

Operations Review - Discovery Bay 業務回顧 — 愉景灣



Life is happiness in the air.

It's always the unnoticeable that touches our heart.

生活的喜悅不在於擁有，而在於真誠的分享。

儘管經濟持續不振，愉景灣第十二期 — 海澄湖畔二段仍能保持平穩的銷售情況，再次證明愉景灣對追求優質生活和居住環境的買家 — 不論是本地或外籍人士仍然具有莫大的吸引力，也是市場對愉景灣物業質素的一份肯定。海澄湖畔二段於二零零二年九月推出市場，截至年結日已售出二百五十八個單位，平均呎價遠超過港幣三千元，在當前疲弱不堪的市場情況下，成績令人刮目相看。目前集團正積極籌劃於二零零三年第三季推出海澄湖畔二段的預留單位。集團佔該發展項目百分之五十的權益。

年內，海澄湖畔一段和二段(第十一和十二期)共售出超過五百五十個單位，大部份已於二零零二年九月和今年三月移交予買家。

隨著海澄湖畔的落成，愉景灣的社區設施亦更加完善，其中包括一個佔地五十萬平方呎的中央公園，以期進一步提高愉景灣的生活質素。在各方面的配合之下，愉景灣內的教育設施將不斷加強，並有多所學校於二零零五年落成啟用，以應付區內對教育設施與日俱增的需求。

第十三期的地基工程已於今年二月竣工，上層結構工程則計劃於今年第三季度招標。同時，集團在第十三期的建築圖則內加入了備受市場愛戴的設計特色，如環保露台等設施。



愉景灣社區生活豐富多姿

Discovery Bay is rich in community activities

Despite the weak economy, the steady sales of Discovery Bay Phase 12, Siena Two, to locals and expatriates have underlined the unparalleled appeal of Discovery Bay to the cosmopolitan workforce



海澄湖畔示範單位 A Siena show flat

active in Hong Kong. Their uncompromising demands for high-quality residential housing and living environment are votes of confidence in Discovery Bay's aptitude in the market. Since its sales launch last September, 258 units had been sold by the end of March 2003 for well over HK\$3,000 per square foot, an envious price average

under the current market conditions. Plans are being actively drawn up with a view to marketing the reserved units of Siena Two in the third quarter of 2003. The Group has 50% interest in the whole Discovery Bay development.

Siena One and Two (Phases 11 and 12) units sold during the year exceeded 550 and nearly all of them were handed over to buyers in September 2002 and March 2003 respectively.

In line with the new development of Siena, more community facilities are on stream including the 500,000-square-foot Central Park that will enhance the Discovery Bay lifestyle further. More on-site educational facilities will also be added in 2005 in response to the increasing demand.

Foundation works of Phase 13 were completed in February 2003 and construction of the superstructure will be tendered in the third quarter of 2003. Building plans of Phase 13 have been modified to incorporate more popular features such as environmental balcony.

本年度對愉景灣而言可謂別具意義。今年一月，愉景灣榮獲由《2002香港環保企業獎》評審團頒發的《環保物業管理(私營房屋)金獎》；去年十月，海澄湖畔一段的宣傳活動更獲得二零零二年度香港管理專業協會及電視廣播有限公司頒發的「傑出市場策劃獎銅獎」及「優異電視推廣策略獎」。

去年中，集團在為世界自然基金會的保護海洋生物研發計劃籌款而舉辦的獎券義賣活動中，贏得《最高籌款企業獎》第三名。

The year under review was a remarkable one for Discovery Bay. In January 2003, it was awarded the Gold Green Property Management Award (Private Housing) by the judging panel of 2002 Hong Kong Eco-Business Awards. In October 2002, Siena One won the Bronze Prize for Marketing Excellence and Citation for Outstanding TV Campaign in the 2002 HKMA/TVB Awards for Marketing Excellence Competition.

In mid-2002, the Group won the Second Runner-up, Corporate Award: Most-Funds-Raised in the Raffle Ticket Sales Campaign 2002 of World Wide Fund for Nature Hong Kong in support of its marine conservation programs.



