



# The Creative Transformation of Taikoo Hui Guangzhou



PLACES IMPACT REPORT

March 2023

In 2020 and 2021 Swire Properties released two Places Impact Reports, titled “The Creative Transformation of Island East and Development of Taikoo Place” and “The Creative Transformation of Taikoo Li Sanlitun” respectively. Quarry Bay, in Hong Kong Island’s Eastern District, was the original area where Swire Group began our placemaking journey over 130 years ago, and Taikoo Li in Sanlitun in Beijing was Swire Properties’ first completed development in the Chinese Mainland. These two reports are important pieces of research for us as we set out to deepen our understanding of what makes a great place and to evaluate how we can measure the impact of our places.

We wanted to continue our exploration of the four dimensions of place - Vibrancy, Livelihood, Wellbeing, and Resilience - to determine if they can be applied in multiple different contexts. As a result, we embarked upon our third place impact study focussing on Taikoo Hui Guangzhou.





# Understanding Place Impact

While Taikoo Place is a large, office-led, mixed-use development in Hong Kong and Taikoo Li Sanlitun is a retail-led, outdoor, lane-driven concept in Beijing, Taikoo Hui Guangzhou is a different type of mixed-use development within Swire Properties' investment property portfolio.

For our third report, we decided to analyse the place qualities of our “Hui” (meaning “meeting” or “gathering”) brand, with Taikoo Hui Guangzhou, a largely indoor, transport oriented, mixed-use development. These mixed-use developments are large scale, and typically include a retail mall, office buildings, hotels and quality public open space.

Would the four dimensions of place still apply? And if so, in what ways might the criteria differ within varying mixed-use developments and geographical contexts?

Similar to what we learned in the first two reports, Taikoo Hui Guangzhou's impact on the community and the city itself stems from a combination of thoughtful placemaking and effective placekeeping over the long term.

Scale is important when it comes to place impact, and Taikoo Hui Guangzhou is at a scale that catalyses creative transformation of the surrounding community and the wider area. Taikoo Hui Guangzhou's mixed-use development characteristics, such as the carefully curated retail shops, office buildings, luxury hotel and the integrated public transportation hub all play an important role. These elements, when combined together, add up to be greater than the sum of their individual parts, increasing physical interactions and facilitating human connections within the development itself or via online channels.

Through this research, we have learned that the placemaking qualities that stand out at Taikoo Hui Guangzhou include its physical connectivity, timeless design and appealing spatial scale both inside the mall and outside on the popular roof-top garden. The large cluster and variety of international brands and luxury flagship stores drive footfall and create an energy that also makes it special. Creative placekeeping activities, such as cultural events and exciting pop-up experiences, also contribute to the place's interest and impact. Importantly, close coordination with local street office, District and City Government and ongoing engagement with the surrounding community supports the sustainable development and resilience of the wider Tianhe Road Commercial Zone.

The research also highlighted several opportunities for improvement. Connectivity is critically important, and we learned that improved signage would potentially facilitate movement and interaction throughout the development. Online engagement has also risen in importance in recent years, and Taikoo Hui Guangzhou has an opportunity to increase digital engagement with tenants and visitors via its social channels to increase the overall impact of the place.

All in all, through three comprehensive place impact studies, we have learned that the four dimensions of place apply universally to large-scale, mixed-use developments despite their differing characteristics. Going forward, we intend to apply these learnings to our new and existing developments. To do this effectively, we intend to institutionalise the places impact framework within our teams, so that it is integrated across the business through our management practices.



# “What makes a great place?”

This seemingly simple question served as the inspiration for our three places impact studies, and has given rise to many more questions:

Our purpose is to create and nurture high-quality places that translate to vibrant and sustainable communities in the long term. In practice, this involves effective placemaking and placekeeping, enabling us to transform places while retaining their character.

We call this process **Creative Transformation**.

“How do we use placemaking and long-term placekeeping to bring out the best in a place?”

“How can we catalyse and support the sustainable development of the Commercial Center in Tianhe District and at the same time look after the needs of the community?”

“What attributes are necessary to deepen a community’s connection to a place?”

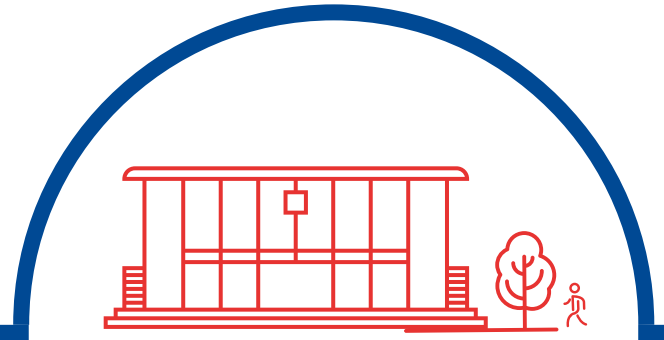








# Measuring the Impact of our Places



Places are multi-dimensional and there are many overlapping themes and attributes, some of which are tangible – such as the number of visitors, or established businesses, and availability of open space and public seating – and others that are more intangible, such as the quality of the public realm, or the “buzz” felt in a dynamic social and commercial environment.

When we began our formal in-depth places impact analyses in 2020, we referred to leading research and international best practices to develop a “Places Impact Framework”. As measuring any kind of “impact” requires a comparison of one situation to another, this report assesses changes over time and uses compared to other commercial complexes.

To conduct this assessment in a credible way, we were fortunate to work with the South China University of Technology. The team there has expertise in assessing urban environments and measuring spatial impacts and also has a good understanding of Taikoo Hui Guangzhou and the surrounding area.



华南理工大学  
South China University of Technology



## METHODOLOGY

This study applies Swire Properties' four dimensions of place, namely Vibrancy, Livelihood, Wellbeing and Resilience, to the entire study area and identifies indicators and measurements that explore the tangible and intangible aspects of how a place is used and experienced. The data and observations obtained for this research were used to develop a wide range of indicators to measure place impact and the research was strengthened by cooperation among multiple stakeholders.

# A Places Impact Framework



Swire Properties' "Places Impact Framework" takes our Sustainable Development (SD) 2030 Strategy to the next level by helping us to understand and measure the impact of our ongoing investments in SD. Designed to help us understand impact for different types and varying scales of places, the framework separates the scope of our study into three levels:

## **Investment Level**

Refers to the area owned and managed by Swire Properties, including "hardware" and "software".

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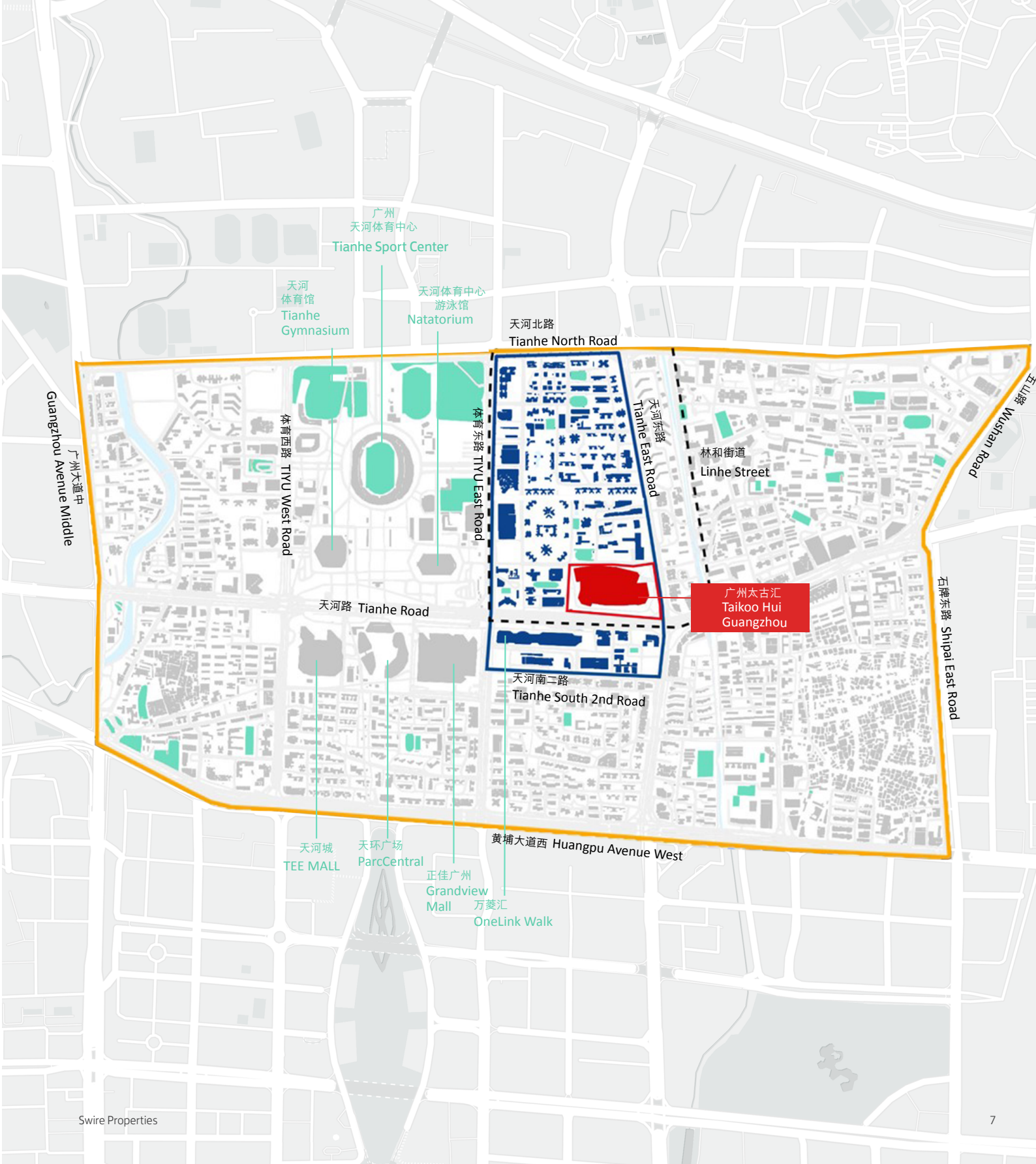
## **Place Level**

Refers to the surrounding area, including Taikoo Hui Guangzhou and the surrounding community. Provides an analysis of the impact of Taikoo Hui Guangzhou on the community from economic, social and environmental perspectives.

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## **Area Level**

Broadening our horizons to understand the impact of placemaking on the wider region, such as the Commercial Center of Tianhe District.



广州  
天河体育中心  
Tianhe Sport Center

天河  
体育馆  
Tianhe  
Gymnasium

天河体育中心  
游泳馆  
Natatorium

天河北路  
Tianhe North Road

广州大道中  
Guangzhou Avenue Middle

体育西路  
TVU West Road

体育东路  
TVU East Road

天河东路  
Tianhe East Road

林和街道  
Linhe Street

五山路  
Wushan Road

石牌东路  
Shipai East Road

广州太古汇  
Taikoo Hui  
Guangzhou

天河路  
Tianhe Road

天河南二路  
Tianhe South 2nd Road

天河城  
TEE MALL

天环广场  
ParcCentral

正佳广州  
Grandview  
Mall

万菱汇  
OneLink Walk

黄浦大道西  
Huangpu Avenue West

# Investment in Taikoo Hui Guangzhou

Before 1990, Tianhe Road Commercial Zone, where the Taikoo Hui Guangzhou plot is located, had only sporadic small-scale commercial areas and supporting businesses for the existing residential areas.

In the early 21<sup>st</sup> century, Swire Properties, which had been deeply involved in the Hong Kong real estate industry for many years, set its sights on China's booming economy, and Guangzhou became the logical starting point for real estate investment in the Chinese Mainland.

Taikoo Hui Guangzhou supports high-quality real estate developments in the surrounding areas and the well-planned optimisation of urban environments. Since its opening, Taikoo Hui Guangzhou has continued to innovate and push the boundaries of commercial placemaking and placekeeping, creating new spaces and programmes for its community, tenants and multiple other users of the place.



**Swire Properties began  
to negotiate and cooperate  
with the land owner  
Guangzhou Daily Press Group  
to develop the Taikoo Hui  
Guangzhou project.**



**2006**

Subway line 3 Shipaiqiao station opened; Shipaiqiao's station entrance D connects directly to the Taikoo Hui Guangzhou shopping mall.

**2010**

Guangzhou's first Bus Rapid Transit system (BRT) was completed and is connected to Taikoo Hui Guangzhou via an underpass.

**2012**

Taikoo Hui Guangzhou's office towers were completed.

**2007**

Taikoo Hui Guangzhou project began construction.

**2011**

Taikoo Hui Guangzhou officially opened. The occupancy rate for the 180+ shops at opening was 100%, 70% of which were international famous brands, and about 70 brands entering Guangzhou for the first time.



- Hardware
- Software



2013

Mandarin Oriental, Guangzhou officially opened, and the whole Taikoo Hui Guangzhou development was officially unveiled.



