



## BEACH CARNIVAL

at Lexis Hibiscus Port Dickson



The Beach Carnival celebrated exuberantly with thrilling Fire Show Performance, energy band and guest DJ. The Hibiscus Walk was filled with colourful lights and live music performance by hotel in-house bands.

The resort organised a mini fun – fair games such as Beat the Buzzer, Wheel of Fortune, Ring Toss and Giant Bubbles for the guests. A total of 3,500 guest took part during the carnival. The maiden carnival will be an annual event as part of the hotel's initiative to entertain in-house guests.





## Lexis Hibiscus Port Dickson Bags Prestigious Award

### BestBrands in Hospitality - Premium Resort at The Brand Laureate BestBrands Awards 2017-2018

Lexis Hibiscus Port Dickson is the proud recipient of the Best Brands in Hospitality - Premium Resort award at The BrandLaureate BestBrands Awards 2017 - 2018. The award won under The BrandLaureate Signature Brands Award category is a testament to Lexis Hibiscus Port Dickson's strong brand identity and reputation locally as well as internationally, which was reflected in this year's award theme - Institutionalise Your Brand to Internationalise the Brand.

As part of the Lexis Hotel Group, Lexis Hibiscus Port Dickson rose above its competition to showcase impeccable standards in service and facilities, professionalism and true Malaysian hospitality.

According to Mandy Chew Siok Cheng, President of Lexis Hotel Group, the Lexis Hotel Group is proud of the Lexis Hibiscus Port Dickson team for adding another feather to their cap; for all the hard work and outstanding effort to showcase the brand to the world whilst making it profitable.

She added that building a strong and consistent brand culture is a challenge that the company took on wholeheartedly when it first opened in 2015 and it excelled in because the team believes in the brand what it stands for.





## Ramadan Cheers by Lexis Hotel Group

To commemorate the spirit of giving, Lexis Hotel Group hosted a charity breaking of fast dinner with 65 children under the care of Pertubuhan Asnaf Murni, Bandar Sri Sendayan and Pertubuhan Baitul Muhibbah, Seremban at Lexis Hibiscus Port Dickson.



The children were entertained with dance performances, a Sunset Cruise Ride, along with the surprise performance by songstress, Salmiah Hassan. Lexis Hotel Group, headed by its President Ms Mandy Chew, also handed out 'Duit Raya' along with hampers filled with festive goodies to each and every child, with the purpose of they may celebrate this festive season with hearts filled of joy and happiness.



## Ramadan Food Distribution (Community Engagement)

Lexis Hibiscus Port Dickson together with its sister properties, Grand Lexis Port Dickson and Lexis Port Dickson visited and distributed Buka Puasa delicacies to the Fire & Rescue Department and Police Department in Port Dickson.

The menu was specially selected and prepared by chefs from three resorts and packed by staff who volunteered for this project. We are proud to encourage our employees to participate in voluntary work through CSR activities especially during the month of Ramadan. Our activities further strengthen the values of Lexis Hotel Group as an organisation that cares for its community.



## Dual Blessing

Lexis Hibiscus Port Dickson recently sponsored the employee of Dual Blessing to conduct a Leadership Teambuilding Program for disabled individuals. Upon arrival they were entertained with a welcome dance performance by the Sport and Recreation team. The leadership training held at the meeting room of the hotel for two days. They were treated to a sumptuous meal.

We are proud to be part of helping the non-profit organisation to achieve their motto which is "to help people with disabilities go further in life by providing practical and vocational training and help them to achieve independency and a career for themselves".





## DISTRIBUTION OF 'BUBUR LAMBUK' TO THE PUBLIC



As part of the hotel's continuous effort to contribute back to the community, Lexis Suites Penang recently distributed 150 packets of 'Bubur Lambuk' each day to the public at Bazaar Ramadan Bayan Lepas, Bazaar Ramadan Balik Pulau and Bazaar Ramadan Teluk Kumbar on the 28th May 2018, 12th June 2018, 13th June 2018 respectively. Mr. Ben Ho, General Manager, fellow Heads of Department and Sport and Recreation team assisted in distributing the 'Bubur Lambuk' to the public. Those were joyful times indeed, seeing the public's happy faces receiving the 'Bubur Lambuk'.



