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The Burlington

Your brand new Home Away From Home at the Heart of Wanchai

Home is a place of comfort, of laughter, of safety, of contentment, a sanctuary where you are able to truly relax and take refuge from the world. Understanding that traveling and staying in a functional space is not enough, creating a meaningful & comfortable space with personalized service like home is what busy executives and traveling professionals are looking for after a long day's work.

That's why at **The Burlington**, a new brand new serviced apartment designed with the comforts of your home in mind, we created a cozy, stylish yet modern home away from home fulfilling the needs of busy professionals and traveling executives who need the comfort and flexibility of modern living in a fully-furnished apartment.

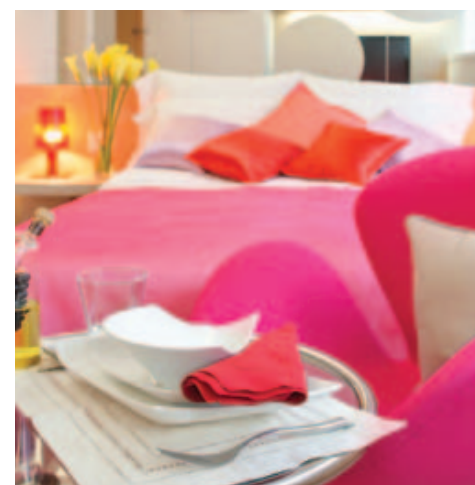
Situated at the heart of Wanchai, a vibrant and exciting neighborhood with a balanced blend of commercial, entertainment activities including quality bars and restaurants and historical sites, The Burlington is only minutes walk from the Wanchai MTR station, Pacific Place complex, the Star Street eatery hub, Lockhart Road entertainment hub and close to the Hong Kong Convention & Exhibition Centre, Wanchai Ferry Terminal and Wanchai Waterfront business district. **The Burlington** acts as a midpoint to easy access to key business districts like Causeway Bay and Central.

The Burlington, designed by HKDA Awards winner comprises of 84 serviced apartments and 3 levels of retail facilities to suit all tastes and demands. Studio and 1-bedroom apartments are available with sizes ranging from 300 sq. ft. to 650 sq. ft. ready for both short term and long term stay. Each and every suite reflects its own unique style and personality and is fully equipped with branded appliances, designer furnishings and cutlery & crockery in the kitchenette. State of the art home entertainment system including LCD TV, DVD players, Cable TV channels, and i-Home docking system is ready for discerning residents.

Besides maintaining a vital balance between the comforts of your home with stylish furnishings and the latest high tech gadgets for your home office, residents at **The Burlington** can enjoy the attentive and personalized services provided by our team of friendly and professional staff. No detail or request is ever too small. Residents can enjoy 24-hour security and concierge services, daily housekeeping, twice weekly linen service and thrice weekly for towels, complimentary amenities inside the bathroom, private in-house gym, and free wi-fi service throughout the building and many more. Whether deciding to stay home, sweating out at the gym, checking emails at the business centre, sipping a cup of cappuccino at our Italian deli, or have a great night out at one of the great many restaurants, bars and pubs in the neighborhood,

you can enjoy the magical city of Hong Kong to the fullest, making you feel right at home - a place to live and to be.

"Stylish Living" sensations, integrated with our professional services and great hospitality would make your stay at **The Burlington** a memorable one. 📍



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Islands for Life

*Get ready for
the future of
the resort*

| Text : Elizabeth Kerr |

Southeast Asia is a prime location for tropical resort vacationing and living. Thailand, Malaysia, the Philippines and Indonesia have been mining tourist destinations like Bali, Cebu and Phuket for decades and any of those locations is now home to scores of private villas and branded residences that are popular with travellers and investors the world over. There's no shortage of five-star luxury and infinity pools. Two developments are getting ready to add to the region's stock, but with a slightly different attitudes and end products in mind.

Cambodia's The Royal Group has just begun its meticulous development of Koh Rong, an island 30 minutes away by boat from Sihanoukville. In Phuket independent developer Mark Palmer is working towards making Five Elements Thailand a reality. Both are thoroughly modern projects in that they aim to bring a new level of sustainability to

development in an area of the world that desperately needs it.

The Royal Group has just completed its master plan for Koh Rong, and the final product will be a completely integrated, sustainable, socially and environmentally conscious resort — the first of its kind planned as such from minute one. The hope is to avoid the mistakes of the past and set the tone for the future. "The problem with Phuket is not necessarily the Amanpuri or Banyan Trees, in some ways it's the local guy who stops being a farmer who thinks he'll set up a bar or rent motorbikes and services them in the streets," theorises David Simister, Chairman of CBRE (Thailand), Koh Rong's investor agent and advisor. "You end up with a lot of unplanned development that seeks to get rich quick. Patong was the most beautiful beach in Phuket, which is why it was the first to get spoilt."

David Clarke, director of MAP Architecture and Planning in Hong Kong, which designed the island's master plan, agrees. "There's an old saying, 'Failure to plan is a plan to fail'," he begins, also citing Thai errors, this time in Koh Samui. "Koh Samui suffers greatly from environmental pollution because there was no sustainable plan in place in the beginning."