2016



# 2018

Two new member centres were completed in 2018 and 2022 respectively, providing members with high-quality offline experiences and services in an exclusive space.

- Hardware

○ Software

2014



# 2016

Since 2016, our shopping mall restroom have been renovated to reduce water consumption and optimise eco-efficiency.



2019



2020

In 2020, Taikoo Hui Guangzhou launched its exclusive office building service mini programme “TaikooHub”. The programme provides a channel connecting office buildings and shopping malls, individuals and enterprises, tenants and owners.

2021

Since July 2021, Taikoo Hui Guangzhou has been fully using renewable energy, becoming one of the first real estate developers in Guangdong Province to achieve “net zero carbon” annual electricity consumption for owners and tenants.



2022

Since Taikoo Hui Guangzhou launched the “Community Ambassador Programme” in 2013, by December 2022, 69 public welfare activities have been held, attracting 1,818 people and contributing nearly 4,500 volunteer hours.

2020

Taikoo Hui Guangzhou completed the relocation and renovation of 60 stores during the COVID-19 pandemic.



2021

In 2021, Taikoo Hui Guangzhou launched the TKH ONLINE POP-UP STORE, opening a new exploration in online retail through a limited-time pop-up gradually becoming a bridge of communication between the brand and young people.



# The Four Dimensions of Place

When placemaking and placekeeping are done well, businesses and communities thrive.

That is to say, these two actions bring socio-economic benefits that feed into the surrounding areas and improve the lives of residents, workers and visitors. The Places pillar in Swire Properties' SD 2030 Strategy considers the four dimensions of place – Vibrancy, Livelihood, Wellbeing, and Resilience. These four dimensions come together to combine and interact, ultimately contributing to successful placemaking and placekeeping.



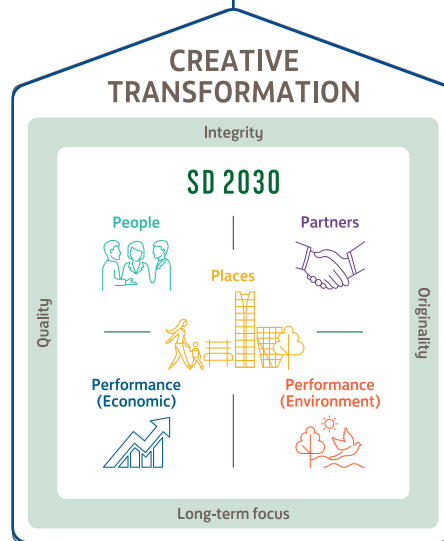
## Vibrancy

Taikoo Hui Guangzhou creates a walkable public environment and provides an ideal gathering place and public event space open to all. This, in combination with regularly held high-quality activities, works together to create a vibrant place.



## Livelihood

Taikoo Hui Guangzhou supports the convergence of featured business and entertainment activities and directly contributes to the planning of the Commercial Center of Tianhe District, positioning Taikoo Hui Guangzhou as a new landmark of the city to attract international tourists and support sustainable economic development.



The four dimensions of place support Swire Properties' SD 2030 Strategy – a comprehensive approach to managing its environmental, social and governance (ESG) performance. The strategy sets out a number of ambitious targets for the Company's global portfolio, including its science-based decarbonisation target. As a property developer, we recognise that the ultimate impact we have on society can be found in our Places.

**That is why “Places” sits at the heart of our SD 2030 Strategy.**



Taikoo Hui Guangzhou's visitors have a high degree of satisfaction with many saying that their sense of connection with the project comes from the “shopping experience” as well as the “overall spatial and visual comfort”.



In urban settings, resilience refers to a community's ability to respond to both sudden crises and long-term stressors. Throughout the COVID-19 pandemic, Taikoo Hui Guangzhou has shown a high level of resilience, both economically and socially. In addition, the development's critical infrastructure remains efficient and resilient to acute and chronic climate changes through regular hardware upgrades and retrofits.



## KEY IMPACTS

Well-designed spatial layouts and excellent connectivity can stimulate community interaction and bring high traffic, thus enhancing the vibrancy of the community. Taikoo Hui Guangzhou makes full use of the “agglomeration effect” of urban development in several ways: by making the internal and urban space unimpeded, by developing a Vertical Walking system inside, thus connecting the city in multiple dimensions. In addition, a variety of arts and cultural events are regularly held at the development throughout the year, offering the public greater access to the arts.

Ways to enhance vibrancy include:

- Human-oriented spatial layout;
- Well-designed public spaces and pedestrian system;
- Continuous community engagement, such as upgrading facilities and event planning.



# Vibrancy

**Why do some communities thrive, while others stagnate?**

**Vibrancy explores different factors such as walkability, vitality, cultural life, and the popularity and influence of the Internet age.**



VIBRANCY INDICATOR 1

# Walkability

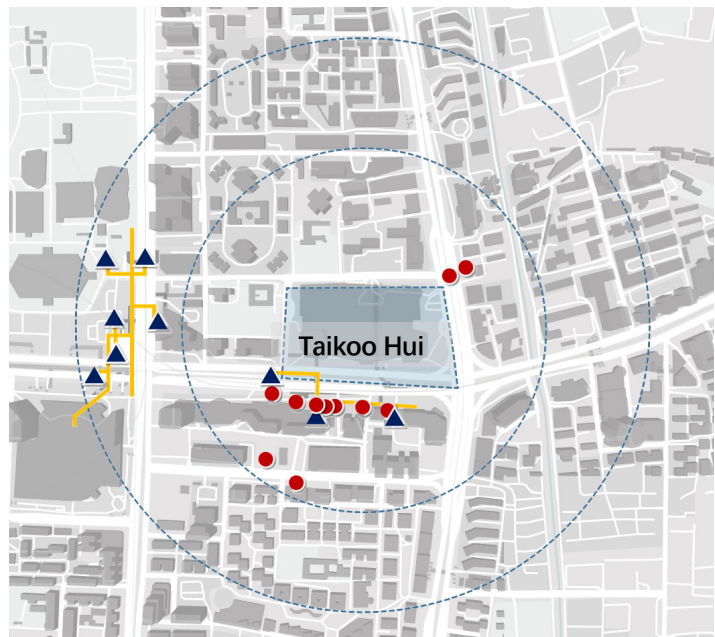
Walkability is an important indicator to measure the vitality of a place. Taikoo Hui Guangzhou has created a diverse and convenient walking environment, which provides users with convenience and creates a vibrant urban commercial centre.

PUBLIC TRANSPORT CONNECTION

In contrast to three other well-known commercial complexes, Taikoo Hui Guangzhou has the highest value in terms of the density of subway entrances and bus stations, creating a higher passenger flow.

	Taikoo Hui Guangzhou	Project A	Project B	Project C
Number of metro entrances and exits within a 500m radius	0.13	0.09	0.10	0
Number of bus stations within a 300m radius	0.39	0.21	0.35	0.11

- Bus Station
- ▲ Metro Entrance
- Metro Passage



Layout of public transport facilities around Taikoo Hui Guangzhou



The Creative Transformation of Taikoo Hui Guangzhou



“Considering the community, subway and Bus Rapid Transit system, Taikoo Hui Guangzhou provides a pleasant indoor city street for customers and pedestrians in a humid hot and rainy climate, with a large number of people entering the building from underground through a connecting corridor and going to the building through vertical escalator connections.”

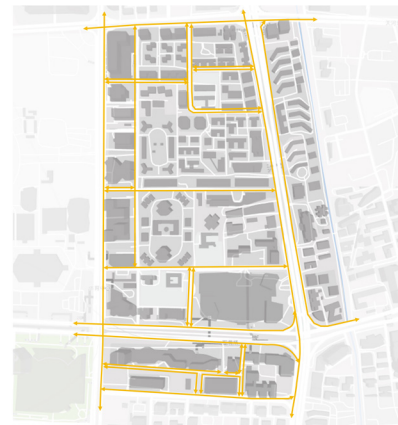
— Yang Yanwen, Chief architect of the Guangzhou Design Institute

The data analysis of 712 visitors' questionnaires shows that visitors have high satisfaction with the walking environment and the comprehensiveness of the signage system in Taikoo Hui Guangzhou.

### STREET LAYOUT DESIGN

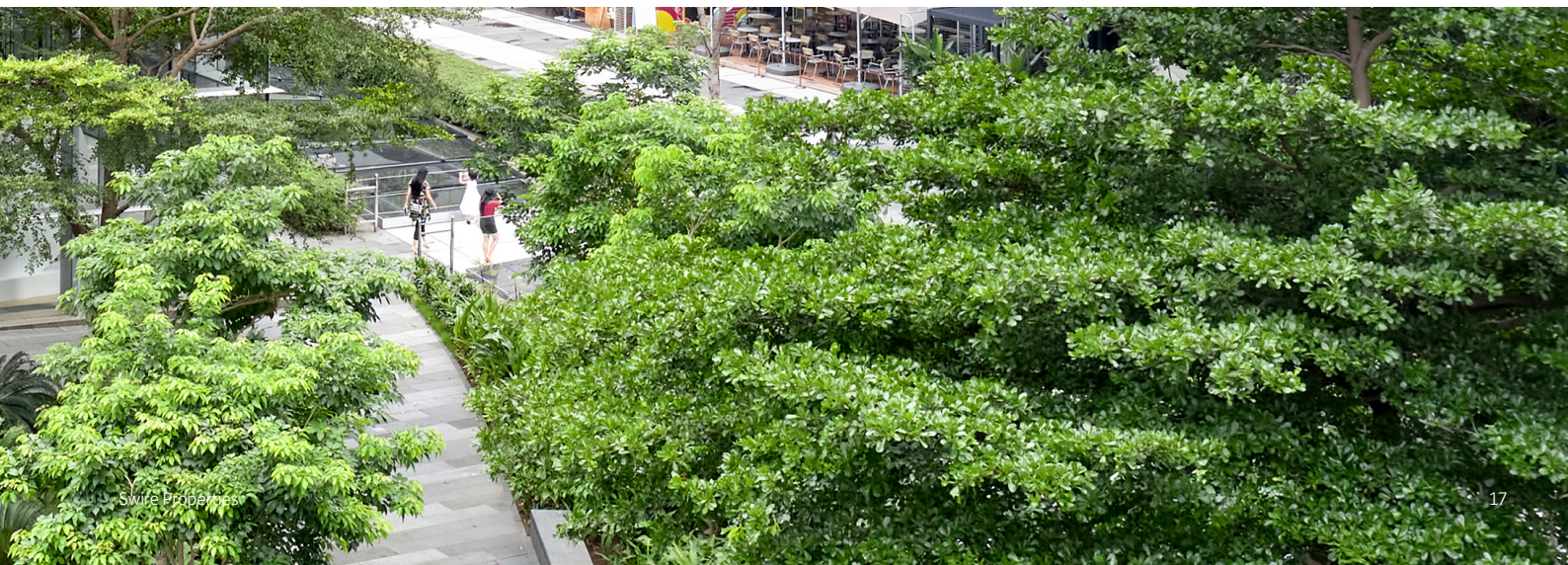
According to the “Urban Pedestrian and Bicycle transport System Planning Standards (GB/T51439-2021)”, the recommended density of the pedestrian network in a commercial dense area is 10~20km/km<sup>2</sup>.

By calculation, the pedestrian network density of the Taikoo Hui Guangzhou block is 16.56km/km<sup>2</sup>. Therefore, Taikoo Hui Guangzhou has a good pedestrian network.



Schematic diagram of walking trails around Taikoo Hui Guangzhou

— With dedicated walking paths



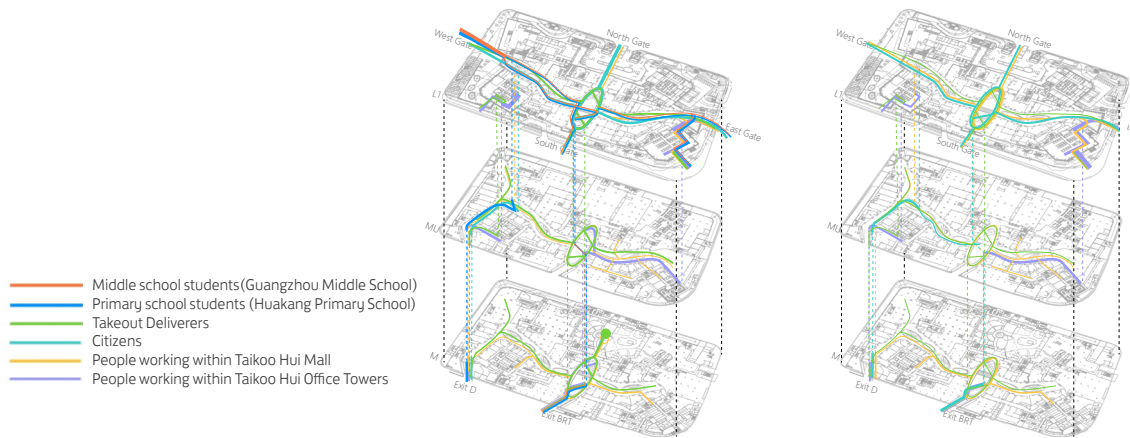
The main users of Taikoo Hui Guangzhou during non-business hours are primary school students, residents, staff and food delivery workers.

