

**THE AMERICAN CLUB HONKONG:
IT'S THE AMERICAN WAY, ISN'T IT ?**

The American Club Hongkong has just initiated a bold, new move, clearly aimed to bolster revenues.

And, now, anybody, regardless of nationality, may join The American Club Hongkong under the '*umbrella*' of this new, bold concept, called, '*Weekday Memberships*'.

As the name implies, those people, who make the financial commitment of \$HK36,000 per annum, may only use the facilities of The American Club Country Club, located at Number 28, Tai Tam Road, on the southern side of Hongkong Island, between Monday and Friday, excluding public holidays, of course.

The American Club recorded a Loss of about \$HK15.67 million for its 2004 Financial Year, ended April 30, 2004.

That result was on a Turnover of about \$HK159.82 million.

Compared with the 2003-Year's results, actually, the 2004-Year was a better 12-month period for this exclusive club of the Hongkong Special Administrative Region (HKSAR) of the People's Republic of China (PRC) since the Turnover in 2004 was up by about \$HK5.41 million, while the Loss was reduced by about \$HK7.52 million, Year-On-Year.

However, The American Club was able to make an investment gain in the 2004-Year of about \$HK14.47 million, which reduced the operating deficit for the year to only about \$HK1.20 million.

This club is quite rich, as HKSAR clubs go, since it had fixed deposits of about \$HK62.58 million, as at April 30, 2004.

Clearly, therefore, the new idea of offering Weekday Memberships to a select group of people of the territory must be an attempt to eradicate the annual deficit in respect of operations.

The flyer, recently sent to select people of the HKSAR, thought to be sufficiently well-heeled to afford the cost of going along with the new programme, claims that The American Club Country Club is '*Far From The Madding Crowd*'.

This is absolutely correct because, to be able to get to the Tai Tam facilities from Central Hongkong would take one at least 30 minutes, one way, and, if the traffic is heavy, which is quite often, the single journey could well take the best part of one hour ... or longer.

The cost ... [CLICK TO ORDER FULL ARTICLE](#)

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