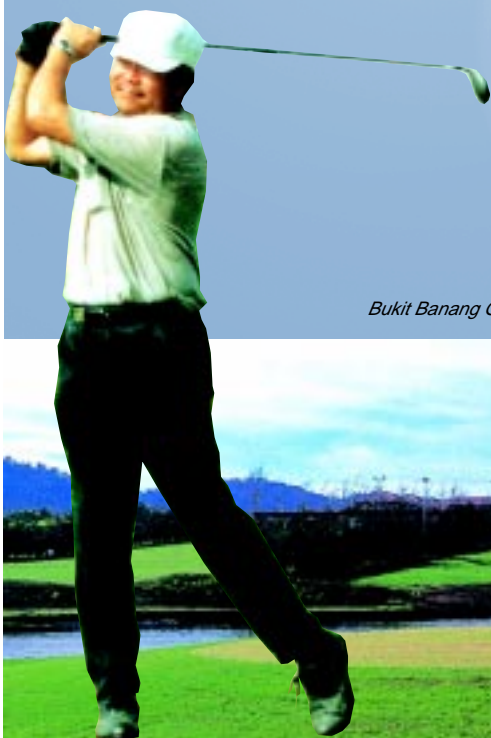




Berjaya Redang Beach Resort, Malaysia

review of operations
**hotels, resorts
& recreation
development**

*ulasan operasi
hotel, resort &
pembangunan
rekreasi*



Bukit Banang Golf & Country Club, Malaysia



review of operations

HOTELS AND RESORTS DEVELOPMENT

The tourism industry was affected during the year under review due to a few unfortunate events that had taken place in the world. The most adverse event was the tragic September 11 incident in the USA ("911"), which caused the global hotels and resorts industry occupancy rate to drop by some 30%.

Despite the drop in the industry's average occupancy rate of 30%, the Group's Hotels and Resorts division worldwide has managed to perform above the industry's average with only a slight decrease of 2.6% in occupancy rate compared to the previous year. This commendable achievement was mainly due to the shift in geographic market mix, where the slow down in the Europe segment was compensated by a strong increase in the local and South East Asia markets, particularly the Singapore market. This was further strengthened by value added holiday packages marketed during the year under review, namely, "Value Packages", "Air Inclusive Packages" and "Friends and Family" to name a few. These packages were promoted for the local hotels and resorts and were very well received. It brought in RM7.0 million revenue compared to RM 5.9 million in the previous financial year, an increase of 19%.

Despite the slow down in the hotels and resorts industry, The Hotels and Resorts division completed its refurbishment plan for Berjaya Langkawi Beach Resort. The development of additional rooms for both Berjaya Langkawi Beach Resort and Berjaya Redang Beach Resort are underway and are scheduled to be completed by year 2003. Berjaya Redang Beach Resort will also be serviced by Berjaya Air upon the completion of the air-strip in Redang Island by the end of year 2002. The completion of the air-strip and additional rooms in Redang augurs well for our resorts as we would expect to see higher occupancy rates and revenue improvement.

VACATION TIMESHARE

For the financial year under review, Berjaya Vacation Club Berhad ("BVC") recorded a decrease in revenue from RM40.83 million in the previous year to RM36.59 million. This was mainly due to the slower than expected economic condition, aggravated further by the 911 event in the USA. Profit before tax recorded was also lower from RM5.07 million to RM3.77 million.

During the year under review, BVC had established tie-up arrangements with 16 hotel and resort operators in various locations to provide more choices of vacation



Berjaya Langkawi Beach & Spa Resort, Malaysia - Executive Suites

ulasan operasi

PEMBANGUNAN HOTEL DAN RESORT

Dalam tahun di bawah kajian, industri pelancongan terjejas oleh beberapa peristiwa malang yang berlaku di dunia. Peristiwa paling buruk ialah kejadian tragik 11 September di Amerika Syarikat ("911"), yang menyebabkan kadar penghunian industri hotel dan resort sedunia jatuh sebanyak lebih kurang 30%.



*Berjaya Tioman Beach Resort, Malaysia
- Pandangan dari kolam renang*

Walaupun dengan kejatuhan purata kadar penghunian industri sebanyak 30%, bahagian Hotel dan Resort Kumpulan di seluruh dunia berjaya mencapai prestasi yang melebihi kadar purata industri, dengan hanya susutan kecil kadar penghunian sebanyak 2.6% berbanding tahun sebelumnya. Pencapaian yang membanggakan ini berpunca terutamanya daripada perubahan campuran pasaran geografi, di mana kelembapan segmen Eropah telah diimbangi oleh peningkatan kukuh pasaran tempatan dan Asia Tenggara, terutamanya pasaran Singapura. Ini diperkukuhkan lagi oleh pakej-pakej pelancongan tambah nilai yang dipasarkan dalam tahun di bawah kajian, antaranya, "Value Packages", "Air Inclusive Packages" dan "Friends and Family". Pakej-pakej ini dipromosikan di hotel dan resort tempatan, dan disambut baik. Lanya mencatatkan perolehan sebanyak RM7.0 juta berbanding RM5.9 juta pada tahun kewangan sebelumnya, iaitu kenaikan sebanyak 19%.

