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Lexis Hotel Group Announces Partnership With BIG Loyalty



Kuala Lumpur, 26 June 2020 – Today, Lexis Hotel Group announced a strategic partnership with BIG Loyalty, a comprehensive lifestyle reward platform. The deal brings together two of the country’s biggest names in travel and hospitality, giving BIG Members access to rewards and benefits offered by the Lexis Hotel Group.

Through this partnership, BIG Loyalty members are able to enjoy loyalty points and discounts all-year round at one of Lexis Hotel Group’s resorts, Lexis Hibiscus Port Dickson. From 29 June until 15 July this year, BIG Members can earn 15x BIG Points for every RM1 spent on <https://reservations.travelclick.com/97389?RatePlanId=4638150> for a stay at Lexis Hibiscus Port Dickson from 1 July 2020 to 31 March 2021. They are also able to enjoy a 10% discount at the resort, on top of the BIG Points.

“We are excited to enter this partnership with BIG Loyalty. Allowing members to earn BIG Points and enjoy discounts is just the start”, said Mandy Chew Siok Cheng, President, Lexis Hotel Group. “We look forward to working with BIG Loyalty and finding even more ways to evolve the partnership, offering greater flexibility and more relevant ways to engage with their members when they’re traveling”.

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About Lexis Hotel Group

Lexis Hotel Group provides discerning leisure and business guests with practical and luxurious accommodations across various properties in Malaysia. It is steadfast in offering professional management services for hotels and resorts, and has successfully built a strong, profitable and visible premier niche brand in the hospitality industry especially in managing award-winning unique water chalets as well as pool villas. The brand currently manages four properties, namely Lexis, Grand Lexis and Lexis Hibiscus, all located in Port Dickson, as well as Lexis Suites Penang located in Penang, Malaysia. Future direction of the Group includes Imperial Lexis Kuala Lumpur, a five-star luxury hotel located in the vicinity of the prestigious KLCC enclave and Lexis Hibiscus 2, an upcoming luxury resort in Port Dickson.

<https://www.lexis.my>

About BIG Loyalty

BIG Loyalty was incorporated in December 2010 and is owned and operated by BIGLIFE Sdn Bhd (formerly known as BIG Loyalty Sdn Bhd) Company No. 201001040731 (924656-U), a subsidiary of RedBeat Ventures Sdn Bhd in collaboration with Aimia Inc. Started as an airline loyalty programme for AirAsia, today we have grown into a comprehensive lifestyle platform that goes beyond just flights, presenting a new, holistic way of rewarding loyal BIG Members with over 300 partners across lifestyle, travel and financial services categories.

BIG Loyalty is currently one of the largest loyalty programmes across Asia and beyond, where millions of BIG Members can enjoy the lowest AirAsia flight fares and exclusive offers from our wide range of partners. BIG Members can earn BIG Points from a great variety of brands; and use them to redeem AirAsia flights, pay for AirAsia bookings and redeem partners' deals for greater savings and rewards. Other members-exclusive privileges include 24-hour priority booking for all AirAsia sales and instant points conversion from bank or loyalty points to BIG Points and vice versa on BIG Xchange.

BIG Loyalty won the "Excellence in Management" award at the Loyalty Awards 2020, the only Asian company amongst other European winners. BIG Loyalty is the proud winner of the Loyalty Mega Awards 2019 and was named Best in eCommerce - P2P and Best in eCommerce (eRetailer) - Lifestyle & Travel at the Asia e-Commerce Awards 2019.

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