## CONNECTIVITY

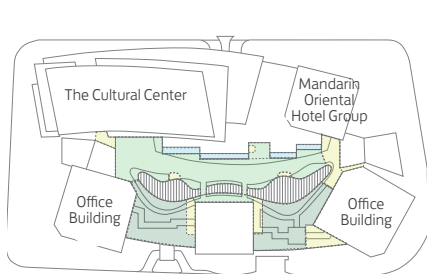
At street level, Taikoo Hui Guangzhou is connected to the city streets by multiple entrances and exits, creating a highly connected multi-level walking system. In addition, Taikoo Hui Guangzhou is open to the public during non-business hours (7am-10am, 10pm-12pm), which not only facilitates residents from the surrounding area to take the metro, but also provides convenience for students going to school. Taikoo Hui Guangzhou provides safe and comfortable routes for them and becomes an important hub with high connectivity.

Workday 7:30AM-10AM

Workday 10PM-12PM

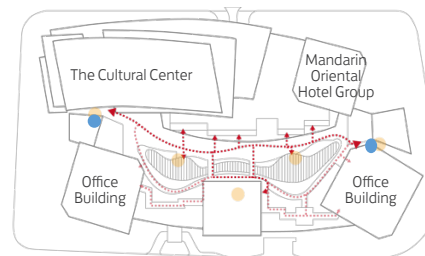


The 24-hour rooftop garden at Taikoo Hui Guangzhou is connected to the city streets through escalators and staircases. Gardens and skylights are arranged to form a natural barrier to urban noise. Public seats and night lights are used to enhance the rooftop walking experience.



Roof garden functional zoning

Recreation Area  
Rest Area  
Entrance Area  
Dining Area



Roof garden pedestrian connection

Recreation Area  
Rest Area  
Entrance Area  
Dining Area



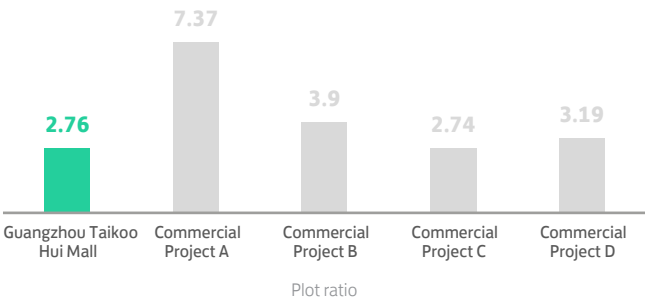
# VIBRANCY INDICATOR 2

## Vitality

Successful urban spaces are designed for people, because people are what bring vitality to a place.

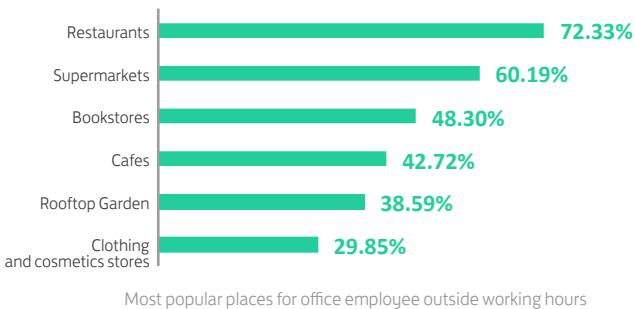
### DEVELOPMENT INTENSITY

With a plot ratio (gross floor area/total site area) of 2.76, the Taikoo Hui Guangzhou Shopping Mall provides visitors with a leisurely and comfortable experience through a rich open atrium space, roof garden and surrounding open streets.



### VISITOR BEHAVIOUR

The behaviour study for Taikoo Hui Guangzhou shows that the diverse functional choices provide a good leisure space for visitors. For office staff, restaurants, supermarkets and bookstores are the hot spots during their rest periods. The study also found that the Taikoo Hui Guangzhou atrium area is a well-visited “hot spot”. The design of the atrium space and special events held there make it one of the development’s most popular places.



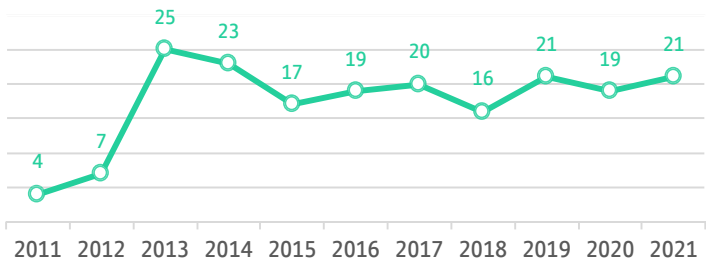
Most popular places for office employee outside working hours



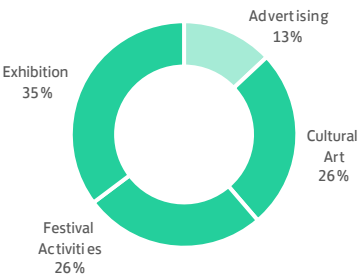
# VIBRANCY INDICATOR 3

## Cultural Life

Encouraging interaction with public art and making art more accessible to the community can help break down social barriers and strengthen social capital. The variety of cultural activities held by Taikoo Hui Guangzhou help to make the place more inclusive and are often cited as a reason why people visit the development.



Number of annual major cultural activities



Activities attended by visitors

### CULTURAL ART

Since 2015, Taikoo Hui Guangzhou has held its “Canton Culture Workshop” every year. Under the guidance of “Intangible cultural heritage masters”, participants experience the beauty of local traditional culture and this programme promotes the spread of Canton culture among the younger generation. This stimulates the public’s attention on the protection and inheritance of traditional culture.



2015 The art of southern Guangdong opera



2015 Cantonese classic songs



2016 Cantonese storytelling



2017 “Rattan weaving” and “coloured tying”



2018 Traditional flat rice noodle



2020 Traditional palace lantern



“Since its opening in 2011, Taikoo Hui Guangzhou has continued to make long-term investments in the field of arts and culture, using public spaces in the Mall to enhance the visitor experience.”

— Jessica Huang, General Manager of Taikoo Hui Guangzhou

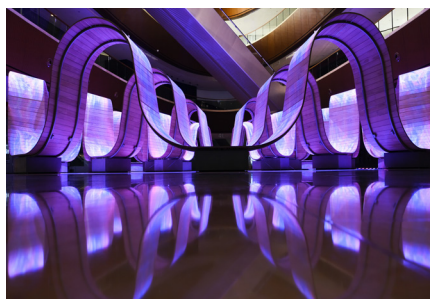
Since 2011, Taikoo Hui Guangzhou has held over 400 events, with an average of 10 events per quarter. Despite the pandemic, from 2020 to 2021, the number of cultural events held by Taikoo Hui Guangzhou remained stable.

## EXHIBITION

Taikoo Hui Guangzhou continues to hold various exhibitions every year and reshapes the public space of the Mall into unique exhibition areas, so that people from all over the world can experience the ambience of various exhibitions and city characteristics.



2020 Animal protection exhibition



2021 Public art installation 'Please Be Seated'



2022 Gundam themed exhibition

## FESTIVAL ACTIVITIES

The festival activities held at Taikoo Hui Guangzhou aim to inherit the culture of traditional Chinese crafts and combine creative expressions to convey the wishes of the Chinese New Year to visitors.



2020 Temari balls exhibition



2018 Traditional paper cutting exhibition

VIBRANCY INDICATOR 4

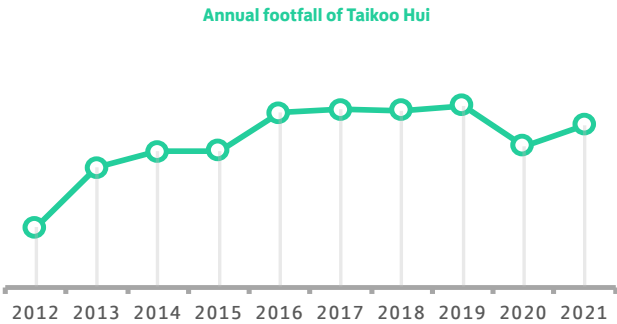
Online & Offline “Heat”

A popular place can stimulate vibrancy, and the online community formed by social media becomes a platform for visitors to express and communicate their thoughts. Online & offline “heat” is the combined popularity and interest in a place that brings great vibrancy.

Social media data collected by “Xinbang has numbers” is used for traffic and content analysis.

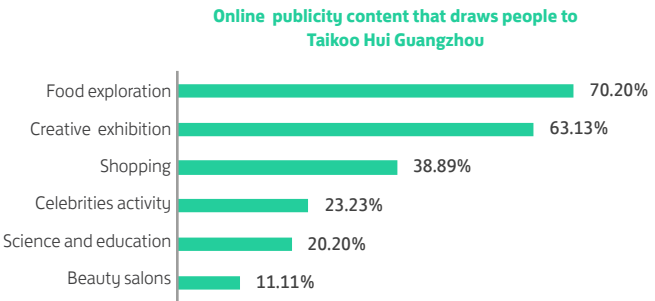
FOOTFALL

Taikoo Hui Guangzhou Shopping Mall saw a steady rise in popularity from its opening in 2011 to 2020. After experiencing a decline in visitor flow caused by the COVID-19 pandemic in 2020, flow began to rebound in 2021.



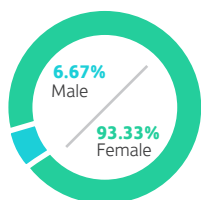
SOCIAL MEDIA DATA

Taikoo Hui Guangzhou’s wide variety of activities have brought abundant online content and formed a highly-popular online media community. Half of the visitors said they had browsed Taikoo Hui Guangzhou-related content on social media and the browsing channels were mainly WeChat public accounts, Xiaohongshu and Tik Tok.

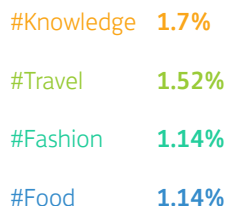


## Fan profile of Xiaohongshu

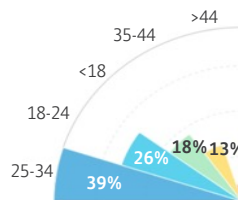
### GENDER:



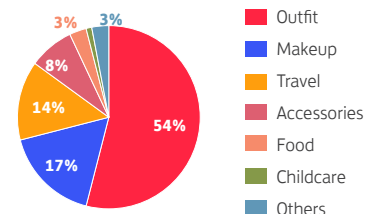
### HASHTAGS:



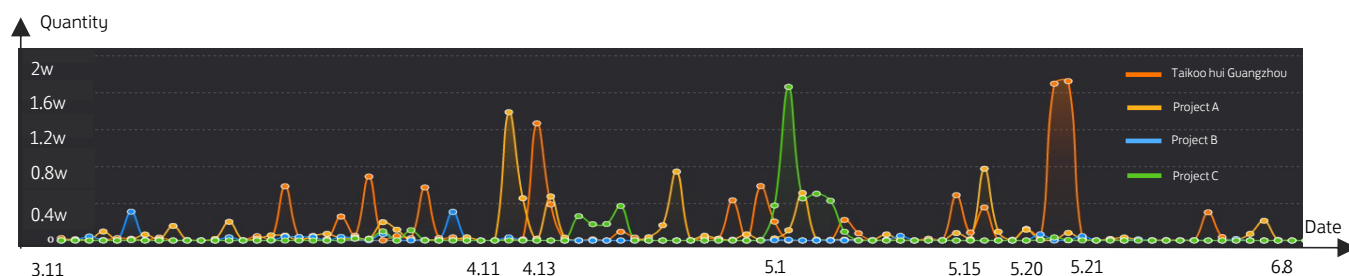
### AGE:



### CONTENT:



## The peak of likes on Tik Tok videos for four commercial complexes (2022/3/11-6/8)



## Comparison of social media data of three commercial complexes (2022/3/11-6/8)

Social media	Data type	Taikoo Hui Guangzhou	Project A	Project B
WeChat	The highest number of reads on WeChat in the past month	<b>21,000 (Gundam Exhibition)</b>	11,000 (Pokémon Exhibition)	<b>21,000 (make-up)</b>
Dianping	Dianping list	<b>2021 must-play list The second of Guangzhou mall list</b>	<b>Top 1 Guangzhou shopping mall</b>	<b>2021 must-play list</b>
	Number of fans	<b>4,906</b>	1,752	No Data
Tik Tok	Number of fans	<b>103,500</b>	23,700	22,000
	Number of likes	<b>779,800</b>	239,700	223,100
Xiaohongshu	Notes published	<b>1,178</b>	768	480
	Number of comments	<b>8,859</b>	8,767	2,703
	Number of likes	<b>74,500</b>	<b>76,900</b>	45,800
	Number of saves	<b>34,100</b>	<b>34,100</b>	25,200

## SOCIAL MEDIA DATA ANALYSIS

The majority of Taikoo Hui Guangzhou's audience in Xiaohongshu are women, aged 18-44, and the posts are mostly related to clothing, travel, fashion, food, etc. From March to June, the most popular Tik Tok video themes for the business complex were festival activities, fashion and the COVID-19 pandemic. And among the top four Tik Tok videos, Taikoo Hui Guangzhou accounted for half.