Meskipun dengan kelembapan industri hotel dan resort, bahagian Hotel dan Resort menyempurnakan rancangan pengubahsuaian bagi Berjaya Langkawi Beach Resort. Pembinaan bilik-bilik tambahan bagi Berjaya Langkawi Beach Resort dan juga Berjaya Redang Beach Resort sedang dalam pelaksanaan dan dijangka siap menjelang tahun 2003. Berjaya Redang Beach Resort juga akan menikmati perkhidmatan Berjaya Air dengan siapnya pembinaan lapangan terbang kecil di Pulau Redang menjelang akhir tahun 2002. Penyempurnaan lapangan terbang kecil dan bilik-bilik tambahan di Redang merupakan petanda baik bagi resort-resort kami kerana kami menjangka akan dapat melihat kadar penghunian yang lebih tinggi dan meningkatnya perolehan.

PERCUTIAN PERKONGSIAN MASA

Pada tahun kewangan di bawah kajian, Berjaya Vacation Club Berhad ("BVC") telah mencatatkan penurunan perolehan daripada RM40.83 juta bagi tahun sebelumnya kepada RM36.59 juta. Ini disebabkan terutamanya oleh keadaan ekonomi yang lebih lembap daripada jangkaan, menjadi lebih teruk lagi oleh peristiwa 911 di Amerika Syarikat. Keuntungan sebelum cukai juga mencatatkan susutan daripada RM5.07 juta kepada RM3.77 juta.

review of operations

destinations for its members. The locations include Fraser's Hill, Port Dickson, Ipoh, Alor Setar, Melaka, Johor Bahru, Kuching, Kuantan, Kota Bahru, Kuala Terengganu, Pulau Pangkor, Singapore, Bangkok and Gold Coast, Australia. Several other resorts have been added to the above list after the financial year under review such as Pedu Lake, Sydney, Perth and Phuket. BVC confirmed about 22,000 room nights for its members from the above tie-ups for the year under review.



As part of its ongoing strategy to create better awareness for the product and to enhance its market share, BVC participated in promotional campaigns nationwide such as the MATTA International Fair, Malaysian Property Exhibition (MAPEX), Home Ownership Campaign and the Malaysian Chinese Travel Agent Fair. Other promotional campaigns include joint promotions with Giant (Seremban), Kenny Rogers Roasters and Millennium Condo. BVC also launched its tele-reservation service during the year under review to better service its members. This service allows members to check the status of their room bookings immediately which greatly benefit and facilitate members' vacation plans.

In general, the vacation ownership market is expected to sustain in view of the slight recovery in consumer confidence. However, consumers would still be cautious in their spending and looking for better bargains of which the value for money vacation ownership product is anticipated to be attractive to consumers.



Desa WaterPark, Kuala Lumpur, Malaysia

CLUBS AND RECREATION

The Group's clubs and recreation division went against the grain, performing well in what was perceived as the weakest segment of the local market. The division recorded an impressive growth in membership of approximately 1,600 new members during the year under review.

Of all the clubs, Kelab Darul Ehsan recruited the most number of members adding 550 new members during the year followed by Bukit Kiara Equestrian & Country Resort with 470 new members. Bukit Jalil Golf & Country Resort recruited

ulasan operasi



Berjaya Praslin Beach Resort, Seychelles

Dalam tahun di bawah kajian, BVC telah mengatur beberapa rancangan kerjasama dengan penggabungan bersama 16 pengusaha hotel dan resort di pelbagai lokasi untuk menyediakan lebih banyak pilihan destinasi percutian kepada ahli-ahlinya. Lokasi-lokasinya termasuk Fraser's Hill, Port Dickson, Ipoh, Alor Setar, Melaka, Johor Bahru, Kuching, Kuantan, Kota Bahru, Kuala Terengganu, Pulau Pangkor, Singapura, Bangkok dan Gold Coast, Australia. Beberapa lagi resort lain telah ditambahkan ke dalam senarai di atas selepas tahun kewangan di bawah kajian, seperti Tasik Pedu, Sydney, Perth dan Phuket. BVC mengesahkan lebih kurang 22,000 kiraan penginapan bilik bagi ahli-ahlinya, hasil daripada kerjasama di atas bagi tahun di bawah kajian.

Sebagai sebahagian daripada strateginya yang berterusan untuk mewujudkan kesedaran yang lebih baik terhadap produk dan untuk menambah bahagian pasarannya, BVC menyertai beberapa kempen promosi seluruh negara seperti Pesta Antarabangsa MATTA, Pameran Hartanah Malaysia (MAPEX), Kempen Pemilikan Rumah dan Pesta Ejen Pelancongan Cina Malaysia. Kempen promosi lain termasuk promosi bersama dengan Giant (Seremban), Kenny Rogers Roasters dan Millennium Condo. BVC juga melancarkan perkhidmatan tele-tempahannya dalam tahun di bawah kajian, demi memberikan layanan yang lebih baik kepada ahli-ahlinya. Perkhidmatan ini membolehkan ahli-ahli menyemak status penempahan bilik mereka dengan serta-merta, dan ini amat memanfaatkan dan memudahkan perancangan percutian mereka.

