

MVA Retail Advisory and Consulting Practices – A wealth of proven expertise and experiences

Hong Kong

Hong Kong International Airport – Master Plan for SkyCity®



MVA led the preliminary transportation studies for the SkyPlaza Development and the International Exhibition Centre. These studies, which entailed full participation in the design process and close coordination with the Masterplan architect, have given MVA a full understanding of all the key design issues including the retail and MICE facilities in SkyCity®

MVA also carried out a traffic impact assessment for the SkyCity Development, encompassing the entire Northern Commercial District of the Airport area.



SkyPlaza® - the retail plaza at Hong Kong International Airport (Terminal 2)

MVA provided connectivity and accessibility advice for the first phase implementation of SkyPlaza, and carried out initial traffic scheme design for the full SkyPlaza development. The project included the design of new transportation facilities and the modification of existing ones to meet projected ultimate airport patronage requirements. The project also encompassed the provision of high quality transport facilities to serve the office and retail development components of SkyPlaza, including the design of new passenger circulation, processing and waiting facilities to serve the new terminal.

Disneyland Resort Travel Demand Study

MVA was commissioned by the Walt Disney Imagineering Company during the planning stage to estimate the travel demands by mode to/from the park and hotel covering various market segments for both visitors and employees

FREE DUTY

Duty-free Shopping Survey Research

MVA carried out face-to-face interview surveys among departing air passengers at Hong Kong International Airport to gauge preference and behaviour for shopping in airport duty free shops. Research included interviewing air passengers from around the world, with an emphasis on shoppers from North Asia, Europe and North America.

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MegaBox – Retail Advisory and Consulting

Kerry Properties, owner of this most innovative vertical shopping concept in Hong Kong, appointed MVA from the planning stage to help study feasibility and the traffic impact, as well as internal and external signage.

MVA had also undertaken an initial competitive positioning research exercise to gauge the competitive positioning of Mega Box 12 months prior to its opening. The research provided critical inputs to enhance and refine the branding and tactical marketing positioning.

After opening, MVA continues to monitor shoppers satisfaction, priorities and experiences of this 1.1 million GFA retail/ entertainment complex, which was open to the public in summer of 2007

Hong Kong



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Ngong Ping 360 – Planning and Research

MVA embarked on a major market research assignment over a 12-month timeframe to provide critical inputs and advice in support of the preparation of a strategic marketing plan in the lead up to the opening of a major tourist cable-car and cultural village development at Ngong Ping.

Upon opening, MVA was again commissioned a satisfaction survey to measure the initial experiences of visitors (local and foreign) to the new attractions. Besides, a service prioritization research project helps NP360 management closely monitor the service quality as well visitors’ perception.



Regional Consumer Survey on Usage and Attitudes towards Sales Promotions

In a cross-country joint-research with University of Otago (New Zealand), MVA studied consumers’ usage and attitudes towards a vast array of major sales promotions tools. The study reveals valuable insights for regional retailers to focus their resources and efforts on the most appropriate sales promotions tools for different product categories in various Asian markets.



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Other relevant experiences in connectivity and accessibility studies for in Hong Kong and Mainland China

Hong Kong



- **Hong Kong:**

Hong Kong Convention and Exhibition Centre

The Landmark

Ifc Mall

Pacific Place

Times Square

Cityplaza at Taikoo

Kowloon and the New Territories:

Harbour City

The Elements

Grand Century Plaza

Festival Walk

Telford Plaza

New Town Plaza

Maritime Square

Mainland
China



- **North China:**

Beijing • Sanlitun

Tianjin • Hang Lung Plaza

Jinan • Hang Lung Plaza

Shenyang • Shenyang City Hang Lung Plaza

Shenyang • Zhongjie Hang Lung Plaza

Shenyang • Kerry Shenhe Project

South China:

Guangzhou • Taikoo Hui