Burak Ceylan。他的1.2百万Instagram粉丝也通过他所分享动态，全方位地预览了吉隆坡帝国豪华酒店的独特风采和精致服务。

此外，在温馨的圣诞前夕，2024年12月24日，芒果TV隆重首播了其音乐综艺节目《中马音乐汇-Sing Together》，该节目特别邀请了马来西亚歌手Meer Nash在马来西亚大红花（丽昇精选酒店），为全球观众带来一场音乐与文化交融的动人演出。

Spreading Joy This Chinese New Year with the Less Fortunate

欢庆佳节，传递温情——丽昇酒店集团新春慈善关怀活动



On 4 February 2025, the team from Lexis Hibiscus Port Dickson, Grand Lexis Port Dickson, and Lexis Port Dickson had the privilege of visiting Rumah Sejahtera Jimah in Lukut, Port Dickson. As part of Lexis Hotel Group's annual Corporate Social Responsibility initiative, they shared festive cheer with the senior residents by bringing ang pau packets, essential groceries, and a delicious lunch to celebrate the season of togetherness.

Meanwhile, on 10 February 2025, the team from Lexis Suites Penang visited Relau Rumah Charis Old Folks Home to surprise the elderly residents with a sumptuous lunch and donations of essential groceries and ang pau packets. The residents were also treated to a lively lineup of games, sing-along sessions, yee sang tossing, and a surprise appearance by the God of Fortune. It was a heartwarming experience to connect with the wonderful residents and spread joy in conjunction with Chinese New Year.

Moments like these remind us of the importance of giving back and making a meaningful impact in our community. Lexis Hotel Group remains committed to fostering kindness, compassion, and festive goodwill, creating unforgettable memories for those who need it most.

2025年2月4日，来自马来西亚大红花（丽昇精选酒店）、丽昇海上泳池酒店和丽昇海上度假酒店的团队成员齐聚波德申的宜康老人院，展开了一场满载温暖与关爱的拜访活动。作为丽昇酒店集团每年持续开展的企业社会责任项目的一部分，团队成员们为长者们送上了象征吉祥的红包、生活必需品和丰盛的午餐，在这团圆佳节之际共度温馨时光。

紧接着，2025年2月10日，檳城丽昇豪华酒店的团队前往檳城 湖内恩惠爱老院，为那里的长者们带来同样的佳节气氛。他们精心准备了一顿丰盛的午餐，并献上生活用品和红包。活动现场热闹非凡，老人们在游戏、合唱、热闹的捞生环节中笑声不断，惊喜现身的“财神爷”更是将欢乐推向高潮。这一刻，我们与长者们共同分享了新春的喜悦，也为他们的生活增添了温暖与希望。

丽昇酒店集团始终坚信，回馈社会不仅是企业的责任，更是一份真挚的承诺。通过这些爱心行动，我们希望将关怀与善意传递给更多需要帮助的人，让每一个人都能在节日的氛围中感受到温情与幸福。



Malaysia Unveils Visit Malaysia 2026 Campaign at Prestigious Travel Fair in India

马来西亚在印度旅游展会上隆重启动“2026大马旅游年”推广活动

Malaysia took center stage at a premier travel fair in New Delhi, launching an ambitious campaign to captivate more Indian travellers and boost tourist arrivals by at least 25 percent in 2025, surpassing the 1.13 million recorded this year. The official unveiling of the “Visit Malaysia Year 2026” (VM2026) campaign in India marks a pivotal moment in Malaysia's tourism journey, promising an array of unforgettable experiences for travellers from India and beyond.

As a key market, India remains at the forefront of Malaysia's tourism promotion strategy, with a bold vision to welcome 35.6 million foreign tourists in 2026, a significant leap from the projected 25.3 million arrivals in 2024. In addition to broad-based marketing initiatives, Malaysia is set to spotlight niche segments such as golf tourism, destination weddings, and the lucrative MICE (Meetings, Incentives, Conferences, and Exhibitions) sector, offering tailored experiences that showcase the country's rich cultural heritage, stunning landscapes, and world-class hospitality.

With this dynamic campaign, Malaysia reaffirms its commitment to strengthening tourism ties with India, inviting travellers to rediscover its tropical wonders, vibrant cities, and warm hospitality, all while creating memories that will last a lifetime.