In addition, Taikoo Hui Guangzhou has better data performance in terms of WeChat Reading, public ratings, Tik Tok fans, Likes, the number of saves and so on. For future online activities, Taikoo Hui Guangzhou will continue to publish attractive content and increase promotion efforts to enhance visibility.





## KEY IMPACTS

Taikoo Hui Guangzhou has developed into a high-end commercial and leisure landmark in Guangzhou, supporting many commercial activities and entertainment events. Over the past 11 years, the number of points of interest in Taikoo Hui Guangzhou and its surrounding area has increased dramatically, fostering a thriving business community and supporting the economic livelihood of the overall community.

Influences that contribute to the prosperity and business success of Taikoo Hui Guangzhou include:

- Visitors, nearby residents and workers from different backgrounds have a high degree of satisfaction with Taikoo Hui Guangzhou, and have their own reasons for being attracted here;
- With a daily influx of visitors, Taikoo Hui Guangzhou is both a business hub with shops, restaurants, hotels and office space, as well as popular public spaces;
- The first-entry strategy has successfully attracted new brands to enter the market and actively adapted to the changing needs of consumers.



# Livelihood

Livelihood explores how a community sustains itself through greater economic activity. It explores the role and function of the community, the people who visit it every day, their activities and the value they create.

LIVELIHOOD INDICATOR 1

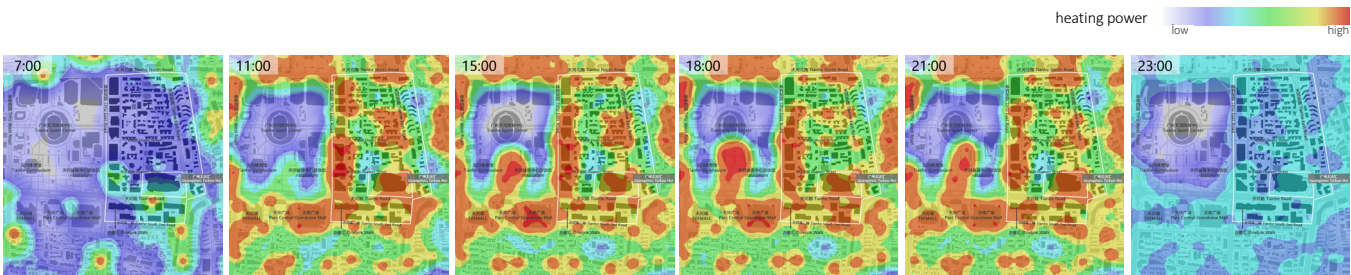
Density

Increasing activity shows that core business districts, such as Taikoo Hui Guangzhou, are playing an important role in continuing to transform their communities and the wider area around Taikoo Hui Guangzhou.

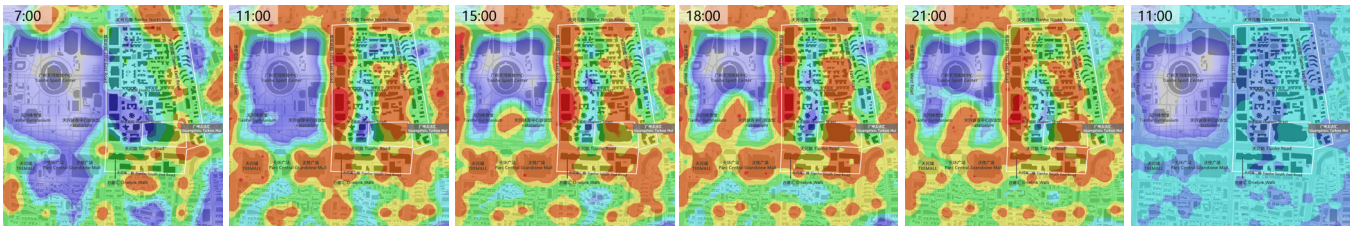
HEATMAP FOR STREET LEVEL

The heatmaps of Taikoo Hui Guangzhou and its surrounding communities at different times in two days were selected. The higher the heat value, the denser the crowd, and vice versa.

By comparing the thermal values at different times of day and night, Taikoo Hui Guangzhou is shown to be an important gathering point of vitality in the surrounding communities.



Heatmaps of Taikoo Hui Guangzhou and surrounding communities at different times during weekends (2022-6-11)



Heatmaps of Taikoo Hui Guangzhou and surrounding communities at different times during weekdays (2022-6-11)



Students at Shipaiqiao Subway Station and people at Exit A waiting for the office building to open from 7am to 8am on weekdays

# LIVELIHOOD INDICATOR 2

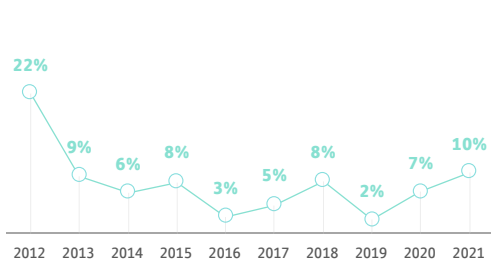
## Commercial Operation

Over the past 12 years while Taikoo Hui Guangzhou has been in operation it has demonstrated strong and sustained commercial activity.

### RENTAL PERFORMANCE

The rental levels of Taikoo Hui Guangzhou reflects the economic conditions of the market. Despite the spread of COVID-19 across the country, rentals at Taikoo Hui Guangzhou saw steady growth after the pandemic, reflecting the continued popularity and vitality of the shopping mall.

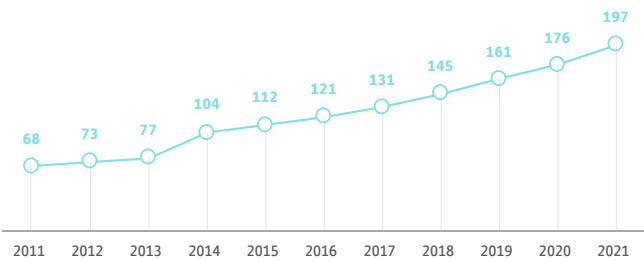
Change in annual rental price ( vs immediate preceding year)



### FIRST ENTRY TO GUANGZHOU

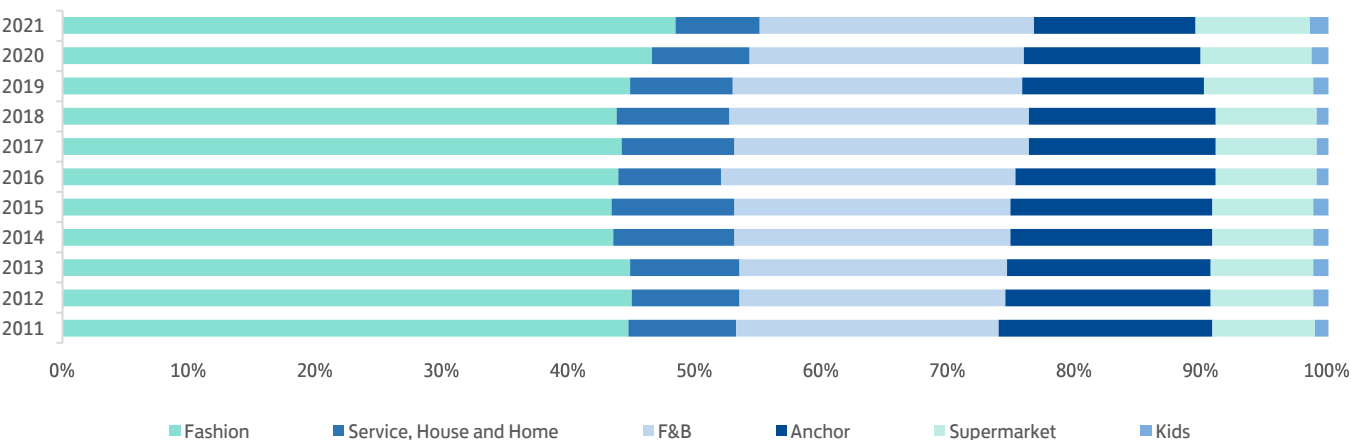
By 2021, Taikoo Hui Guangzhou had accumulated 197 first stores in Guangzhou, some of which were those brands' first stores in South China, and even the Chinese Mainland.

Number of first stores in Taikoo Hui



### DIVERSITY OF BUSINESS FORMS

The “fashion” store category has seen the most growth since 2011, but there has also been growth in the “supermarket” and “kids” store categories, indicating that Taikoo Hui Guangzhou also supports the daily needs of the community.



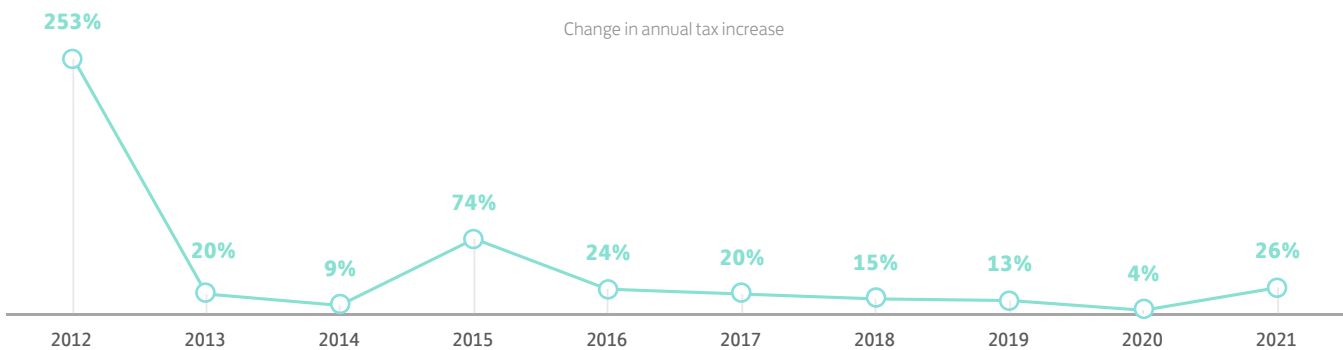
# LIVELIHOOD INDICATOR 3

## Economic Value

The value of Taikoo Hui Guangzhou to the local economy is reflected in many aspects, such as creating employment and enhancing regional economic vitality.

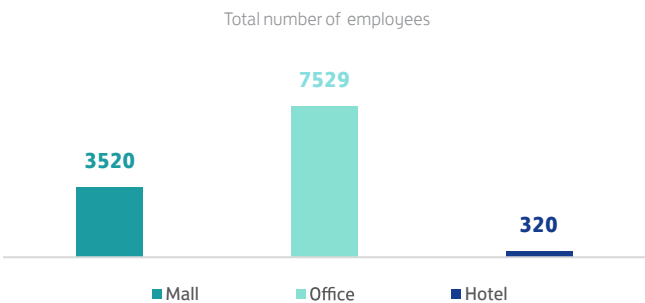
### TAX CONTRIBUTION

Since its opening in 2011, the tax revenue of Taikoo Hui Guangzhou has continued to grow, contributing to the regional economy. Despite the impact of COVID-19, the growth rate has remained positive and is gradually picking up.



### EMPLOYMENT

Since its opening in 2011, Taikoo Hui Guangzhou has provided a large number of jobs for surrounding communities. The total number of existing jobs reached was approximately 11,370 in 2022. About 66% of the jobs came from Taikoo Hui Guangzhou's two Super Grade A office buildings, 31% from the Mall and 3% from the Mandarin Oriental, Guangzhou hotel.



The gender ratio of staff in Taikoo Hui Guangzhou is relatively balanced, and the hotel and office towers provide corresponding jobs for people from all educational backgrounds in society.

# LIVELIHOOD INDICATOR 4

## Hotel and Ancillary Facilities

The five-star Mandarin Oriental, Guangzhou and two Super Grade A office buildings make Taikoo Hui Guangzhou a high-quality and high-end comprehensive shopping centre that supports the local economy and livelihood of the community in many ways.

### REGIONS OF HOTEL'S GUESTS

About 31.5% of bookings at the Mandarin Oriental, Guangzhou came from high-value travellers from non-domestic markets, of which 22.6% were international travellers.

Within the Chinese Mainland demographics Guangdong province generates the most bookings due to the obvious popularity and brand recognition of the Mandarin Oriental, Guangzhou followed by the municipalities of Shanghai and Beijing and thereafter Jiangsu and Zhejiang provinces.