Koh Rong's meticulous planning is built on a 25-year development scale, with the first phase scheduled to be ready in 5. Cambodia is currently sitting on the cusp of tourist boom, but of the 2.2 million tourists that visit Cambodia every year, only 7 percent get to a Cambodian beach. "[Koh Rong] is best raw material as a resort I've seen in 30 years of dealing with resort markets," states Simister of the island's potential. "You've got Maldives quality sand and water ... but an interesting island with 28 separate bays and a lot of contrasting scenery. It's a situation



not dissimilar to Phuket or Koh Samui, in a country that's desperately striving to go forward, and people — in terms of hospitality — that will rival Thailand."

Both Simister and Clarke recognise there's a fundamental disconnect between the island's eco-plan and the basics associated with getting there — like jet emissions. But both are realists and Clarke in particular sees his job as finding way to mitigate the carbon footprint. Koh Rong's plans are ambitious and include a biology school teaching sustainable fishing practices, consumption of locally grown food, rainwater harvesting and low impact power generation like wind farms. Institutional investors will be expected to abide by the master plan and demonstrate a willingness to live up to those ambitions. Clarke doesn't believe any of the demands are unreasonable and are completely viable and cost-effective. Using Six Senses' as an example of a developer with both a clear sustainability policy and five-star luxury profits, he says bluntly, "I don't see any reason why other developers can't do the same thing." In other words, if developers can talk the talk, they need to start walking the walk.

Hop across the Gulf of Thailand and continue on to the Andaman and you'll eventually hit perpetual hotspot Phuket, where Palmer is working on Five Elements. The resort's concept was born when Palmer, a martial arts devotee, was studying and travelling around Asia. "Before I went to China I was working in the banking sector. Life was expensive, unhealthy and stressful. So I know what people want to escape from when they go on holiday," he explains. Seeing a gap in the market at the five-star level and in the inclusion of women travellers, Five Elements took shape.

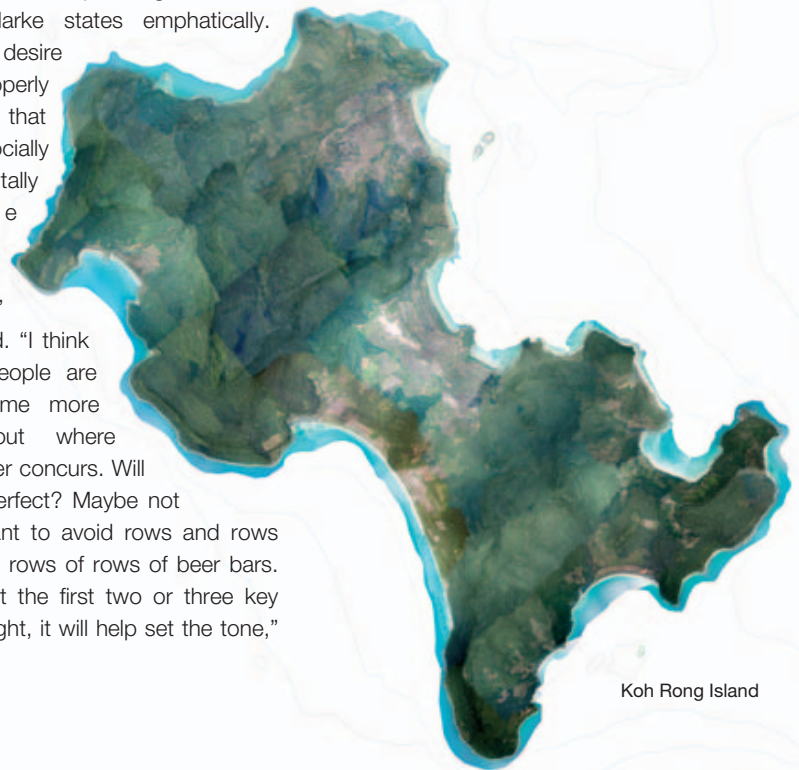
Phuket was a logical location as its existing infrastructure made access easy, and Thailand is one of the world's most popular medi-tourism destinations. Five Elements will provide classes in a range of martial arts including kung fu, tai chi and yoga, and demonstrate how they complement each other, detox programmes designed for enhanced energy and nutrition education that can actually be replicated in the real world. "I want to provide them with a means of improving their mental and physical well being whilst they are with us and to take away the knowledge and understanding of themselves to control and manage whatever stresses they encounter when they go back home to their world."

On two different scales, Koh Rong and Five Elements are doing much the same thing. So is this the future of resort planning and travel? "Absolutely," Clarke states emphatically. "The ethos, the desire to do things properly and responsibly, that is the future." Socially and environmentally sustainable development is not an option, or a "value-add" to Clarke's mind. "I think it is. I think people are going to become more conscious about where they go," Simister concurs. Will everything be perfect? Maybe not but you do "want to avoid rows and rows of shop houses, rows of rows of beer bars. Provided we get the first two or three key developments right, it will help set the tone," he finishes.

"Five Elements is to be a socially responsible business too. I want a share of the profits to be put back into Phuket and to support the community that supports us," says Palmer, echoing Koh Rong's philosophy. "In short, I want to demonstrate that doing good is good business." Mark your calendars. 📅



David Clarke
director of MAP Architecture
and Planning in Hong Kong



Koh Rong Island