

業務回顧－愉景灣

Operations Review – Discovery Bay



愉景灣海澄湖畔 Siena, Discovery Bay

## 愉景灣 Discovery Bay

隨著市場氣氛逐漸改善，本集團佔百分之五十權益的愉景灣發展項目，銷售成績明顯向好。愉景灣第十二期海澄湖畔於回顧期間的銷售情況，不論在數量及售價上均令人滿意。截至二零零四年三月底為止，已售出超過五百個單位。當中花園別墅及低座洋房最受買家歡迎，平均每平方呎樓面價分別為港幣五千四百五十二元及港幣三千二百零五元。理想的銷售情況顯示愉景灣對追求恬靜生活及高質素居住環境之本地及外籍人士均具有莫大的吸引力。集團準備於二零零四／二零零五年度推出海澄湖畔二期的餘下單位。



愉景灣海澄湖畔住客會所 Club Siena, Discovery Bay

至於愉景灣的其他新項目亦進行得如火如荼。第十三期的地基工程已經竣工，總樓面面積達五十六萬平方呎的上層結構工程亦於二零零四年五月展開。第十三期的建築將揉合園林設計、環保露台及空中花園等獨特設計元素。

為進一步緊貼目標顧客對生活方式之獨特訴求，集團將繼續提升發展項目之設施及服務質素。為配合愉景灣的最新發展及人口增長，本年度集團於海澄湖畔加入各項全新的消閒設施，其中包括佔地四萬八千方呎的渡假酒店式會所——海澄湖畔住客會所。

此外，集團為秉承多年來的服務承諾，致力提高愉景灣之生活質素及其國際化社區之特色，於二零零三年推出「愉景灣優質生活概念」，務求令愉景灣居民的生活更豐富多姿。為配合此計劃，位於愉景廣場的「愉景雅集」亦應運而生，並於二零零三年九月投入服務，為居民提供一系列服務，包括協辦文娛康樂活動。

Amid improving market sentiment, sales figures for project in Discovery Bay, in which the Group holds a 50 per cent interest, showed significant growth. Sales during the financial year of Discovery Bay Phase 12, Siena Two were satisfactory, both in volume and price.

More than 500 units had been sold before the end of March 2004. Among these units, garden houses and low-rise units were particularly popular, and sold at an average price of HK\$5,452 per square foot (G.F.A.) and HK\$3,205 per square foot (G.F.A.) respectively. These figures again demonstrate Discovery Bay's strong ability to appeal to both local people and expatriates by virtue of its tranquility and reputation for housing of high quality. Plans are in hand to market the remaining units of Siena Two in the 2004/2005 financial year.

New developments are also in the pipeline. The foundation works for Phase 13 were completed, and construction of the superstructure with a gross floor area of 560,000 square feet commenced in May 2004. The design of Phase 13 has incorporated attractive landscaping and environmentally-friendly features such as balconies and sky gardens.

The Group continued to enhance the development to align it further with the distinctive demographic features, lifestyles and aspirations of the target market. In line with the new developments in Discovery Bay and the growing population, new leisure facilities were added during the year, including Club Siena, an elegant 48,000 square feet resort sanctuary.

The Group also maintained its commitment to enhancing the quality of life in Discovery Bay and its cosmopolitan character. During the year, a Discovery Bay lifestyle promotion campaign was launched for the well-being of residents. The Discovery Bay Activities Centre was opened in September 2003, offering a series of services including recreational and cultural programmes.



愉景灣康樂會室外游泳池  
Outdoor swimming pool of Discovery Bay Residents Club



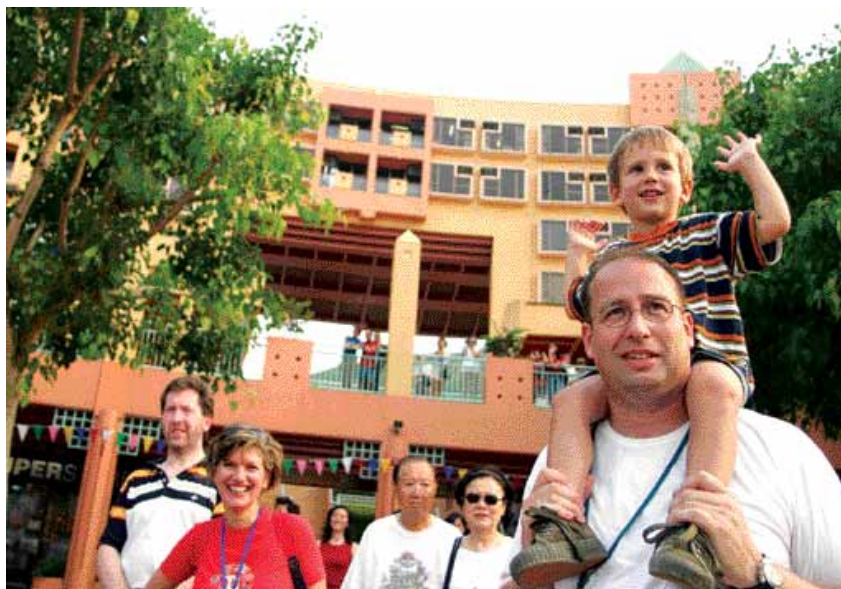
愉景灣內經常舉辦不同類型的社區活動  
Discovery Bay offers a wide range of community activities