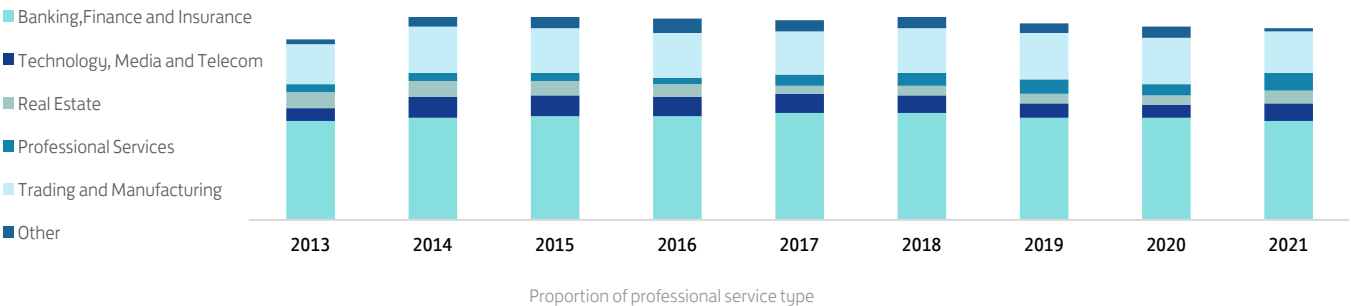


### PROPORTION OF FOREIGN-INVESTED COMPANIES

Foreign enterprises are the main tenants of the Taikoo Hui Guangzhou office building, accounting for about 80% of the total. This is one of the highest ratios of foreign companies in Guangzhou.

### DISTRIBUTION OF JOBS

In terms of service types, Taikoo Hui Guangzhou is home to a large number of large financial enterprises. At the same time, the proportion of professional services companies in the development's office buildings have increased steadily.



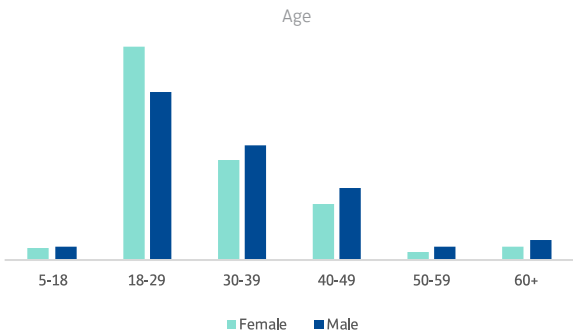
# LIVELIHOOD INDICATOR 5

## Personas

By understanding the background information, basic impression and purpose of space users visiting Taikoo Hui Guangzhou, we can understand the characteristics of different groups of people.

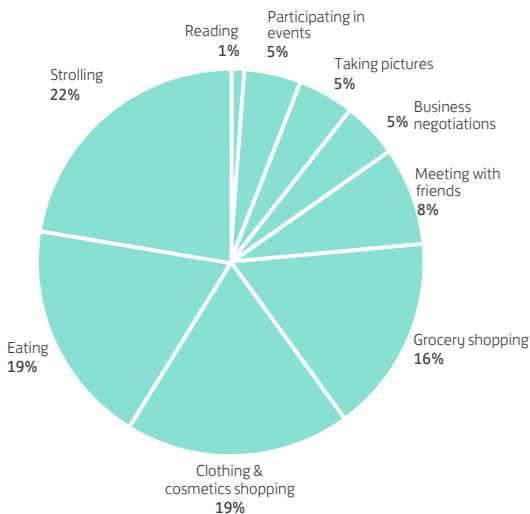
### LOCAL VISITORS

According to the data analysis of the questionnaire survey, Taikoo Hui Guangzhou has visitors of all ages – most of whom are between 18 and 29 years old.



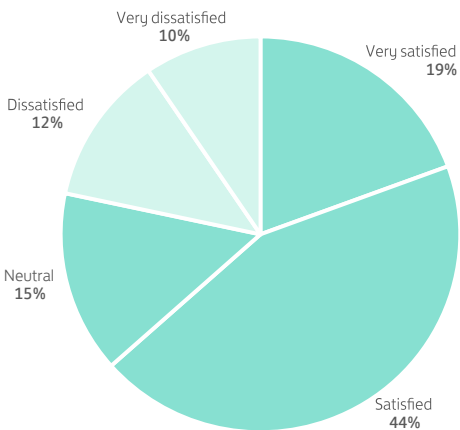
The main purpose of daily visitors to Taikoo Hui Guangzhou is to “hang out”, eat, shop for clothes and cosmetics, and shop for fresh daily necessities at supermarkets. It shows that Taikoo Hui Guangzhou meets the daily use needs of these groups and has become an influential part of their daily life.

Purpose of people coming to Taikoo Hui Guangzhou every day



According to the data analysis of the questionnaire, which sampled 147 nearby residents, satisfaction exceeds 78%. Most of the respondents think that Taikoo Hui Guangzhou has brought a positive influence, and that Taikoo Hui Guangzhou is a high-quality public place with shopping, social and cultural facilities for the surrounding area.

The satisfaction of nearby residents with the design of Taikoo Hui Guangzhou and the surrounding environment

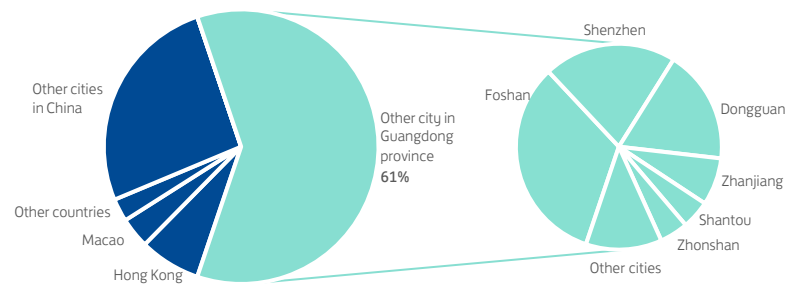


THE INTER-CITY VISITORS

From the data analysis of 117 intercity visitor questionnaires, it can be seen that the influence of Taikoo Hui Guangzhou is present throughout the Guangdong-Hong Kong-Macao Greater Bay Area, and other cities in China. The largest group of visitors, however, are from other cities in Guangdong Province.

Taikoo Hui Guangzhou meets the diverse needs of intercity visitors looking to enjoy food, clothing, beauty and other shopping needs, but also provides them with attractive exhibition activities and other opportunities.

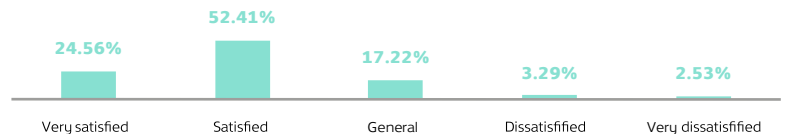
Where intercity visitors originate. Plus other cities in Guangdong Province



COMMERCIAL EMPLOYEE

According to the data analysis of the questionnaire, which sampled 395 employees of the Taikoo Hui Guangzhou Shopping mall, nearly half of them have worked at the Mall for 5-10 years; and nearly 80% of them gave positive comments on the shopping mall's working environment.

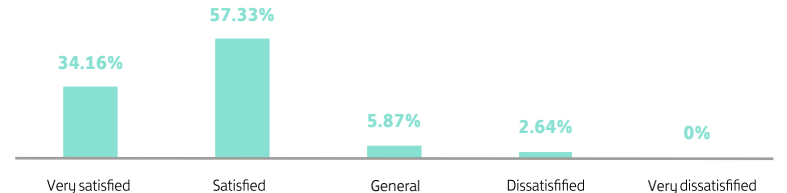
Commercial employee satisfaction with the working environment



BUSINESS EMPLOYEE

According to the data analysis of the questionnaire, which sampled 682 employees from the Taikoo Hui Guangzhou office building, nearly half of them have worked in the building for 5-10 years; and more than 90% of them gave positive feedback on the building's working environment.

Business employee satisfaction with the working environment









## KEY IMPACTS

The ways to make Taikoo Hui Guangzhou a safe and healthy place include:

- Taikoo Hui Guangzhou has created pedestrian walkways that support the “eyes-on-the-street” phenomenon, providing the area with the highest safety score;
- High-quality design is consistent throughout the complex, supporting accessibility for all visitors;
- The scale of the street is pedestrian-friendly and actively draws visitors to spend time there.



## Wellbeing

Wellbeing reflects how people use physical spaces and how social interactions occur between people and places to satisfy social needs and to promote wellness. This section explores the following three questions:

**How satisfied is the community with Taikoo Hui Guangzhou?**

**What features help visitors feel comfortable and welcome at Taikoo Hui Guangzhou?**

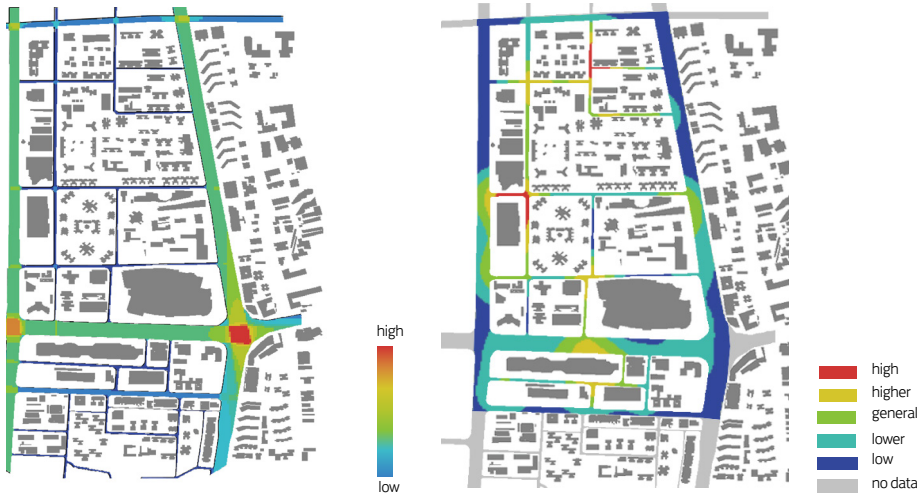
**How does Taikoo Hui Guangzhou create a safe environment for the community?**

## WELLBEING INDICATOR 1

# Safety Index

Safety and security in urban environments are directly related to the quality of public spaces and their attractiveness to people for their daily activities.

Space syntax analysis and detailed field investigation provide a more scientific evaluation of road safety.



Visible level analysis

Kernel density analysis of surveillance cameras



Distribution of street surveillance cameras

Road safety analysis results

“Street eyes” – the combination of people keeping an eye out for each other, along with cameras to survey areas – can be an effective way to reduce street crime. The street is the most important public space for people and the most vital “organ” in the city. The sight of each other on the street is therefore an important factor of street safety.

Through space syntax analysis, the visibility of each street can be analysed. At the same time, combined with detailed field investigation, the distribution and density of surveillance cameras can be further superimposed for the analysis and evaluation of street safety.

According to the analysis, the overall safety of the streets around Taikoo Hui Guangzhou is high, and the overall walking environment and safety can be improved to further enhance the satisfaction of residents and visitors.

WELLBEING INDICATOR 2

# Place Satisfaction

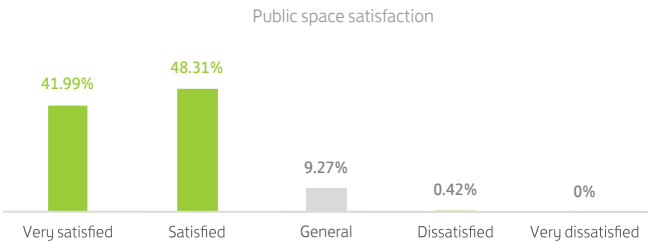
Place satisfaction can be an indicator of wellbeing, drawing a correlation between how, if people spend time in a place that they enjoy, their perceived satisfaction and happiness can potentially be improved.

PUBLIC SPACE SATISFACTION

Evaluation factors :

Rational layout, underground space, atrium, entrance square, roof garden, public seating, toilet, overall atmosphere

90% of respondents were satisfied or very satisfied with the space design of Taikoo Hui Guangzhou.

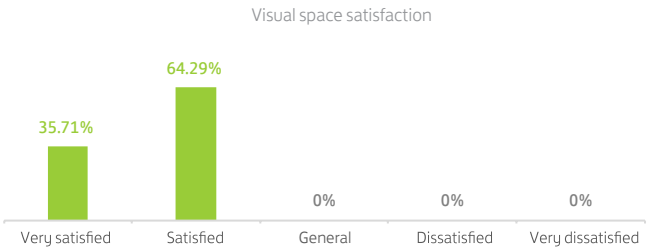


VISUAL SPACE SATISFACTION

Evaluation factors :

Architectural design, overall environmental quality, building color, ground pavement, landscaping

All experts were satisfied or very satisfied with the visual space of Taikoo Hui Guangzhou.

