



## **“GoHome Serviced Apartment Awards 2015” Winners Announcement**

***Mobile Residents increased by 11% in the past four years***

***Savills: “5% rise in rent this year”***

**Hong Kong, 24 March 2014** — GoHome.com.hk, Hong Kong’s No. 1 online property platform is committed to providing serviced apartment listings and information to all consumers. The “GoHome Serviced Apartment Awards 2015” award presentation ceremony was held today. This year’s award has extended into the Singapore market, to recognize the outstanding service provided by various serviced apartment establishments in Hong Kong, Macau and Singapore..

The award presentation ceremony was held today with the honorable presence of **Ms. Edina Wong, Senior Director of Residential Leasing of Savills.**

**Carrie Law, General Manager of iProperty Group Hong Kong** said, “For the past three years, the “GoHome Serviced Apartment Awards 2015” has been a qualitative indicator of the demand for serviced apartments in Hong Kong, Macau and now, Singapore. GoHome.com.hk is committed to helping prospective tenants and consumers choose a suitable home from the many serviced apartments on offer. According to the information from the Census and Statistics Department, in February 2015, mobile residents in Hong Kong numbered 225,000, an increase of 3,100 from the previous year. There was a steady growth of mobile residents throughout the past four years, increasing by as much as 22,300 from August 2011 to February 2015 or about 11% growth. This generates huge demand for local serviced apartments and suggests that the market will remain optimistic as these mobile residents travel between Hong Kong and overseas frequently. Geographic distribution saw a slight change with an increasing number of offers being available outside of the traditional CBD areas like Wan Chai and Tsim Sha Tsui. Additionally, as the promotion and planning activities of the “Energizing Kowloon East” project gets into full swing, we predict an increased demand for serviced apartments in the Kowloon East area that should rival the demand seen in traditional CBD areas. Property investment consortiums are likely to be very interested in the Kowloon East area”

She continued, “Through fair and unanimous voting, our users have chosen this year’s Serviced Apartment Awards 2015 recipients. The most important criteria for the voters were the location of the serviced apartment. Then, the quality of service offered and the view of the apartment overlooks. There was quite interested to see that pricing is not the most important criteria for target consumers. The voting results show that most of these consumers value quality over quantity. They prefer serviced apartments that offer great location convenience, top-notch service quality, and a spectacular view of the city over pricing.”



**Carrie** added, “With regards to the overseas market, Singapore opened two major casino establishments in 2010. Following the rapid growth of the entertainment and tourism industry, a large number of foreign employees have since made Singapore their new home. Singapore needed a comprehensive and strong search platform for serviced apartments. In response to this demand, the “GoHome Serviced Apartment Awards 2015” extended its coverage to Singapore to bring the same valuable insights to the industry there. I would like to take this opportunity to express our appreciation and congratulate the winners for the recognition they have earned.

It has been a privilege for GoHome.com.hk to be able to invite **Ms. Edina Wong, Senior Director of Residential Leasing of Savills**, to be the guest speaker for the “GoHome Serviced Apartment Awards 2015” and to share her insights into the latest market trends with serviced apartments in Hong Kong. Ms Wong said, “Rents have remained pretty stable with minimum fluctuation, as there is steady demand for local serviced apartments. Local individuals, both young and single, are becoming the new drivers of the demand for serviced apartments as many of them currently look to rent rather than to buy on the back of an unaffordable property market. Rents in 2015 are forecast to be largely stable. Some serviced apartments at prime locations may experience a rise in rent of about 5%, whereas rents for typical apartments may remain stable.”



**“Hong Kong Best Serviced Apartments”  
(In alphabetical order)**

1. Eaton House
2. Harbour Plaza North Point
3. Hong Kong Gold Coast Residences
4. Madera Residences
5. Pacific Place Apartments
6. S-Residence
7. The Grand Blossom
8. The Johnson Suites Hong Kong
9. The Lily by Chinachem Group
10. V Hotels and Serviced Apartments

**“Macau / China Best Serviced Apartment”**

The Waterside Macau

**“Singapore Best Serviced Apartment”**

Le Grove Serviced Apartments

**Remarks:**

**\* Source – the statistics announced by Census and Statistics Department on 17 th February 2015**

[http://www.censtatd.gov.hk/press\\_release/pressReleaseDetail.jsp?charsetID=2&pressRID=3609](http://www.censtatd.gov.hk/press_release/pressReleaseDetail.jsp?charsetID=2&pressRID=3609)

# **"Mobile Residents"** are Hong Kong Permanent Residents who have stayed in Hong Kong for at least one month but less than three months during the six months before or for at least one month but less than three months during the six months after the reference time-point, regardless of whether they are in Hong Kong or not at the reference time-point.



### **About GoHome.com.hk**

GoHome.com.hk is Hong Kong's No. 1 online property platform, with a market-leading presence among HK property buyers and real estate professionals. Established in Hong Kong in 1999, GoHome.com.hk focuses on providing value-added property searches and related information and services for 15 years. It has built a strong and sustainable business backed by unmatched Hong Kong local intelligence. The website outperforms other local real estate portals with the highest traffic, user and listing figures, making it the most popular property portal for home buyers in Hong Kong and the most effective online advertising platform for real estate and related businesses. GoHome.com.hk was named Marketing Magazine's "Property Portal of the Year" in 2011, 2012 and 2013. And It was awarded "Best Property Developer Partner - Most Comprehensive Property Website" by the Capital Magazine in 2013 and 2014. GoHome.com.hk, SquareFoot.com.hk and SMART Expo are part of the iProperty Group (ASX: IPP) operating in Hong Kong which aims to provide consumers with extensive local and overseas property news and investment opportunities while offering property and home-related advertisers with one-stop cross media services solution. The platform achieves leadership and dominance in the Pearl River Delta region.

### **About iProperty Group Limited (www.iproperty-group.com)**

Listed on the Australian Securities Exchange, the iProperty Group (ASX:IPP) owns and operates Asia's No.1 network of property websites under the iProperty.com umbrella brand. Headquartered in Kuala Lumpur, Malaysia, the Company is focused on developing and operating leading property portals with other complementary offerings in Asian markets. It currently operates market leading property portals in Malaysia, Hong Kong, Macau, Indonesia and Singapore, and has investments in India and Philippines. With further expansion planned, the iProperty Group is continuously working to capitalise on its market-leading positions and the rapidly growing online property advertising market throughout the region. Along with 18 property websites across the region, the Group's portfolio also includes the first comprehensive regional commercial property website, CommercialAsia.com, as well as a regional property exhibition business and monthly property magazines in Malaysia and Indonesia.

*This press release is distributed by Bentley Communications Ltd. on behalf of GoHome.com.hk.*

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**GOHOME  
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APARTMENT  
AWARDS  
2015**

**GoHome.com.hk**  
Hong Kong's No.1 Property Website

**Photo Caption**



“GoHome Serviced Apartment Awards 2015” award presentation ceremony ended, **Ms Carrie Law, General Manager of iProperty Group Hong Kong** (the middle of front row) took photo with those representatives of the winning companies.



“GoHome Serviced Apartment Awards 2015” aims to recognize the outstanding service provided by various serviced apartment establishments in Hong Kong, Macau and Singapore. **Ms Carrie Law, General Manager of iProperty Group Hong Kong** (Left), **Ms. Edina Wong, Senior Director of Residential Leasing of Savills** (middle), **Ms. Sharon Chu, Marketing Manager of B&W Group**.