



Mr. Quyang Guoliang, *Chairman*

歐陽國樑先生，主席

I would like to present the audited consolidated final results of Zhu Kuan Development Company Limited (the "Company") and its subsidiaries (the "Group") for the year ended 30 April 2001.

The consolidated turnover of the Group and profit attributable to shareholders were approximately HK\$300,835,000 and HK\$37,436,000 respectively, representing a rise of approximately 28.6% and 451% compared with the previous year.

### **BUSINESS REVIEW**

During the year under review, China's economy grew at a constant pace, while its peripheral economy was picking up, providing a favourable market environment for the Group to further its business development and operating results. Leveraging on its sound business foundation, the Group has successfully strengthened its operation management and cost control during the past year. With its enhanced operating efficiency, the Group managed to deliver better performance as compared with last year.

本人謹此提呈珠光發展有限公司(「本公司」)及其附屬公司(「本集團」)截至二零零一年四月三十日止年度經審核綜合全年業績。

本集團之綜合營業額及股東應佔溢利分別約為港幣300,835,000元及港幣37,436,000元，較去年分別上升約28.6%及451%。

### **業務回顧**

在回顧年度，中國國民經濟持續穩定的發展以及週邊經濟的逐漸復甦，為本集團的業務發展和經營業績營造了有利的市場環境。本集團憑著穩健的業務基礎，在過去一年內強化營運管理和成本管理，努力提升業務經營質素，業務成績的表現均較去年為佳。

# Passenger

# Transportation

# & Hotel

# Businesses



# Chairman's Statement

(continued)

## 1. Hotel Business

As economies of other countries were gradually improving, purchasing power of visitors from various segments was growing as well. Therefore, a growth of more than 30% was recorded in the turnover of the Zhuhai Holiday Resort Hotel (the "Hotel") business as compared with last year. In particular, the turnover from travel agencies business organised by Zhuhai Holiday Resort Hotel Co., Ltd. recorded a substantial increase after the management stepped up its efforts in promotion and attracting new customers. Due to its resumption of service after completion of the renovation and expansion project in early last year, the Hotel has become better positioned in the market and more competitive than other hotels in Zhuhai. Facilities such as an outdoor swimming pool and a multi-purpose convention hall further highlight the Hotel's feature as an ideal place for business and relaxation alike. Indeed, the Hotel's outstanding image has helped make it even more attractive. Meanwhile, the management has also made great efforts in cost control and adjusted its room rates in an appropriate manner in its bid to achieve better results. As a result, though lots of large scale and premium hotels were established in Zhuhai recently, we could still enjoy an edge in such keen competition and attract many multinational enterprises or large scale mainland enterprises to hold business conventions and banquets in the Hotel. During the year under review, the Hotel ranked the first, in terms of occupancy rate and business turnover, among four-star or above hotels in Zhuhai.

## 2. Passenger Transportation Business

The Group's acquisition of 90% interests in Zhuhai Jiuzhou Port Passenger Traffic Service Co., Ltd. and 49% interests in Zhuhai High-Speed Passenger Ferry Co., Ltd. were completed at the end of April 2000. The former is principally engaged in the provision of port facilities and ticketing services in Zhuhai while the latter is principally engaged in the provision of passenger ferry services running between Zhuhai and Hong Kong, and Zhuhai and Shekou. Both companies have delivered substantial cash flow and profit contributions to the Group since the beginning of the year under review, which help further improve its profitability, enhance the Group's travel related services and fortify a steady development of the Group.

# 主席報告書

(續)

## 1. 酒店業務

隨著外圍經濟環境逐步改善，各階層的旅客的消費力正逐步回升。因此，其間珠海度假村酒店（「本酒店」）營業收入比去年有超過30%之增長，尤其於珠海度假村酒店有限公司統辦旅行社業務方面，在管理層努力開拓客源及擴大宣傳下，更錄得大幅增長。由於早前之裝修及擴建工程已於去年初全面完成並投入使用，大大增強了本酒店在同行業中的競爭力。其園林式游泳池及可容納千人的多功能宴會廳等建設，更加突顯本酒店作為休閒及商務並駕齊驅的特點，這一與眾不同的形象，為本酒店增加了不少新賣點。與此同時，管理層亦積極控制成本，適度提高房價，爭取佳績。因此，雖然有不少大型且不乏實力的酒店在下半年逐漸進入珠海旅遊市場，我們在競爭中仍能守著主動地位，吸引了不少跨國企業或在國內大型企業在本酒店舉行商務會議及宴會。在回顧年度，本酒店在珠海市四星級或以上酒店的住房率及營業收入更位列榜首。

## 2. 客運

本集團於二零零零年四月底完成收購並取得珠海九洲港客運服務有限公司之90%權益及珠海高速客輪有限公司之49%權益。前者主要提供珠海以內的港口設施及訂票服務，後者則主要從事珠海與香港及珠海與蛇口之間之客運渡輪航線服務。兩者於本回顧年度始，為本集團利潤帶來豐厚的現金量及經營溢利，進一步提高盈利水平，使本集團的旅遊配套服務更趨完善，為企業未來穩定發展更仍鞏固。



# New Yuanming Palace

New Yuanming

## Chairman's Statement

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## 主席報告書

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### 3. New Yuanming Palace and Fantasy Water World