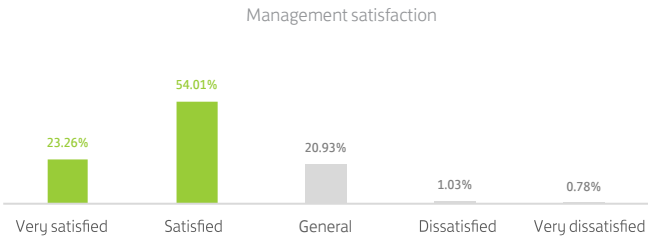


MANAGEMENT SATISFACTION

Evaluation factors :

Cleanliness, crowd control, security measures, facilities maintenance, waste management, wireless Internet connection

77% of shopping mall employees are satisfied or very satisfied with the management and operation of Taikoo Hui Guangzhou.



WELLBEING INDICATOR 3

Design for Enjoyment

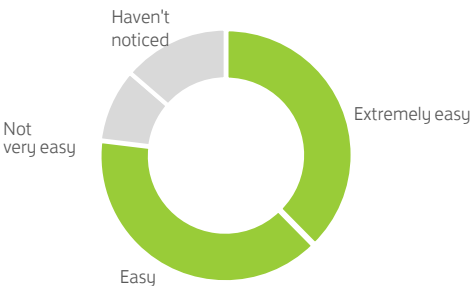
Whether the design of a place is pleasant has a big impact on the wellbeing of the community that uses the space. User-friendly design can stimulate the actual vitality of a place – which is related to the comfortable perception and rich experience of people transitting and staying in the space.

SPATIAL GUIDANCE AND VISUAL RECOGNITION OF UNDERGROUND SPACE

As for the convenience of public facilities, about 65% of nearby residents chose the subway entrance.

According to the data from the visitor questionnaire, 77% think that the metro sign system at Taikoo Hui Guangzhou offers good guidance.

Subway sign guide questionnaire survey



VARIETY OF PUBLIC FACILITIES

The surrounding residents and visitors are generally satisfied with the roof garden, but in the questionnaire, 10% of the surrounding residents and 20% of visitors don't know about the roof garden at Taikoo Hui Guangzhou. This presents an opportunity to enhance the signage within the mall and to increase marketing of the roof garden residents and visitors.

Rooftop garden satisfaction (residents)

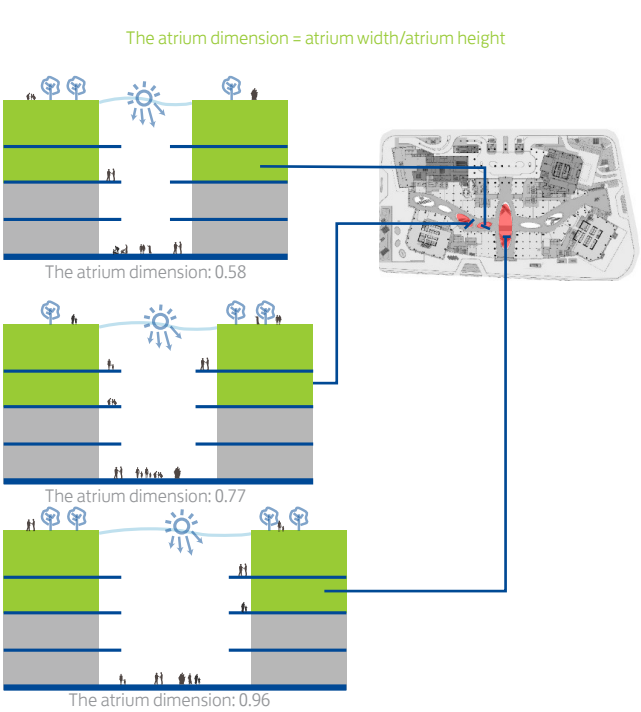


Rooftop garden satisfaction (visitors)

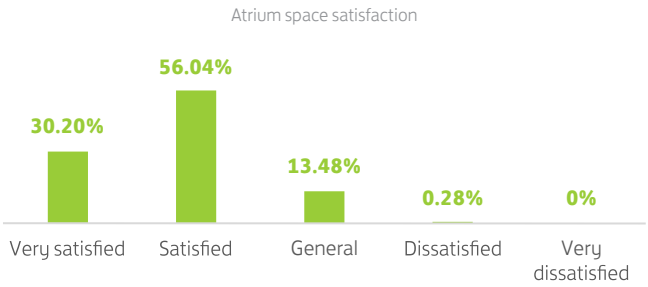
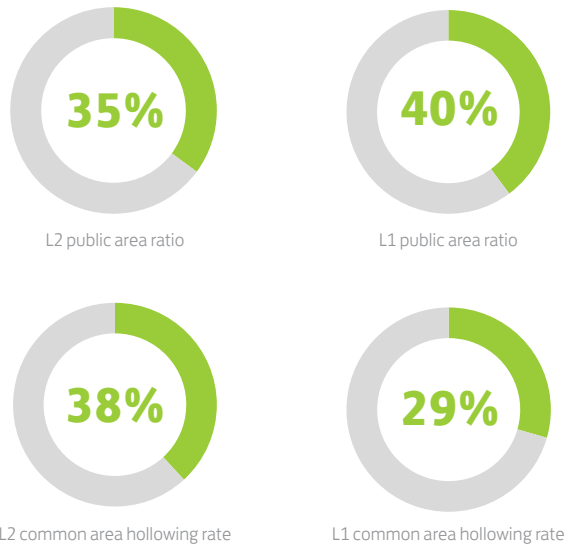


**SPATIAL SCALE OF COMMERCIAL INNER STREET**

The cross-shaped inner street of Taikoo Hui Guangzhou is a space for public use, featuring an expansive area. Large and small atriums not only provide ample natural light for the inner street, but also enhance the ambience of the space, creating a high-quality public place for visitors.



Public area ratio = public area/total area;  
Public area hollowed out rate = atrium area/public area



86% of respondents were satisfied or very satisfied with the atrium space.





## KEY IMPACTS

Continuous investment in hardware and software at Taikoo Hui Guangzhou reflects our long-term commitment to improving the place, while contributing positively to the environment and the community. Impact pathways that contribute to Taikoo Hui Guangzhou's resilience include:

- Continuous programmes and activities to deepen relationships with the surrounding communities and local authorities;
- Maintaining economic resilience by employing an effective business strategy throughout the COVID-19 pandemic;
- Maintaining a diverse tenant base;
- Regular upgrades and enhancements to infrastructure and hardware;
- Regularly conducting climate risk assessments of Taikoo Hui Guangzhou to identify, analyse and manage business risks, including the growing impacts of climate change.



# Resilience

**How can resilience extend beyond the built environment?**  
Community resilience explores the ability of communities to plan, adapt and recover from natural, social and economic challenges. Therefore, community resilience is not limited to physical assets, but also encompasses community and economic considerations.

# RESILIENCE INDICATOR 1

## Social Resilience

Social resilience is a key element in creating inclusive communities. A long-term community development strategy ensures that it is integrated and part of the community in which it is located. In this regard, Taikoo Hui Guangzhou is committed to supporting the surrounding community through its community investment programmes and philanthropic activities.

### SOCIAL COHESION DURING THE COVID-19 PANDEMIC

#### Case in point : “Caring Station”

- Travel safety event – Peace of Mind Lunch + Peace of Mind Travel Energy Pack
- Event in recognition of health workers for their contributions throughout the pandemic – Beauty Energy Pack + Citizen Appreciation Card



Peace of Mind Lunch

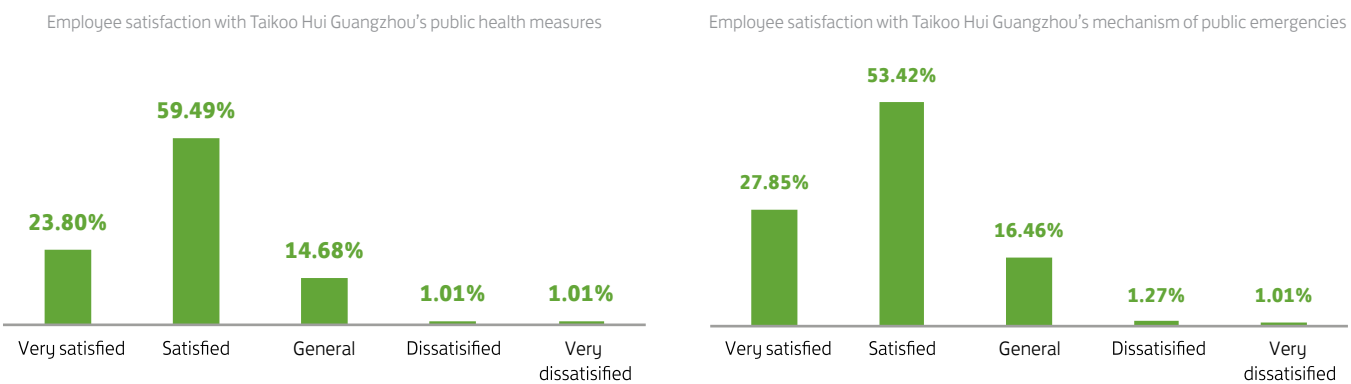


Peace of Mind Travel Energy Pack



Warmth after the pandemic

Regarding the satisfaction of Taikoo Hui Guangzhou Shopping Mall employees with respect to pandemic control measures, approximately 80% of Mall employees rated their satisfaction with Taikoo Hui Guangzhou’s public health measures (especially the control and prevention measures of COVID-19) and its handling mechanism for public emergencies (such as sudden closed-off management, nucleic acid testing).



## PROMOTE COMMUNITY DEVELOPMENT

### Case in point: Swire Properties' Community Ambassador Programme

The Community Ambassador programme is a staff-led initiative to respond to community needs and benefit the wider community through planning and participating in volunteer activities. Launched in 2013, the Community Ambassador programme at Taikoo Hui Guangzhou has organised more than 69 events as at December 2022, with 1,818 staff and partners participating and contributing nearly 4,500 volunteer hours.



Home Improvement for low income families in Qianjin Street, Tianhe District



Renovation of the reading room at the private Dajiang Primary School in Foshan



Ambassadors help disabled members of the community experience vegetable gardening on the roof of Taikoo Hui



Tribute to pandemic fighters and community workers



### WeChat app for office buildings – TaikooHub

The “TaikooHub” app is an efficient, collaborative, environmentally-friendly and convenient smart platform that provides a gateway for the Taikoo Hui office community to connect to the Mall, individuals to businesses, and tenants to landlord.

#### Functional design – six modules:

- Mall Activities
- Notices
- Preferential Benefits
- Employee Management
- Site Search
- Form Processing

### “Green Points Rewards Programme”

Target audience: office employees

How to participate: Employees can drop off empty bottles at the “old bottle recycling machine” and use the TaikooHub office building app to register for points, which can be redeemed for gifts.



Old bottle recycling machine

The office building programme promotes paperless offices at Taikoo Hui Guangzhou, caters to the social and corporate vision of environmental protection, energy conservation and sustainable development, and is in line with Swire Properties' Sustainable Development (SD) 2030 Strategy.



# RESILIENCE INDICATOR 2

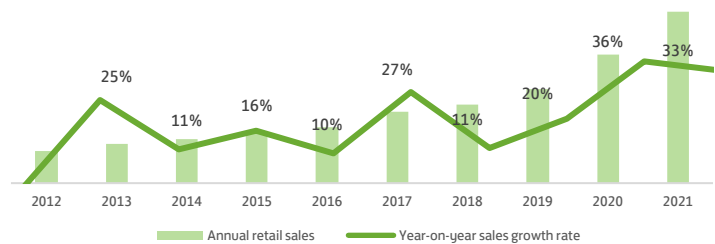
## Economic Resilience

Taikoo Hui Guangzhou’s strong financial performance makes it a desirable location for many brands and especially new brands entering the Guangzhou and the South China market. Taikoo Hui Guangzhou has shown remarkable economic resilience in the face of the pandemic.

### YEAR-ON-YEAR RETAIL SALES

Since its opening, Taikoo Hui Guangzhou has steadily established itself as a renowned retail landmark, as evidenced by the consistent growth in retail sales.

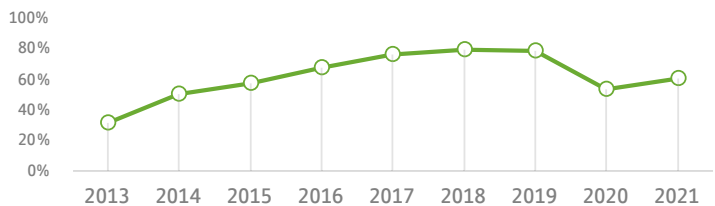
During the height of the COVID-19 pandemic, retail sales at Taikoo Hui Guangzhou bucked the trend and surged 36% in 2020, the largest increase since its opening over a decade ago. It also maintained a positive growth rate of 33% in 2021.



Percentage change in commercial retail sales at Taikoo Hui Guangzhou, 2011 to 2021

### ECONOMIC RECOVERY DURING COVID-19

Before the pandemic, the occupancy rate at the Mandarin Oriental, Guangzhou had been on the rise year-on-year since the hotel’s opening. In 2020, due to the pandemic, the hotel occupancy rate decreased, but the lowest occupancy rate still exceeded 50%, and quickly recovered to 60.8% in 2021. Further increases in demand are expected in the future.