愉景灣高爾夫球會 A view of Discovery Bay Golf Club

《2002香港環保企業獎》評審團認為：「愉景灣的發展十分獨特，其社區揉合了不同國籍與文化…，愉景灣的優美環境令人留下深刻印象…。」

愉景灣的獨特之處不但在於其來自三十多個不同國家的外籍人士及本地居民組成的多元文化社區，更因為其所提供獨一無二的生活模式，令住戶在享受寧靜清幽，景緻怡人的自然環境之餘，更可兼享日常生活所需的舒適和便利。

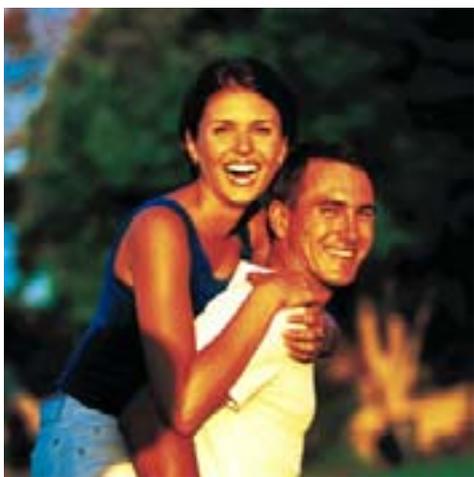
“Discovery Bay has been uniquely developed into a community with a blend of residents of different cultures...In general, DB has achieved very impressive environmental performance...” commented the judging panel of 2002 Hong Kong Eco-Business Awards.

With a residential community of equal mix of locals and expatriates from over 30 countries, Discovery Bay offers all the amenities and convenience of urban living amidst a tranquil, spacious and green environment.

本年度，集團將屬下的三個與交通服務相關的部門，即隧道、巴士及航運公司重組並合併為交通部，透過精簡管理進一步節省成本。此亦為集團全面檢討及重組營運部門的策略之一。

中環／愉景灣的渡輪碼頭已於二零零二年七月遷至三號碼頭，乘客可以利用從三號碼頭通往國際金融中心的全天候行人天橋，輕鬆往還中環心臟地帶。同時，碼頭的配套設施亦會隨著各項工程的落成而更臻完善。

另一方面，尖沙咀／中環航線服務的載客量於年內錄得百分之十二點四的跌幅。



為加強服務，二零零二年十月，愉景灣的對外巴士服務延長至二十四小時運作。年內，雖然對外巴士線的載客量錄得持續增長，但區內巴士的整體載客量則有所下降。同時，車隊亦引入了更多環保巴士。

此外，為了與乘客共渡時艱，年內集團旗下的渡輪和巴士服務均為乘客提供暫時性的特別票價優惠，以期能紓緩乘客的經濟負擔。

愉景灣高爾夫球會於本年度之表現理想，營業額再創新高。會所內之高爾夫球場於上年度之全面翻新工程完成後，成功吸引更多會員到訪，使用率也大幅攀升。

This year, three transportation operations - namely tunnel, bus and ferry - were restructured to come under the Transportation Division. This was part of the Group's efforts to streamline its operations to save cost.

In July 2002, the Central landing point of the Discovery Bay/Central ferry route was moved to Pier 3. An all-weather permanent footbridge from Pier 3 to International Finance Centre offers a convenient access to the heart of Central. More facilities are under preparation for the pier.



Meanwhile, the Tsim Sha Tsui/Central ferry service reported a 12.4 per cent decrease in patronage.

In October 2002, external bus service was extended to 24 hours. Patronage of the external bus service continued to increase though a drop was recorded for its internal sector during the year. More coaches of environment-friendly design were added to the bus fleet.

To help relieve passengers' financial burden in the wake of the economic environment, discounted fares were offered to ferry and external bus passengers on a temporary basis during the year.

Year 2002/2003 was rewarding for Discovery Bay Golf Club, during which its turnover was at a record high. As a result of the extensive golf course renovation program completed the previous year, more visits were recorded and an increase in usage was seen for the year.

愉景灣康樂會和愉景灣遊艇會的表現則保持穩定。位於二白灣的新住客會所的建築工程進展理想，並計劃於二零零四年初開幕，為住客提供全新的保齡球場、室內恆溫泳池等多項設施。遊艇會碇泊位及通道的首期翻新工程已於今年初完工，整項工程可望於今年底全面竣工。

為進一步提高客戶服務及管理效率，會所正籌備於年底前採用一套專為會所而設的嶄新資訊科技管理系統。

Performance of Discovery Bay Residents Club and Discovery Bay Marina Club remained stable. Construction of the new residents club in Yi Pak is moving ahead steadily. When it opens in early 2004, there will be more service and facilities including an all-weather indoor pool and bowling alleys. Phase one of the replacement works of finger piers and walkway at Marina Club, was completed early 2003 and the entire project is expected to complete by the end of 2003.

As part of the ongoing efforts to enhance service, a new IT system tailored for the club operations will be launched by the end of 2003.



愉景灣海澄湖畔 Siena, Discovery Bay