During the year under review, the number of visitors to The New Yuanming Palace ("NYMP") totalled about 870,000, a drop of approximately 3% as compared with last year. Average visitor spending on food and drink, as well as amusement facilities also dropped as compared with last year. This was mainly due to the undesirable weather and the loss of appeal of NYMP to the average visitor. The average ticket price also fell approximately 8.5% due to the fact that more discount tickets were offered to attract more tourist groups to NYMP. In contrast, growth of approximately 50% was recorded for Fantasy Water World as the operation period this year was two months longer than that of last year and it rolled out a number of high quality new items, like gliding rope, which have been well-received by the visitors. In order to enhance the appeal of these two attractions, the management is planning to organize large-scale performances in NYMP. "The Qing Dynasty" is scheduled to be performed on the National Day in 2001, and a grand new item "Chinese Herbs Treasure Valley", an all-in-one entertainment facility satisfying visitors' need for health care, sports, entertainment and leisure, will be introduced in Fantasy Water World. Construction of "Chinese Herbs Treasure Valley" is expected to be completed and start operation by the end of 2001. This new facility will help boost the performance of Fantasy Water World, which otherwise has to suspend its operation in the winter. The management has been steadfast in stepping up its efforts on business research to innovate more new item. It has also adopted flexible ticket selling strategies with an aim to attract visitors from all market segments.

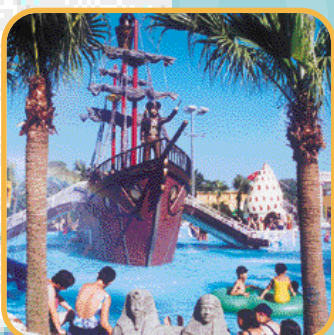
### 3. 圓明新園及夢幻水城

於回顧年度，圓明新園的入場人數為約87萬人次，較去年減少約3%，而遊客平均在餐飲及娛樂設施的消費亦較往年下降。這主要是由於圓明新園此景點吸引力對一般旅客開始遞減及天氣不景影響。平均門票價格亦比去年同期下跌約8.5%，這主要是為了提供較多折扣票，以吸引更多團體旅客入園。相反，在夢幻水城方面，則取得超過50%增長。這主要是今年的營業期間比往年多兩個月及夢幻水城不斷推出高水平的新玩意／項目，如溜索，突出了遊客的參與性，受到廣泛歡迎。為了加強上述兩個景區的吸引力，管理層將計劃在圓明新園籌備大型表演節目——大清王朝，預計在2001年國慶節前上演；而在夢幻水城內，亦將增設一大型項目「中藥谷」，此為一集保健、康樂及休閒於一體之老少咸宜綜合性娛樂設施。預計將在2001年底前落成開業，以彌補水城在冬季不能營業之不足。而管理層亦不斷加強企業發展研究，重點搞好市場創新，並採取靈活銷售策略，以其吸引更多層面的遊客。





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# Chairman's Statement

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# 主席報告書

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## PROSPECTS

With the completion of several new hotels in the second half of 2001, there will be a substantial increase in room supply, leading to a decrease in the Group's market share in the hotel industry in Zhuhai. In response to it, the management will always keep a clear mind to face the challenges. The Group will strengthen its staff training to continue to improve the quality of its services. And at the same time the Group will step up its sales promotion and widen the customer base. As for the tourist attractions business, the Group will continue to exercise stringent control over costs and expenses, streamline its structure and improve the features and facilities of the attractions. In this connection, "The Qing Dynasty" and "Chinese Herbs Treasure Valley" will be introduced in the fourth quarter of 2001 to strengthen the attractions' competitiveness with the aim of attracting more visitors. Passenger transportation business are likely to continue their steady development and bring in stable revenue for the Group. It is expected that economy in the People's Republic of China, other than Hong Kong and Macau (the "PRC") will keep up its momentum and its tourism industry will flourish prosperously. What is more, China's imminent entry into the World Trade Organisation is poised to give a further boost to the mainland's commercial sector and tourism industry. In conclusion, the board of directors believes that the above factors will provide considerable business opportunities for the Group's tourism business.

By Order of the Board

**Ouyang Guoliang**

*Chairman*

Hong Kong

28 August 2001

## 展望

由於有不少新酒店將於2001年下半年相繼落成，房間之供應量將會大幅增加，使本集團在珠海之酒店市場佔有率將會有所下調。故管理層將時刻保持清醒頭腦以面對挑戰。本集團將一方面大力加強員工培訓以不斷提昇服務質素，而另一方面將加強營銷宣傳，開拓不同層面的客源。在旅遊景點方面，本集團將保持嚴謹控制成本及支出和實行精簡政策，且將繼續豐富景區內容及設施。如在二零零一年第四季將推出之大清皇朝劇目及中藥谷，以加強景點競爭力，吸引更多遊客入場觀賞玩樂。客運業務亦會平穩發展，為本集團帶來穩定的收益。展望來年中華人民共和國(不包括香港及澳門)「中國」經濟環境將持續穩定增長，旅遊業將蓬勃發展，並隨著中國加入世界貿易組織在即，商務及旅遊活動頻仍，董事局相信，上述因素將為本集團的旅遊業提供不少商機。

承董事會命

**歐陽國樑**

*主席*

香港

二零零一年八月二十八日