



業務回顧－酒店業務

Operations Review – Hospitality



The Cliff, The Sentosa Resort and Spa - A Beaufort Hotel

酒店業務 Hospitality

於二零零三／二零零四年度的上半年，由於受到中東戰事及非典型肺炎事件的影響，亞太區以至全球的旅客量、酒店入住率和消費額均大幅減少，對旅遊業造成前所未有的衝擊。幸好市場於下半年的復甦較預期中強勁。

集團旗下兩間酒店於去年在營業額及盈利貢獻方面均有所增長。酒店房租恢復到原有的水平；位於曼谷的The Sukhothai酒店繼續名列表現最佳酒店的首三位，而The Sentosa Resort and Spa則因回報率明顯增長而進一步提高其於新加坡的領導地位。隨著房間入住率的改善，餐飲服務之收益亦相應增長。

儘管面對市場不明朗因素及新酒店的競爭，飲譽同儕的The Sukhothai酒店依然享有崇高的地位，備受追求生活品味的旅客所歡迎。除了於年前重新裝修的池畔客房Terrace Wing和新揭幕的La Scala餐廳令該酒店的服務更加完善之外，集團一直以來專注於目標顧客的銷售策略、致力提供更多具有特色的設備和服務，並不斷為酒店注入創新的元素，務求將之發展成為旅遊熱點等，亦是此酒店賴以成功的重要原因。



游泳池 Swimming Pool, The Sentosa Resort and Spa



La Scala, The Sukhothai Hotel

Turnover and contribution from the Group's two hotels increased over the previous year. Room yields recovered from the SARS period with The Sukhothai maintaining its position as one of the top three performers in the Bangkok market; and The Sentosa Resort and Spa achieving substantial yield growth, enabling it to reach a higher competitive position in the Singapore market. Food and beverage spending at both hotels rose in line with the improvement in occupancy.

Despite adverse market conditions and newly opened competing hotels, the Group's highly successful, The Sukhothai, was nonetheless able to consolidate its position as the premier hotel for discerning travellers to Bangkok. This was the result of the previous year's Terrace Wing renovations and the launch of the La Scala restaurant, backed by a continued commitment to focused marketing and increased leisure segment amenities and offerings, as the hotel and its neighbourhood develop as destinations in their own right.



花園迷宮 Labyrinth, Spa Botanica

The Group's hotels faced an extremely challenging business environment in the first half of the 2003/2004 financial year on account of the war in the Middle East and the SARS outbreak, which brought an unprecedented decline in regional and global travel volume, tourism trade, and hotel occupancies and spending. Fortunately, the market rebounded more strongly than expected in the second half of the year.

Turnover and contribution from the Group's two hotels

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The Sentosa Resort and Spa 於去年重新命名及全面翻新，再加上新餐廳The Cliff及渡假式園林水療按摩中心Spa Botanica相繼投入服務，並獲得空前成功，進一步加強了該酒店作為新加坡的首選商務及消閒熱點的地位，且將繼續受惠於Sentosa Development Corporation及其他私人發展商將來於聖淘沙島之長遠發展規劃。

Spa Botanica雖然在非典型肺炎爆發期間開業，其全年之業績表現仍然出色。鑑於相類之服務在新加坡市場競爭較小，Spa Botanica將有助進一步鞏固The Sentosa Resort and Spa 的市場領導地位，加強其優質品牌的價值。

集團於年內繼續榮獲多個區域性及國際性獎項，再度肯定其實力及質素。The Sukhothai酒店獲Conde Nast 2003年讀者旅遊大獎評為「最佳海外消閒酒店」亞洲區的第八位及「最佳海外商務酒店」的第十位；更被Business Asia 雜誌評為「泰國最佳商務酒店」。至於The Sentosa Resort and Spa的主題餐廳The Cliff 則獲Wine & Dine 2004最佳餐廳指南選為「最佳氣氛(西式)餐廳」；更被知名的二零零四年度世界美食最高榮譽獎評定為「本年度最佳新餐廳」。Spa Botanica 亦於新加坡第十八屆旅遊大獎中獲頒「最佳水療按摩」獎。



The Cliff 榮獲2004年度世界美食最高榮譽獎評為「本年度最佳新餐廳」
The Cliff was awarded "New Restaurant of the Year", World Gourmet Summit Awards of Excellence 2004

The previous year's rebranding and substantial upgrade of The Sentosa Resort and Spa, including the launch of The Cliff restaurant and the creation of the Spa Botanica garden spa, proved successful. The resort continues to solidify its position as the premier off-site meeting and leisure destination in Singapore, which will

enable it to take advantage of the substantial planned developments on Sentosa Island by the Sentosa Development Corporation and other private developers.

