

TOWNPLACE WEST KOWLOON will be available for lease in the second half of 2023

TOWNPLACE WEST KOWLOON 將於 2023 下半年推出

The Group's brand new flagship residential leasing property, TOWNPLACE WEST KOWLOON, will be launched in the second half of 2023. Complementing the Group's other large-scale developments in West Kowloon, the new project will feature the modern 'Aparthotel' concept, the first of its kind in the market, providing a flexible and innovative lifestyle for young professionals, overseas and mainland talents.

With the introduction of Hong Kong's new talent admission schemes, demand for quality rental options from young professionals and business travellers has increased dramatically. TOWNPLACE WEST KOWLOON is a new addition to TOWNPLACE, the Group's residential leasing brand targeting young professionals. The landmark project will become the first large-scale 'Aparthotel' in Hong Kong, offering flexible daily or monthly leasing terms and modern hospitality on demand to fulfil young professionals' desire for a quality lifestyle.

Strategically located in West Kowloon with excellent connectivity and convenience

Only a stone's throw from the MTR Nam Cheong Station, TOWNPLACE WEST KOWLOON will enjoy easy access to major transport facilities, such as the High Speed Rail West Kowloon Terminus and the Airport Express station, providing residents with excellent transport connectivity to the mainland and the rest of the world. It will also offer convenient access to ICC and IFC, two of the world's tallest skyscrapers, with grade-A offices, via the MTR.

The buzzing West Kowloon Cultural District is a destination for creative activities. With the opening of M+ and the Hong Kong Palace Museum, the district has become a hub for young professionals to work together, while enjoying a wide range of entertainment, leisure, arts and cultural activities. Along with the rapid development of West Kowloon, the Group expects to complete its integrated commercial project atop the High Speed Rail West Kowloon Terminus in 2025. Comprising grade-A offices with a gross floor area of about 2.6 million square feet and enjoying unparalleled connectivity to major mainland cities and the rest of the world, the mega project is expected to create synergy with the nearby ICC and foster the development of West Kowloon into a business, retail, cultural exchange, entertainment and transportation hub. TOWNPLACE WEST KOWLOON will support the Group's other large-scale developments in the vicinity while meeting the accommodation and daily needs of mainland and overseas talent.



TOWNPLACE WEST KOWLOON, the Group's harbourfront landmark, offers a panoramic waterfront view with a thoughtfully planned spacious area and green landscaped zone to provide a relaxed metropolitan living environment. 集團臨海地標項目 TOWNPLACE WEST KOWLOON 盡覽海濱景致，經悉心規劃的廣闊空間和綠化地帶，締造休閒寫意的都會生活環境。

'Aparthotel' — a brand new leasing model with a modern twist

Young professionals like to pursue a premium, flexible lifestyle with a diverse range of experiences. TOWNPLACE WEST KOWLOON is introducing the innovative 'Aparthotel', a hybrid short- and long-term leasing model offering flexible rental periods, ranging from days to months, and a hotel service-on-demand option. Presenting a personalized lifestyle concept for young professionals, TOWNPLACE WEST KOWLOON will provide hotel-class facilities and a panoramic view of Victoria Harbour, creating an all-round quality rental experience for residents.

Wide range of facilities, creating an exclusive ecosystem for young professionals

TOWNPLACE WEST KOWLOON, a large-scale residential leasing flagship project in the Group's development blueprint in West Kowloon, will transform the traditional rental model of stand-alone living space into an all-in-one experience for young professionals. TOWNPLACE will also partner with many international and local brands to offer exclusive experiences for its residents. This will allow young talent to meet like-minded friends and come up with innovative ideas in the TOWNPLACE Community, creating myriad opportunities and possibilities. A convenient and efficient integrated ecosystem with a wide range of facilities and services will be created, providing residents with a one-stop shop for socializing, dining, entertainment and well-being.

集團以嶄新「Aparthotel」概念打造的租住旗艦項目 TOWNPLACE WEST KOWLOON 將於 2023 下半年推出，配合集團在西九龍的其他大型發展項目，為年輕才俊、海外及內地優才等提供靈活和充滿品味的生活模式。

隨着一系列搶人才措施出台，年輕專才及商旅人士對優質住宿的需求激增，但本港卻缺乏相應的租住選擇。集團旗下的靈活租住品牌「TOWNPLACE 本舍」以服務年輕才俊為主，將於今年下半年在西九龍推出全新旗艦項目 TOWNPLACE WEST KOWLOON。項目引入創新的「Aparthotel」長短租賃酒店混合模式，全方位配合新世代的專業人士對便捷高質生活的追求，將成為本港首個大型的靈活租住項目。

策略性西九選址兼具活力與便利

TOWNPLACE WEST KOWLOON 的位置四通八達，瞬間可達港鐵南昌站，前往高鐵西九龍總站、機場快線等重要交通網絡亦非常便捷，方便住客往返內地和其他國家。住客也可以乘搭港鐵暢達全球其中兩幢最高的摩天大廈——甲級商廈環球貿易廣場 (ICC) 及國際金融中心 (IFC)。

西九文化區是備受矚目的文化藝術新天地，集合不同類型的藝術活動。近年 M+ 與香港故宮文化博物館相繼開幕，令該區匯聚眾多年輕才俊，並成為尋求商務合作、追求休閒娛樂及欣賞文化藝術的熱點。隨着西九龍迅速發展，集團旗下高鐵西九龍總站上蓋大型綜合商業項目預計在 2025 年內落成，項目提供約 260 萬方呎甲級寫字樓

樓面，將與毗鄰的 ICC 發揮聯動效益，貫通內地主要城市與世界各地，帶動西九成為香港以至大灣區內集商業、零售、文化、娛樂和交通於一體的綜合樞紐。TOWNPLACE WEST KOWLOON 將與集團在西九龍的其他大型項目產生協同效應，並充分配合來港發展的內地和海外專才在居住和生活方面的需要。

嶄新多元自主「Aparthotel」租賃模式

現今的專業人士追求高質、高自由度的生活方式，崇尚多元化居住體驗，TOWNPLACE WEST KOWLOON 引入創新的「Aparthotel」長短租賃酒店混合模式，提供日租和月租計劃，配合酒店級服務選擇，為他們制定個人化的優質生活模式，再加上項目飽覽維港景致及具備酒店級設施，全方位為年輕專業人士帶來高品質的租住體驗。

設施多元便利 創建專屬生活圈

作為集團另一項大型租住項目，TOWNPLACE WEST KOWLOON 顛覆傳統的租住方式，項目並非提供單一的居住空間，而是為新世代專業人士帶來包羅萬有的居住體驗。TOWNPLACE 亦將與眾多國際及本地知名品牌合作提供專屬品牌體驗活動，讓一眾年輕住客有更多機會結識志同道合的朋友，甚至成為生意合作夥伴，完美打造充滿機遇及引發無限可能性的 TOWNPLACE Community。TOWNPLACE 為住客構建便捷高效的綜合生活圈，提供各式各樣的設施和服務，配合住客在社交、飲食、娛樂和健康方面的需要。



TOWNPLACE WEST KOWLOON — a holistic, experience-driven habitat for young professionals
TOWNPLACE WEST KOWLOON 全方位緊貼年輕才俊的生活體驗