马来西亚在印度新德里的一场豪华非凡的旅游展会上隆重揭晓“2026大马旅游年”推广活动，旨在吸引更多印度游客到访我国，希望能够在2025年将印度游客入境人数提升25%，以成功突破113万人。这一盛大仪式也代表着马来西亚旅游业发展开启新篇章的重要一刻，为来自印度及全球的游客带来更优质难忘的旅行体验。

印度一直是马来西亚旅游推广战略的核心市场之一。马来西亚计划在2026年迎接3560万名国际游客，比2024年的2530万人次有着非常显著的增长。除了广泛的市场推广，马来西亚还将重心放在比较高端的旅游市场，包括高尔夫假期、目的地婚礼以及MICE等细分领域，为游客打造更丰富多彩的沉浸式文化体验、得天独厚的自然风光以及无可媲美的招牌马来西亚待客之道。

通过此次推广活动，马来西亚进一步巩固与印度的旅游合作关系，诚邀印度游客前来探索这片热带天堂迷人得大自然、繁华都市和闻名全球的热情好客文化，共同缔造难以忘怀的美好回忆。



Lexis Hotel Group Captivates Indian Tourists at SATTE 2024

丽昇酒店集团在SATTE 2024吸引印度游客



Lexis Hotel Group proudly participated in the South Asia Travel & Tourism Exchange (SATTE) alongside Tourism Malaysia, one of India's largest tourism fairs in New Delhi. The three-day event, held from February 19 to 21, aimed to reinforce Malaysia's position as a preferred travel destination for Indian tourists.

With a strong focus on niche segments such as destination weddings and Meetings, Incentives, Conferences, and Exhibitions (MICE), Lexis Hotel Group's signature resorts and hotels continue to be a top choice for Indian travelers. Malaysia's appeal as a premier MICE destination was further validated by its recognition as the Best MICE Destination 2024 in the Indian market.

India remains a key market for Malaysia, driven by deep-rooted cultural connections and strong economic ties between the two nations. Currently, India ranks as Malaysia's sixth-largest source of international visitors, underscoring its significance in the country's tourism landscape.

丽昇酒店集团再度与马来西亚旅游局携手参加南亚旅游交易博览会（SATTE）印度最大旅游展之一，该展会在新德里举办。

此次为期三天的活动于2月19日至21日举行，旨在进一步巩固马来西亚作为印度游客首选旅游目的地地位。丽昇酒店继续专注于婚礼目的地及会议、奖励旅游、大会及展览（MICE）等细分市场，其标志性度假村和酒店持续受到印度游客的青睐。马来西亚作为卓越的MICE旅游胜地，在印度市场亦被评选为2024年最佳MICE目的地。

印度始终是马来西亚的重要市场，两国之间的深厚文化联系和紧密的经济关系进一步推动了旅游业的发展。目前，印度是马来西亚第六大国际游客来源国，凸显其在马来西亚旅游版图的重要性。

Malaysia's Tourism Industry Poised for Exceptional Growth in 2025

马来西亚旅游业蓄势待发，迎接2025年腾飞

Malaysia's tourism sector is set to experience remarkable growth in 2025, driven by strategic investments, improved global connectivity, and increasing international interest. According to the latest Travel and Tour World report, the Ministry of Tourism, Arts, and Culture (MOTAC) has played a pivotal role in this expansion by enhancing Malaysia's air connectivity and accessibility worldwide.

The strong performance of 2024 has laid a solid foundation for an even more successful year ahead. Malaysia has surpassed its tourism targets from India and experienced a robust resurgence in travel from China. Singapore remains our country's top source market, contributing 7.6 million visitors between January and October 2024. Indonesia follows closely with over 3.1 million arrivals, while Thailand (1.4 million) and Brunei (nearly 1 million, reflecting a 51% growth) continue to show promising trends.

India has been a standout market, recording a remarkable 72% year-on-year increase, bringing in over 961,000 visitors. Meanwhile, South Korea and Taiwan have also made substantial contributions, with 412,000 and 349,000 arrivals, respectively.

马来西亚旅游业正迎来蓬勃发展的新阶段，2025年有望成为创纪录的一年。这一增长动力来源于政府的战略投资、国际航线的扩展，以及全球游客对马来西亚日益浓厚的偏爱与兴趣。据最新Travel and Tour World报告，马来西亚旅游、艺术及文化部积极推动国际航空互联互通，大幅提升马来西亚的全球可达性，为旅游业发展注入强劲动力。

2024年的卓越表现也为2025年奠定了坚实基础。马来西亚已超额完成来自印度的游客目标，同时中国市场也呈现强劲复苏势头。新加坡仍然是马来西亚最大的旅客来源，2024年1月至10月共有760万人次入境。印度尼西亚紧随其后，游客量超过310万人，而泰国（140万人次）和文莱（近100万人次，增长51%）也展现出令人鼓舞的增长趋势。

其中，印度市场尤为亮眼，来马的印度游客激增72%，突破96.1万人次。而韩国与台湾市场同样表现不俗，分别贡献41.2万和34.9万名游客入境马来西亚。

