

A photograph of an outdoor dining area. In the foreground, a table is set with white linens, silverware, and glasses. A lounge chair with white cushions is visible on the left. In the background, there is a swimming pool and a blue patio umbrella. The scene is brightly lit, suggesting a sunny day.

# Operations Review - Hotel Business

## 業務回顧 - 酒店業務

Life is a feast.

You never know how it tastes unless  
you try it.

生命的深度，在於自我空間的探索。

今年，集團旗下的酒店業務完成了一系列策略性變動，進一步加強有關酒店的市場優勢及定位，以期能爭取最佳的業績。

本財政年度，位於新加坡聖淘沙島的百富酒店重新命名為The Sentosa Resort and Spa - A Beaufort Hotel。新命名意味著酒店的新定位，作為亞洲區內具代表性的渡假式酒店，亦更能配合新加坡政府銳意將該島發展成國際級的豪華消閒旅遊渡假勝地的長遠計劃。

是次重新定位的主要工程乃斥資坡幣一千五百萬元為此重點渡假式酒店作全面翻新。至於新開辦的豪華主題餐廳The Cliff已獲公認為新加坡最具時尚品味的餐廳之一。同時更增設水療按摩 - Spa Botanica。Spa Botanica是目前新加坡唯一的渡假式園林水療按摩中心，集團正計劃將此設計概念擴展至新的項目。



集團於曼谷備受歡迎的The Sukhothai酒店於今年完成池畔客房Terrace Wing的裝修工程，全新餐廳La Scala亦正式開張，為顧客提供新式的意大利菜。The Sukhothai憑著其頂尖設計及優質服務成為曼谷最優越的酒店，吸引不少追求生活品味的旅客到訪。

The Group's hotel business completed a number of strategic changes to give its properties a stronger positioning in the market and to enhance their performance in the future.



The Sentosa Resort and Spa, Singapore 新加坡The Sentosa Resort and Spa酒店

In the year under review, the Beaufort Hotel in Sentosa, Singapore, was rebranded *The Sentosa Resort and Spa - A Beaufort Hotel* to position it as one of Asia's leading resort hotels and to align with Singapore's long-term plan to make Sentosa a world-class luxury lifestyle destination.

An important part of the rebranding exercise was a S\$15 million upgrade to the resort. The resort opened a new signature restaurant The Cliff, which has been successfully positioned as one of Singapore's most fashionable gourmet restaurants. It also launched Spa Botanica as not only the first destination spa in Singapore but also a new concept "garden spa" - a concept which the group plans to expand to its other projects.

The Group's highly successful Bangkok project, The Sukhothai, completed an extensive renovation of its Terrace Wing of poolside rooms, and launched a new restaurant La Scala offering contemporary Italian cuisine. Together with its cutting edge design, The Sukhothai was reaffirmed as one of the best hotels in the world and as the premier hotel in Bangkok for stylish, trend setting travelers.



這些最新的發展動向加上創新的品牌策略及清晰的市場定位，使The Sukhothai躋身曼谷最佳酒店的三甲位置。

至於較長遠的發展計劃方面，集團早前投得一幅連接The Sukhothai的土地，現正進行規劃，以加強酒店的設施及擴展規模。土地平整及打樁工程已於二零零三年第一季開始。

對酒店業務而言，這也是極具挑戰性的一年。亞洲區內經濟持續疲弱，加上非典型肺炎的爆發，對區內旅遊業造成沈重的打擊。

面對種種挑戰，本年度The Sentosa Resort and Spa仍錄得營業增長，儘管整體表現較去年略為遜色，The Sukhothai仍能保持盈利。雖然非典型肺炎的爆發使兩所酒店的入住率明顯下跌，但相信疫症平息後，旅客的數量會於二零零三年第四季漸漸回升。

#### 亞太區投資

集團在曼谷Sathorn Road投資的豪華服務式住宅Siri Sathorn，在裝修工程完畢後已全面投入服務，整體經營溢利亦較去年上升。Siri Sathorn已成功定位為曼谷首屈一指的豪華服務式住宅。

新加坡方面，伊拉克戰事爆發前，中低價物業市場錄得強勁增長。但戰事帶來的不明朗因素令成交量急速下滑，高級住宅需求持續疲弱。鑑於市場氣氛不樂觀，那森路豪宅項目將繼續擱置。



年內，集團將其透過Alderney Investments Pte Ltd所持有的東京汐留B座項目的業權悉數出讓予一獨立機構，作價港幣二億八千零三十萬元。

These improvements, plus the revamp of its branding and a focused marketing strategy within the region, enabled The Sukhothai to be one of the top three performing hotels in Bangkok.

For the longer term, design development work continued on the site that was acquired behind The Sukhothai to further increase the facilities and profile of the property. Site clearance and piling works commenced in the first quarter of 2003.

This year has also been one of unprecedented challenges, amid a weak Asian economy and the impact of the SARS outbreak on travel and tourism in the region.



The Pavilion, The Sentosa Resort and Spa

In spite of these challenges, The Sentosa Resort and Spa has been able to report an increase in turnover for the year though the overall performance was slightly lower than the previous year, while The Sukhothai was able to maintain its operating profits. The SARS outbreak has caused a significant drop in the number

of visitors to both hotels but it is predicted that visitor numbers will increase again gradually in the fourth quarter of 2003.

#### Investment in the Asia Pacific Region

Following progressive handover of the on-going renovation work to the serviced apartments, the deluxe Siri Sathorn at Sathorn Road in Bangkok was able to record an increase in gross operating profits over the previous year. It is positioned as one of the leading deluxe serviced apartments in Bangkok.

The Singapore property market recorded strong sales growth mainly in the low to medium end of the property market until the start of the Iraq war. Due to the uncertainties arising from the war, take-up rate dropped dramatically and demand in the luxury end of the market remained weak. As a result, the construction and sales of the luxury Nassim Road development was deferred pending improvement in the market sentiment.

During the same period, the Group sold all its interest, held via Alderney Investments Pte Ltd, in Block B of Shiodome in Tokyo to an independent third party, for a total of HK\$280.3 million.