

**SWIRE PACIFIC LTD:
THE ATRIUM WILL BE CONVERTED
FROM SERVICED APARTMENTS INTO A 5-STAR, BOUTIQUE HOTEL**

Swire Pacific Ltd (Code: 19, Main Board, The Stock Exchange of Hongkong Ltd) has decided to turn The Atrium, now a 136-unit, serviced apartment block, which abuts J.W. Marriott Hongkong at Pacific Place, into a 5-star, boutique hotel.

TARGET () has confirmed this today.

Demolition of the interior of The Atrium will start early next month, as soon as the existing tenants of the serviced apartments can be relocated or, alternatively, they vacate their existing units.

The new hotel will be known as The Atrium Hotel and is, tentatively, scheduled for operation in the middle of 2008, according to the present timetable.

The existing facilities at The Atrium comprise 136 residential units, with the sizes of the units, ranging from 940 square feet up to 3,388 square feet.

The Senior Project Manager at Swire Properties Ltd, which is a wholly owned subsidiary of Swire Pacific Ltd, in charge of this project, is Mr Kenneth Ng, who is assisted by Ms Diane Kolaritsch, who is designated as Project Manager.

According to **TARGET**'s rough calculations, in The Atrium's present condition, there are 136 serviced apartments, the total interior area of which is about 175,586 square feet, excluding the lobby and other common areas, such as the foyer, etc.

On the basis of an average hotel room, measuring about 400 square feet – which is about standard, these days – this facility could be converted into a 439-room hotel without too much trouble.

However, according to usually reliable sources, Swire Properties has determined to go one better than the existing, 3 hotels at Pacific Place, all of which are rated as being 5-star class hotels, and, as such, the rooms/suites at The Atrium Hotel will be about double the normal, hotel-room size.

In the past, J.W. Marriott Hongkong has afforded the tenants of The Atrium, the right to use some of the facilities at this hotel, the health club and swimming pool, inclusive.

Because the conversion of The Atrium into a boutique hotel is still in the planning stages, albeit in advanced stages, a determination as to whether or not J.W. Marriott Hongkong will be part of this newly planned, Swire Properties's hotel, by affording The Atrium Hotel's guests the use of its facilities, is still being considered, **TARGET** has been reliably informed.

But it seems quite likely in view of the fact that Swire Properties has a stranglehold on the entire Pacific Place complex.

It appears, also, very likely that Swire Properties will establish its own, deluxe hotel food outlets at The Atrium Hotel in order to outshine the existing competition at the hotels, operating at Pacific Place.

The total cost of the redevelopment of The Atrium could ... [CLICK TO ORDER FULL ARTICLE](#)

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