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HOSPITALITY brands are expanding with the sector thriving again after the Covid-19 pandemic.

Among those contributing towards this growth are hotel operator Lexis Hotel Group and its developer partner KL Metro Group which are notable players in the Malaysian hospitality market.

The company opened Imperial Lexis Kuala Lumpur early this year in a bid to stay competitive in the ever-evolving environment of new customer demands and travel trends.

The new property in the city centre boasts a gross development value (GDV) of RM720mil.

The company is also expanding its presence in Negri Sembilan with Lexis Hibiscus 2.

That project with an estimated GDV of RM1.6bil is next to Lexis Hibiscus in Port Dickson.

The hospitality and tourism sector remains an important aspect of the national economy.

It accounts for about 6% of gross domestic product, a figure which is expected to rise exponentially within the next two years with Visit Malaysia Year 2026 on the horizon and expected influx of foreign visitors.

Figures from the Statistics Department's Tourism Satellite Account 2023 show that the number of hotels increased to 5,204 last year, a 3% increase.

In terms of rooms, the figure rose by 3.4% to 337,780.

The figures will undoubtedly rise further as the year comes to a close.

Stamping its mark

Lexis Hotel Group manages five properties in Malaysia, including Grand Lexis and Lexis Hibiscus in Port Dickson. It has also established a presence in the north with Lexis Suites Penang.

With the opening of Lexis Port Dickson in 2006, the brand established a niche, especially in managing award-winning unique water chalets as well as pool villas.

Lexis Hotel Group president Datuk Prof Mandy Chew Siok Cheng says the company's strategy has always revolved around crafting unique experiences that resonate deeply with guests while celebrating Malaysia's vibrant culture and natural beauty.

"We are perhaps the only hotel and resort set-up that includes a private pool in each hotel room and suite," she explains.

"Additionally, our signature property Lexis Hibiscus Port Dickson, and Lexis Suites Penang,

Lexis Hotel Group redefines luxury



Nestled on Pasir Panjang Beach, Lexis Hibiscus Port Dickson forms the shape of Malaysia's national flower.

have steam rooms in every room and suite."

Chew explains that the company had from the start wanted to provide high-quality stays at competitive prices. "Over time, we've evolved into a brand that not only provides luxury accommodation but also curates holistic experiences that leave a lasting impression for our guests."

Redefining luxury

Its latest crown jewel, the 53-storey high Imperial Lexis Kuala Lumpur, is the only property in the city to boast a private pool in each of its 275 rooms and suites.

Its class-leading facilities include the Sky Infinity Pool and SkyDeck – a fully glass observa-

tion deck – on the 51st floor as well as a rooftop bar on the 53rd floor, providing stunning, unobstructed views of Kuala Lumpur's iconic skyline and its signature landmarks.

"As an independent brand, we are free to innovate and tailor our offerings to meet the nuanced expectations of both local and international travellers," stresses Chew. "We may be a local chain but we have made our name internationally."

"We have been able to attract over 10 million guests to our resorts from over 186 countries through our marketing efforts."

Chew adds that the group is proud to be a homegrown brand and remains committed towards showcasing the essence of Malaysian hospitality through

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personalised service. "We see ourselves as ambassadors for the country, contributing to the global recognition of Malaysia as a premier destination for luxury travel," she says. "We aim to set benchmarks for excellence in the sector, inspiring other local players to raise the bar alongside us."



Chew: We may be a local chain but we have made our name internationally. – Photos: Lexis Hotel Group

Bright future

Port Dickson continues to be a focal point for the group, especially as it was where Lexis established itself as a pioneer in over-water villa concepts in Malaysia. The continuous success of Lexis Hibiscus Port Dickson demonstrates the enduring appeal of this destination and it is something the company is keen to leverage on.

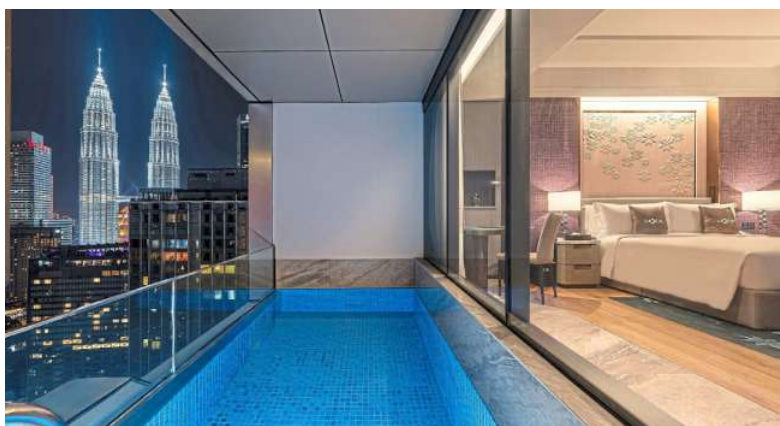
"Lexis Hibiscus 2 is our response to the growing demand for world-class accommodation in Port Dickson, offering enhanced facilities and experiences while preserving the charm that draws visitors to the area," elaborates Chew. "This expansion also underscores our commitment to strengthening Port Dickson's position as a premier leisure destination, both locally and internationally."

Lexis Hibiscus 2 will have 1,710 rooms, comprising 910 water homes and 800 sky pool suites over two high-rise blocks. The ambitious project is set to outshine its predecessor in both scale and grandeur, offering each unit a private pool.

Chew reveals that the development – a strategic joint venture between KL Metro Group and Menteri Besar Inc (the investment arm of the Negri Sembilan state government) – is scheduled for completion by mid-2029. The luxury resort will span an impressive 80 acres.

"We expect the resort to attract 1.1 million tourists annually, with about half from overseas," says Chew. "This will enhance Port Dickson's appeal as a premier destination for tourism, luxury vacations and MICE (Meetings, Incentives, Conventions and Exhibitions)."

This influx is projected to create 5,000 jobs during its development, construction and operational phases, providing a substantial economic boost to the local community," adds Chew.



Imperial Lexis Kuala Lumpur features 275 meticulously crafted serviced rooms and suites each graced with a private pool.



An artist's rendition of Lexis Hibiscus 2 Port Dickson, which is scheduled to open in 2029.