Although opened in the midst of the SARS outbreak, Spa Botanica achieved impressive results during its first full year of operations. With limited competition in its category in Singapore, it will continue to strengthen The Sentosa Resort and Spa's market position and become an established and valuable brand in its own right.

The Group's hospitality business continued to win regional and international acclaims, attesting to the strength of management. The Sukhothai was ranked the 8th in Asia for Overseas Leisure Hotels and the 10th for Overseas Business Hotels in the Conde Nast

2003 Readers' Travel Awards. The Sukhothai was also recognised as the best business hotel in Thailand by Business Asia Magazine. The Sentosa Resort and Spa's new signature restaurant, The Cliff, was awarded Best Ambience (Western) in Wine & Dine's Top Restaurants 2004 Guide and praised as the "New Restaurant of the Year" in the prestigious World Gourmet Summit Awards of Excellence 2004. Spa Botanica received the "Best Spa Experience" at the 18th Tourism Awards in Singapore.



Spa Botanica, The Sentosa Resort and Spa

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展望將來，集團將繼續為The Sukhothai及The Sentosa Resort and Spa 進行翻新及擬定發展計劃，確保兩間酒店不論在亞太區及國際上均可繼續保持其優越地位，並加強其對集團的盈利貢獻。

集團現正研究如何善用位於The Sukhothai後方的地段，以增設一系列的新設施，令該酒店更臻完善，並充份運用該酒店之品牌優勢，拓展設施及服務，使酒店業務能於中期為集團帶來更大的收入基礎。

至於The Sentosa Resort and Spa之酒店房間於二零零四年開始分階段進行翻新工程，以進一步強化及鞏固其於市場上之領導優勢。Spa Botanica將利用年內獲得的專業管理經驗，繼續尋求發展機會。

集團位於泰國曼谷的豪華服務式住宅Siri Sathorn於去年完成全面翻新後，營業額及盈利貢獻均錄得增長。Siri Sathorn於來年的業績表現將保持樂觀，集團將為此豪華服務式住宅物色更多策略性之發展機會。

集團對來年發展仍然樂觀，同時密切注視全球多項不穩定因素對旅遊及酒店業基調之影響。未來數年，集團預期酒店業務所帶來之收益將保持增長。酒店業務將繼續為集團之核心業務，尤其在物業發展方面提供協同及增值作用，並善用集團於酒店業的專業管理經驗，審視新的商機或擴展相關業務。

The Group is continuing with renovation programs and development initiatives at both hotels on a prudent and focused basis to ensure they continue to grow in regional and international stature and increase its contribution to the Group.

At The Sukhothai, the Group increased its commitment in the development site behind the hotel so that a more integrated program of facilities can be developed. We will draw on the strength of The Sukhothai brand to offer more facilities to the market and provide for expansion of the existing facilities, in order to enlarge its contribution base to the Group over the medium term.

A phased room renovation program will begin later in 2004 at The Sentosa Resort and Spa in order to strengthen and solidify its position in the market. Spa Botanica will build on management expertise developed during the year and continue to evaluate management opportunities outside the Group.



游泳池 Swimming Pool, Spa Botanica

Following the completion of refurbishment in the previous year, the Group's deluxe Siri Sathorn serviced residence in Bangkok was able to achieve positive growth in turnover and contribution during the year. Performance is expected to remain positive in the 2004/2005 financial year, while we will continue to monitor strategic opportunities for the residence.

Overall, the outlook for the coming year is positive and the contribution from the hospitality business is expected to increase. Nonetheless, the Group will continue to monitor travel and tourism trade fundamentals amidst continuing uncertainty globally. The Group will also ensure that hospitality provides synergy and value to the Group's core property development business, and evaluate opportunities to leverage management expertise developed and expand the hospitality business itself.



The Pavilion, The Sentosa Resort and Spa