## 愉景灣 Discovery Bay

交通方面，渡輪服務依然是區內主要的交通工具。至於愉景灣隧道，其使用率自二千年通車至今一直平穩增長。於回顧期間，由愉景灣往機場以及東涌之區外居民專車服務亦有所增長。

鑑於隧道通車後，居民使用交通工具的習慣出現結構性轉變，由集團營運的愉景灣交通服務亦因應作出重整。新的渡輪及專車時間表於二零零四年四月開始實施，在降低營運成本之餘，亦致力保持優質的服務水準。為確保渡輪服務穩定可靠，位於青衣之維修中心亦於年內啟用，提供更完善的渡輪維修及保養服務。

至於愉景灣內的各項會所設施亦保持良好表現。其中愉景灣高爾夫球會於二零零三年邁進二十週年，年內營業額更創高峰。更值得一提的是，該會所於非典型肺炎肆虐期間使用率依然有所增長，再次印證愉景灣作為一個「世外桃源」式的項目的特殊地位。而愉景灣遊艇會及愉景灣康樂會的表現則保持平穩。



愉景灣的愉景廣場是居民閒暇集中地 DB Plaza in Discovery Bay - the place to get together

reducing costs while maintaining service standards. To ensure continued reliability of the ferry service, during the year, a new facility at Tsing Yi, the DB Maintenance Centre, was completed to provide improved ship repair and maintenance services to the ferry fleet.

The club facilities in Discovery Bay continued to perform well. The Discovery Bay Golf Club celebrated its 20th anniversary in 2003, achieving record high turnover for the year. It is noteworthy that even during the SARS epidemic, the Club managed to increase its usage, underlining Discovery Bay's position as a refuge from the city. The Discovery Bay Marina Club and Discovery Bay Residents Club recorded stable performance.

While the ferry remains the popular means of transport, the Discovery Bay Tunnel, which opened in 2000, has recorded a steady increase in traffic flow. During the 2003/2004 financial year, patronage of external coach services from Discovery Bay to the airport and Tung Chung continued to increase.

In view of the structural changes in travel patterns, the transportation services operated by the Group at Discovery Bay were reorganised. In April 2004, new ferry and coach schedules were introduced,



愉景灣跳蚤市場 Flea Market in Discovery Bay



愉景灣海藍居 La Serene, Discovery Bay

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海澄湖畔住客會所於二零零三年底落成後，於二零零四年第二季正式啟用。其富藝術感之建築及別具特色的休憩設施再次展現愉景灣的獨特氣息。會所啟用後深受居民歡迎，成為集團的重要資產。

為配合大嶼山的長遠發展策略，多項大規模旅遊及經濟基建等工程亦正在進行，其中包括香港迪士尼樂園、亞洲國際展覽館、東涌吊車系統、增值物流園，以及被列為長遠規劃的港珠澳大橋。此外，為連接香港迪士尼樂園而興建的新地鐵站將可大幅改善北大嶼山之交通網絡。這幾方面的重要發展將為本港帶來不少商機，愉景灣因其地理上之優勢亦必可受惠。為充份發揮這些發展潛力，集團將繼續與居民保持密切溝通，提供最切合居民要求的服務，建立更理想的居住環境。



愉景灣高爾夫球會 Discovery Bay Golf Club

Club Siena was completed at the end of 2003 and officially opened in the second quarter of 2004. The stylish architectural design and facilities once again reflect Discovery Bay's unique character. The Club has been well received by residents and will add value to the Group's assets.

Extensive tourism and economic infrastructure projects are currently under construction on Lantau Island - the Hong Kong Disneyland, Asia World-Expo, the Tung Chung Cable Car, Value-added Logistics Park, and in the longer term, the bridge linking Hong Kong with Zhuhai and Macau. In addition, a new MTR station at Sunny Bay for the Hong Kong Disneyland will further improve transportation in northern Lantau. These dynamics will create numerous investment opportunities and Discovery Bay is uniquely positioned to take advantage of it. To maximise this potential, we will continue to communicate closely with residents so that we can anticipate their changing needs, and continue to offer a unique environment that matches their expectations.