Changes in hotel occupancy

## RESILIENCE INDICATOR 3

# Risk Management

Swire Properties has established a risk management structure that provides oversight on key risk management areas, including information disclosure, risk identification and analysis, and crisis response.

### ENTERPRISE RISK MANAGEMENT (“ERM”) SYSTEM

Swire Properties has an enterprise risk management (“ERM”) system with a clear organisational structure in place. The Board of Directors and the Company’s senior management are responsible for identifying and analysing the risks underlying the achievement of business objectives, and for determining how such risks should be managed and mitigated.

### TCFD-ALIGNED CLIMATE-RELATED FINANCIAL DISCLOSURES

In accordance with its Climate Change Policy, Swire Properties publishes climate-related financial disclosures with reference to the recommendations of the Task Force on Climate-related Financial Disclosures (“TCFD”) on an annual basis; to communicate its management approaches and strategies for climate mitigation, adaptation and resilience to stakeholders.

### CLIMATE RISK ASSESSMENT

Swire Properties completed a comprehensive assessment of the key physical risks posed by climate change to its global assets and business operations, with an aim to develop long-term strategies that protect the business from future climate-related risks.

### PHYSICAL RISK ASSESSMENT

This consists of asset-level modelling of both the acute and chronic physical risks associated with various climate scenarios, presented in selected timeframes from the immediate term to the distant future – 2030, 2050 and 2100.

The global property portfolio has a low to moderate risk of flooding, heat stress, water scarcity and extreme winds in all climate scenarios assessed. This is because Swire Properties’ buildings are relatively resilient and have a variety of mitigation measures in place.

Examples include enhanced flood protection and alarm systems, improved chiller efficiency, regular inspections of glass facades and the installation of intelligent monitoring systems. Some resilience measures will be introduced at the planning and design stages of new developments to ensure that Swire Properties’ assets remain resilient to different future climate scenarios.

### ASSESSMENT OF TRANSITION RISKS AND OPPORTUNITIES

As the world transitions to a low carbon economy, Swire Properties has comprehensively assessed international, national and local government policies, including the Hong Kong Blueprint for Climate Action 2050 as well as regulatory, market and technology trends, in the context of different climate scenarios. The analysis shows that the identified transition risks and opportunities can be effectively managed through our existing business and sustainability strategies as we transition to a low carbon economy.

RESILIENCE INDICATOR 4

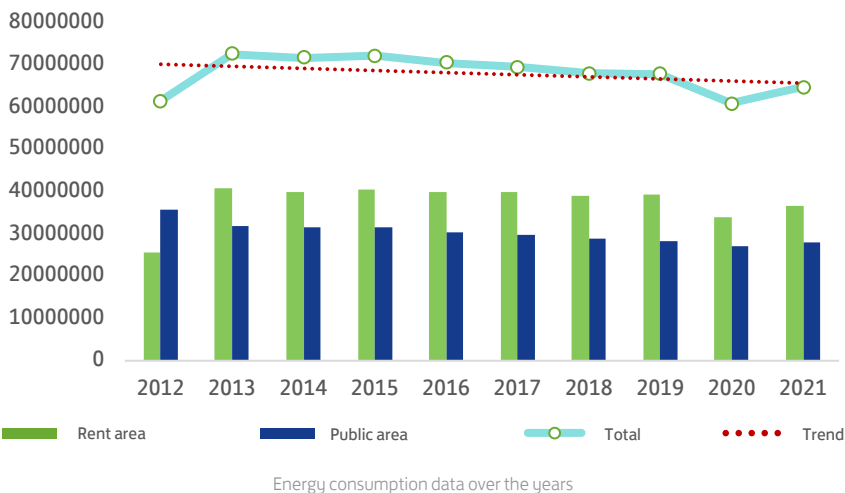
Environmental and Physical Resilience

Taikoo Hui Guangzhou exceeds government-regulated requirements for physical infrastructure, and leads the industry’s long-term decarbonisation and sustainability efforts – via pioneering initiatives, without compromising business operations.

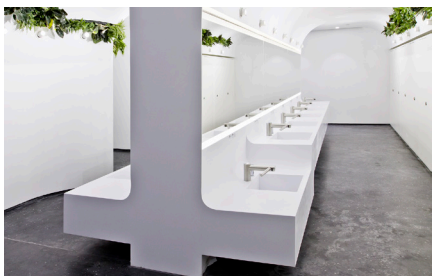
ENERGY REDUCTION AND DECARBONISATION

From the design and construction to the maintenance and operations, Taikoo Hui Guangzhou adheres to the concept of green environmental protection. Under the effective measures of energy conservation and carbon reduction, the overall energy consumption of Taikoo Hui Guangzhou is decreasing year by year.

From full opening to the end of 2021, approximately 7.8 million kWh of electricity (equivalent to 960 tonnes of standard coal generation) and 41,000 tonnes of water (equivalent to more than 74.5 million ordinary bottles of mineral water) have been saved.



- Eco-friendly toilets – the application of advanced technology:



Glass fibre reinforced gypsum (GRG), a green material for walls and suspended ceilings, has been used in a number of bathrooms



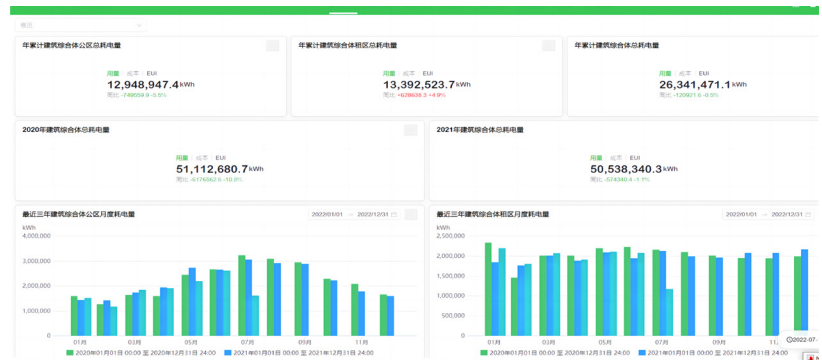
The interior walls are made of 100% recycled and recyclable paper tubes



- Solar photovoltaic power generation project:

Taikoo Hui Guangzhou enabled the rooftop distributed photovoltaic power generation project, reducing carbon emissions and generating up to 76,000 kWh of electricity annually

- The Taikoo Hui Guangzhou cloud-based intelligent energy management platform (EcoStruxure) has been built to enable real-time monitoring and analysis of system operating parameters and system performance evaluation indicators, and automatic testing of equipment.



## LEED GREEN BUILDING CERTIFICATION

In 2012, both office towers became the first projects in Guangzhou to achieve LEED Gold certification in the “Building Body and Envelope System” category. In 2017, the Taikoo Hui Guangzhou Shopping Mall and two office towers were awarded LEED Platinum certification in the “Existing Buildings: Operations and Maintenance” category. And in 2022, the Mall and two office towers were again awarded LEED Platinum certification in the “Existing Buildings: Operations and Maintenance” category.

## ROOF GARDEN PLANT DIVERSITY

Roof gardens are planted with different species of trees and shrubs. The air-purifying and CO<sub>2</sub>-absorbing capacity of the greenery mitigates the greenhouse effect, while the transpiration of the shade and green foliage produces a cooling effect on the roof; thus reducing energy consumption and the building’s heat island effect.





RESILIENCE INDICATOR 5

Climatic Adaptation Assessment

Measuring the climate suitability of a public space is of great value for optimising the comfort of space use, improving the quality of life of community residents, and catering to the vision of sustainable development.

REGULATION OF ROOF GARDEN ON MICROCLIMATE

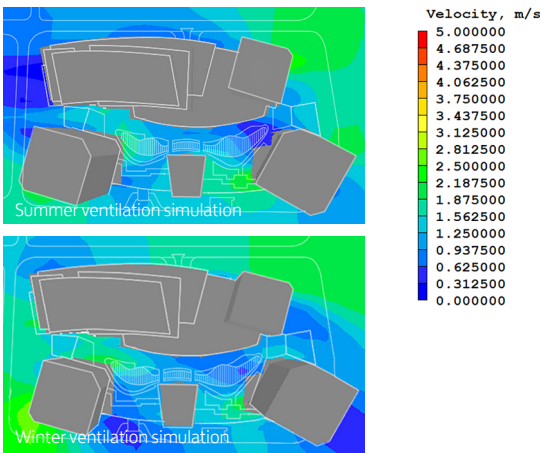
Taikoo Hui Guangzhou’s green roof connects office buildings, hotels, shopping malls, dining areas and cultural centres, forming a green plateau that overlooks the surrounding urban landscape. Decorative skylights and vents on the green roof bring light and air to the underground level. Planting a variety of trees and shrubs on the roof also mitigates the greenhouse effect, reduces building energy consumption and reduces the building heat island effect. In addition, there is a vegetable garden area on the roof garden, which is expected to connect employees, tenants, the community and the public, allowing them to practice the concept of sustainable development and create a better urban life together.



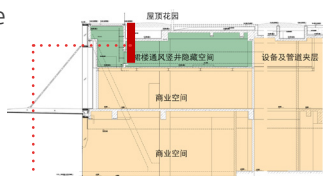
Ventilation

Numerical simulations based on computational fluid dynamics were carried out using PHOENICS software to simulate the summer and winter ventilation environment of the Taikoo Hui Guangzhou roof garden. The simulation results show that the wind speed in summer and winter is maintained within the range of 0-2.5 metres per second, which provides a good ventilation environment for the roof garden throughout the year.

According to the results of the ventilation simulation and the behavioural characteristics of the visitors, 17 sampling points on the roof garden were selected and ventilation was measured using an anemometer at each point.



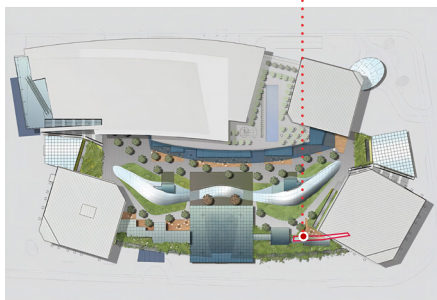
In the design of the roof structure, the skirt building ventilation tube well is set in the interlayer, which avoids the main space of the roof garden. This effectively reduces the influence of waste gas and noise, and provides conditions for the comfortable microclimate environment of the rooftop garden.



Section of mezzanine floor and roof duct of podium

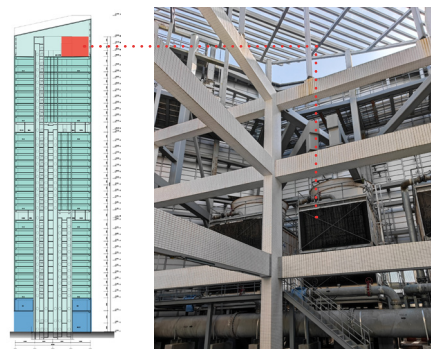


Rooftop exhaust and noise vent



Rooftop garden plan

All air conditioning cooling towers are located on top of the high-rise towers, which reduces the heat island effect and noise in the buildings. This is also beneficial in terms of ventilating the buildings' lower spaces and the comfort of outdoor activity areas.



Location of air conditioning cooling tower

## MEASURES FOR TYPHOON WEATHER



Although the slate floor of the rooftop garden is completely flat, a 3mm gap is reserved between each slate. After rainwater flows into the rainwater well in the interlayer, it is quickly drained away in an organised way, which can effectively avoid water accumulation on the ground even during a rainstorm.

The unmanned aerial vehicle (UAV) and telescope are equipped to check glass safety every two hours during a typhoon period; there are rainstorm emergency plans and collaborative plans; and a specially-equipped rainwater collection system that can temporarily store rainwater and effectively reduce the amount of water discharged to municipal facilities during typhoons and rainstorms.

# What makes Taikoo Hui Guangzhou a great place?

The world was a very different place in April 2020 when we published our first Places Impact Report on Taikoo Place in Hong Kong. At the time, a global pandemic was emerging and no one could have predicted the enormous challenges that were to be faced in the coming few years. In 2021, at the mid-point of the pandemic, in the midst of COVID control measures and economic uncertainty, we published our second Places Impact Report, focused on Taikoo Li Sanlitun in Beijing. In March 2023, as the borders have finally reopened to signal the end of the pandemic restrictions, we have decided to publish our third Places Impact Report, featuring Taikoo Hui Guangzhou.

The extraordinary events of the past three years have provided further evidence that what makes a great place, now more than ever, are human connections.

From our previous analysis, we determined that those connections need to be shaped by well-designed, human-centric physical spaces (placemaking), in combination with consistently well-managed engagement programmes and events to activate the space (placekeeping).

While this remains true, we have observed an important change. A great place is a vibrant, multi-dimensional ecosystem. It integrates with the city and the surrounding community. The physical space is very important as it brings people together and creates the vibrancy that is necessary for human connection.