## EMERGENCY RESPONSE TEAM(ERT) TRAINING



Lexis Suites Penang participated in the emergency response team(ERT) training held annually at Balai Bomba Dan Penyelamat Balik Pulau. The 3 days training is to ensure the hotel's ERT staff members had sufficient knowledge when it comes to fire safety escape and guide. General Manager, Mr. Ben Ho who is the chief of the hotel's ERT team attended the training as well.



## HOSTS THE SHOOTING OF MALAY TELE-MOVIE, 'LAKSA DI AMBANG WATI'



Lexis Suites Penang recently welcome and host the shooting of the Malay tele-movie, 'Laksa Di Ambang Wati'. It is scheduled to air during the primetime of the Hari Raya period at Astro Warna. Popular local celebrities and comedians such as Kumpulan Kiut & Eyya from Gegar Lawak, Vicha Sawho from Maharaja Lawak, Faroukh Hussain, Amyza Adnan and Izzue Islam were among the well-renowned names to grace the shooting. They filmed the movie within the vicinity of the hotel, heritage area of Georgetown and Balik Pulau.



## BRINGS FESTIVE RAMADAN CHEERS TO 25 UNPRIVILEGED ORPHANAGES

In conjunction with holy month celebration of the Ramadan season, Lexis Suites Penang brought cheers to the fellow residents of Pertubuhan Kebajikan Anak Kesayangan Pulau Pinang. The festive occasion witnessed the sport & recreation team playing fun games and activities with the unprivileged orphanages. A selected few of the orphanages also performed a few songs of Nasyid much to the delight of everyone. After the customary Maghrib prayers, the residents break fast to a sumptuous 'Iftar' feast. The home also received love gifts of daily essentials, stationaries and cash donation of RM4,080 which were presented by General Manager, Mr. Ben Ho and YB Azrul, ADUN Kawasan Bayan Lepas.





# GLOBAL TOURISM OUTLOOK AND TRENDS

According to UNWTO, international tourist arrivals are set to increase by an average of 43 million a year. Its Secretary-General Taleb Rifai explained that at the projected pace of growth, we will surpass the 1 billion mark by 2012, up from 940 million in 2010. By 2030, the number is anticipated to reach 1.8 billion, which means in two decades' time, 5 million people will cross international borders for leisure, business, or other purposes, such as visiting friends and family every day, besides four times as many tourists travelling domestically.

UNWTO's Tourism Towards 2030 reported the following projections for 2010-2030 international tourism flows:

## **Global growth in international tourist arrivals will continue, but at a more moderate pace**

The number of international tourist arrivals worldwide is forecast to increase by 3.3% a year, on average, in the period 2010-2030, compared to an average of 3.9% a year in the period 1995-2010.



Tourism has evolved into one of the most important economic sectors and social activities. Today, it contributes directly to 5% of the world's GDP, one in 12 jobs globally, and is a major export sector for many countries, both in the developing and developed world.

**International tourist arrivals will increase by 43 million a year on average between 2010 and 2030**

The projected rate of growth in the period 2010-2030 represents an increase of some 43 million international tourist arrivals a year on average, compared to an average increase of 28 million a year in the period 1995-2010.

**International tourist arrivals will reach 1.8 billion by 2030**

At the projected pace of growth, international tourist arrivals worldwide are expected to reach close to 1.4 billion by 2020, and 1.8 billion by 2030.

**Emerging economy destinations expected to surpass advanced economy destinations in international arrivals from 2015**

International arrivals in emerging economy destinations are expected to keep growing at double the pace (+4.4% a year) of advanced economy ones (+2.2% a year). In absolute terms, emerging economies will add on an average of 30 million arrivals a year, compared to 14 million by advanced economies. As a result, from 2015, emerging economies will receive more international tourist arrivals than advanced economies and will surpass 1 billion arrivals by 2030.





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