Pada umumnya, pasaran pemilihan percutian dijangka akan bertahan memandangkan tahap keyakinan pengguna telah pulih sedikit. Namun begitu, pengguna akan masih berwaspada semasa berbelanja dan mencari tawaran yang lebih baik, yang mana nilai untuk wang bagi produk pemilihan percutian dijangka akan menarik minat para pengguna.

KELAB DAN REKREASI

Bahagian kelab dan rekreasi Kumpulan mengambil haluan yang bertentangan dengan arah aliran pasaran, iaitu berprestasi baik dalam segmen pasaran tempatan yang dianggap paling lemah. Bahagian ini mencatatkan pertumbuhan keahlian yang cemerlang, iaitu seramai kira-kira 1,600 ahli baru dalam tahun di bawah kajian.

Antara semua kelab, Kelab Darul Ehsan mendaftarkan paling ramai ahli baru, dengan 550 ahli baru dalam tahun di bawah kajian, diikuti oleh Bukit Kiara Equestrian & Country Resort

review of operations

400 new members, Staffield Country Resort 154 members and Bukit Banang Golf and Country Club 37 members. The growth in members were mainly attributable to the successful membership drive carried out, better sales and promotion incentives and the easy payment scheme introduced during the year.



Berjaya Georgetown Hotel, Penang, Malaysia

Based on the good performance of the clubs and recreation division, the management is confident and looking into the possibility of acquiring or developing new golf courses. In the midst of this proposed expansion, we are also looking into ways to increase activities within the

present clubs to attract new members and to drive more traffic to patronise our food & beverage outlets.

Desa WaterPark recorded a slight growth in revenue of RM3.4 million for the year under review compared to RM3.3 million in the previous year. The growth was attributed to an increase in walk-in guests while packaged sales remained the same compared to the previous year.

The country's economy is expected to further improve in the coming year and as such the park is anticipating further growth. However, competition would be tough as competitors have refurbished their facilities, added newer attractions and also established good pricing strategies. The corporate sector is also expected to generally do better and this should result in better spending on leisure activities.

Berjaya Air Sdn Bhd provides scheduled flights to Tioman Island and Pangkor Island from Subang Airport, Kuala Lumpur and from Seletar, Singapore to Tioman Island. The company has also begun scheduled chartered flights to Koh Samui, Thailand and the company will be operating into Redang Island next year when the air-strip is operational.



Bukit Jalil Golf & Country Resort, Malaysia

ulasan operasi



Berjaya Le Morne Beach Resort & Casino, Mauritius

dengan 470 ahli baru. Bukit Jalil Golf & Country Resort mendaftarkan 400 ahli baru, Staffield Country Resort 154 ahli dan Bukit Banang Golf & Country Club 37 ahli. Pertambahan ahli berpunca terutamanya daripada kejayaan kempen keahlian yang dijalankan, insentif jualan dan promosi yang lebih baik serta skim pembayaran mudah yang diperkenalkan pada tahun dibawah kajian.

Berdasarkan prestasi baik oleh bahagian kelab dan rekreasi, pihak pengurusan berasa yakin dan sedang meneliti kemungkinan memperolehi atau membina padang-padang golf baru. Di samping cadangan perluasan ini, kami juga mencari jalan untuk menambah bilangan aktiviti di kelab-kelab yang sedia ada untuk menarik ahli baru dan meningkatkan bilangan pelanggan yang mengunjungi kemudahan makanan dan minuman kami.

Desa WaterPark mencatatkan pertumbuhan perolehan yang kecil, iaitu sebanyak RM3.4 juta pada tahun di bawah kajian berbanding RM3.3 juta pada tahun sebelumnya. Pertumbuhan ini berpunca daripada pertambahan pengunjung biasa manakala jualan pakej kekal pada tahap yang sama berbanding tahun sebelumnya.

Ekonomi negara dijangka bertambah baik lagi pada tahun akan datang, oleh itu taman tema air ini menjangka pertumbuhan selanjutnya. Bagaimanapun, persaingan sengit akan dihadapi kerana para pesaing telah mengubahsuai kemudahan mereka, menambah daya tarikan baru dan juga membentuk strategi penetapan harga yang baik. Sektor korporat juga dijangka berprestasi lebih baik pada keseluruhannya dan ini seharusnya menghasilkan perbelanjaan yang lebih tinggi bagi aktiviti masa lapang.

Berjaya Air Sdn Bhd menyediakan penerbangan berjadual ke Pulau Tioman dan Pulau Pangkor dari Lapangan Terbang Subang, Kuala Lumpur dan dari Seletar, Singapura ke Pulau Tioman. Syarikat juga memulakan perkhidmatan penerbangan carter berjadual ke Koh Samui, Thailand dan syarikat akan menyediakan perkhidmatan ke Pulau Redang pada tahun depan apabila lapangan terbang kecil di situ mula beroperasi.