The pandemic has also highlighted the importance of making and maintaining human connections in the online environment. A great place, therefore, requires a well-designed physical infrastructure in combination with diverse and dynamic, people-orientated programmes to enjoy both online and offline.

Some of the special features which make Taikoo Hui Guangzhou a great place include:

- The multi-layered design creates a high degree of mixing and connectivity throughout the whole complex;
- The rooftop garden is a valuable public oasis appealing to a diverse range of shoppers, office workers, visitors and the local community;
- The complex is accessible during “non-business” hours, providing convenience for a diverse group of people other than shoppers;
- The first store “harvester” strategy, which brings many new international brands to Guangzhou, in combination with ongoing cultural programmes, makes it an attractive destination;
- International brands perceive Taikoo Hui as the preferred location to enter the Guangzhou market, resulting in a longer, win-win collaboration;
- An integrated offline and online community has been established, resulting in high “heat” and continual interest in the development.

## OUR RESEARCH OF TAIKOO HUI GUANGZHOU REVEALS A SIGNIFICANT CHANGE IN THE AREA OVER THE PAST DECADE YEARS. SPECIFIC EVIDENCE OF PLACE IMPACT INCLUDES:

1

Since the opening of Taikoo Hui Guangzhou, the number of points of interest in the surrounding area has increased significantly. The increase in pedestrian footfall has promoted a shift in urban gravity and commercial activity eastward along Guangzhou's Tianhe Road. This has provided positive momentum to develop and expand the Tianhe Road Commercial Zone.

2

Taikoo Hui Guangzhou has attracted international and domestic brands to open new stores in Guangzhou. Since opening, the mall has introduced 209 "first stores", thereby accelerating the evolution of the city's commercial landscape. This, in combination with a steady stream of contemporary cultural exhibitions and events in public spaces, has contributed to the introduction of new ideas and development of innovative trends in the community.

3

Evidence of social and economic resilience has been observed over the past decade, especially during the COVID-19 period. At the tail end of the pandemic, footfall during the 2023 Spring Festival holiday saw a 22% increase compared with the same period last year, an 11% increase compared to same period in 2019 pre-pandemic.





# The Creative Transformation Continues

While Taikoo Hui Guangzhou has achieved considerable impact in all four dimensions of place, to ensure future success it will be essential that it continues to engage its customers, tenants, visitors and the surrounding community with exciting placekeeping events and activities, along with more online experiences to promote closer connections to the wider community.

“The success of Taikoo Hui Guangzhou is a result of the close collaboration between multiple stakeholders who share a common vision to create a great place where people and communities thrive. In particular, the continued success over more than a decade is due to the unwavering support of the local government. As we look to the future, we will continue to invest in Taikoo Hui and the surrounding neighbourhood to contribute to the development of Guangzhou as an international consumption centre city.”

— Tim Blackburn, Chief Executive  
of Swire Properties

## WHAT'S NEXT?

Placemaking and placekeeping are long-term commitments. After celebrating its first 10-year anniversary in 2021, Taikoo Hui Guangzhou has continued to invest in and bring positive change to the surrounding neighbourhood, and the wider Tianhe District.

We're confident that this will bolster the area's vibrancy, increase the number of interest points, foster a thriving business community and support local economies.

In conjunction with these commitments, we are planning to upgrade the existing Hui Fang area by introducing more softscape while transforming the hardscape to increase the variety of tenants and attract new customers.

Swire Properties is committed to investing in the neighbourhood with exciting plans in place to organise more cultural events, art exhibitions and performances at Taikoo Hui Guangzhou to introduce new experiences for visitors to enjoy.

## FUTURE COLLABORATIONS

Regular interaction and multi-party cooperation with local government at all levels is important for the sustainable development of Taikoo Hui Guangzhou and its surrounding areas.

Looking ahead, we will continue to explore opportunities to play a greater role in shaping the city's development and to promote its unique urban cultural identity, so as to enhance the competitiveness and the social and economic development of the Tianhe Road Commercial Zone.

Taikoo Hui Guangzhou's pedestrian-friendly design, the close collaboration with the local community, and the wealth of cultural and artistic programming reflect Swire Properties' commitment to creating long-term value through the sustainable development of the built environment.

**Our Creative Transformation journey continues...**



# Glossary

## RESEARCH PRINCIPLES AND METHODOLOGIES

The data collection, analysis, presentation and design of this research report is the result of a collaborative effort. The research was led by the South China University of Technology, and various departments of Swire Properties also made significant contributions to the project by providing historical data and business records.

## DATA SOURCES

The Community Impact Assessment Framework used in this study required a multifaceted analysis, using data from eight main sources.

### 1. Questionnaire survey and in-depth interviews

Between May and July 2022, the research team, with the assistance of Taikoo Hui Guangzhou, conducted a questionnaire survey of visitors, Mall employees, office tenants and hotel residents in and around Taikoo Hui Guangzhou. Questionnaires were distributed to nearby residents with the assistance of the Linhe Street Office.

Interviews were conducted with designers involved in the development and construction of Taikoo Hui Guangzhou; senior management of Swire Properties and Taikoo Hui Guangzhou; the General Manager of the Mandarin Oriental, Guangzhou; relevant officials of the Tianhe CBD Management Committee; and experts, scholars and other relevant individuals.

### 2. Point of interest data (POI)

Point of interest (POI) data was obtained from Baidu Maps and contains location information of various types of facilities. This study used restaurant POI to analyse the density of restaurants within the Commercial Center of Tianhe District.

### 3. Baidu Heat Map

The Baidu Heat Map calculates the density of people in an area based on the location information carried by the mobile phone signalling data, and displays the results in different colours to reflect spatial differences in footfall.

### 4. Online big data analysis

The platform “Xinbang has numbers” can monitor and collect data from mainstream apps such as TikTok and Xiaohongshu, and the raw data collected by the platform is used for traffic and content analysis.

### 5. Taikoo Hui Guangzhou-related commercial operation data

Taikoo Hui Guangzhou provided commercial operational data to support this study. The data includes, but is not limited to, Mall format, rental and employment information, hotel and office-related data, community benefit-related project information and data from Swire Properties' Technical Services and Sustainable Development (TSSD) department.

### 6. Taikoo Hui Guangzhou Design Drawings

The planning and design drawings and original documents for Taikoo Hui Guangzhou gave a better understanding of the spatial characteristics of the site.

### 7. Other research and report literature

The research team also made full use of past research reports and publications by Swire Properties. For example, the Company's Sustainability Report provides information on the potential impacts of climate change in the Climate Risk Assessment, as well as relevant strategies that have been disclosed to enhance resilience and mitigate risks.

### 8. In-depth field research

The team used in-depth site research to record the behavioural maps of different groups of people and to record the number and location of security cameras reflecting street safety as a basis for data analysis. The team also used an anemometer to measure the ventilation of the roof garden at Taikoo Hui Guangzhou to assess how comfortable it is for visitors and how it could be improved.

## VIBRANCY

**Density of public transport facilities** – The degree of public transport connectivity refers to the difficulty of reaching Taikoo Hui Guangzhou from other places, and the density of surrounding public transport facilities can express this indicator, that is, the density of subway entrances and exits within a 10-minute (500m) walk of Taikoo Hui Guangzhou, and the density of bus stops within a 5-minute (300m) walk. The results are expressed as the number of stops/block area. The higher the density of public transport facilities, the higher the degree of public transport connectivity.

**Density of pedestrian network** – The density of pedestrian paths can reflect whether the block is suitable for walking. The higher the density of pedestrian paths, the higher the walkability of the block. Expressed as pedestrian length/block area (m/ha).

**Development intensity** – Development intensity is an analysis of floor area ratio, which is calculated by dividing the total floor area by planned construction land area. This indicator evaluated the Taikoo Hui Guangzhou investment and the other comparable commercial complexes in Guangzhou.

**Visitor behaviour** – Through questionnaires and surveys, the space where visitors often stay was studied.

**Connectivity** – This refers to the convenience of connection between the Taikoo Hui Guangzhou underground space and public transportation, the connection between commercial inner street and urban street, and the connection between the rooftop garden walking system and urban street.

**Barrier-free walking system** – The barrier-free connections at Taikoo Hui Guangzhou include barrier-free connections with public transportation and the surrounding streets and accessible interior space.

**Heat** – Heat symbolises the vitality of the community, including the popularity of offline traffic and the online popularity formed by social media.

## LIVELIHOOD

**Density** – The density of crowd gathering can reflect the strength of economic behavior to a certain extent. Baidu Heat Map shows the density through the location information carried by smartphone users, with different colours and brightness reflecting the spatial differences in foot traffic.

**Visitors** – The visitor data used in this report was collected from visitor satisfaction surveys and the sample size was 411.

**Nearby residents** – Data from nearby residents at Linhe Street was collected from 147 completed surveys.

**Commercial employees** – Data from commercial employees was collected from 395 completed surveys.

**Business employees** – Data from business employees was collected from 682 completed surveys.



## WELLBEING

**Management Satisfaction** – The satisfaction survey used a scale of 1 to 5 (1 being very dissatisfied and 5 being very satisfied) to evaluate the following six aspects of site management: cleanliness, order management, security measures, outdoor facilities maintenance, waste management and wireless Internet access. The overall site management satisfaction score for Taikoo Hui Guangzhou is the average score of these six aspects.

**Visual Satisfaction** – The satisfaction survey used a scale of 1 to 5 (1 means very dissatisfied, 5 means very satisfied) to evaluate the following aspects: overall environmental quality of architectural modelling, architectural colour, floor paving and site greening. The visual satisfaction score for Taikoo Hui Guangzhou is the average score of these five aspects.

**Spatial Satisfaction** – The satisfaction survey used a scale of 1 to 5 (1 being very dissatisfied, 5 being very satisfied) to evaluate the following aspects: reasonable floor plan, underground space, atrium and entrance plaza, roof garden, public seating, sanitary construction, and overall atmosphere. The spatial satisfaction score for Taikoo Hui Guangzhou is the average score of these five aspects.

**Public area ratio** – The public area ratio refers to the ratio of the public area of a floor to the total area of the floor.

**The public area hollowing rate** – The public area hollowing rate refers to the ratio of the total area of the atrium hollowing to the public area of a certain floor.

**The atrium scale** – The atrium scale is the ratio of the maximum width of the atrium plus the width of the public inner street on both sides to the height of the atrium. This geometric index is expressed as width/height (D/H) value, which is closely related to the visual and psychological feelings of pedestrians in the inner street.

## RESILIENCE

**Historical sales** – This indicator is derived from financial data on commercial retail sales at Taikoo Hui Guangzhou for the calendar years 2011 to 2021.

**Economic recovery during the pandemic** – This metric is derived from hotel occupancy data from 2013 to 2021 for the Mandarin Oriental, Guangzhou and from Xiaohongshu postings within 60 days of the “5.21” outbreak in Guangzhou.

**Enterprise risk management** – Under the risk management framework, the Swire Properties Board and management are responsible for determining and analysing potential risks to the achievement of business objectives and identifying strategies to manage and mitigate such risks.

**Climate-related financial disclosure** – We inform stakeholders and investors of our management approach and strategy for mitigating, adapting to and remaining resilient to climate change. We disclose climate-related financial information in four areas: governance, strategy, risk management, and metrics and targets.

**Climate risk assessment** – We completed a comprehensive climate risk assessment to identify the key risks to business operations from climate change. We selected short and long-term time frames and modelled emergency and long-term physical risks at the asset level under various climate scenarios.

**Ventilation** – The ventilation study was carried out using a numerical simulation method by PHOENICS, based on computational fluid dynamics and wind speed measurements by using an anemometer in the field.

## ABOUT SWIRE PROPERTIES

Swire Properties develops and manages commercial, retail, hotel, and residential properties, with a particular focus on mixed-use developments in prime locations at major mass transportation intersections. Swire Properties is listed on the Main Board of the Stock Exchange of Hong Kong and its investment portfolio in Hong Kong comprises Taikoo Place, Pacific Place, Cityplaza, Citygate Outlets. In addition to Hong Kong, the Company has investments in the Chinese Mainland, the United States, Indonesia, Vietnam and Thailand. In the Chinese Mainland, Swire Properties has six completed mixed-use developments in Beijing, Shanghai, Guangzhou and Chengdu. INDIGO II in Beijing, Taikoo Li Xi'an and a new retail-led project in Sanya are currently under development. The Company's completed portfolio in the Chinese Mainland comprises approximately 1.3 million sqm of space.

## ACKNOWLEDGEMENTS

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### What makes a great place?

This is our third Places Impact Report and we asked ourselves the same simple question: what are the qualities that help shape a healthy, vibrant and resilient place?

We applied our “Places Impact Framework”, first developed in our [inaugural report](#), to conduct an assessment of the impact of our placemaking and placekeeping efforts in Guangzhou. In this report, we focus on Taikoo Hui Guangzhou – a retail-led mixed-use development and our first comprehensive development in the Chinese Mainland.

Following this research, we are more motivated than ever to create and maintain quality places that serve our communities and contribute to resilient cities.



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