

GENTING RESORT SECRET GARDEN



There is serenity everywhere. It is nestled in the midst of snowed capped mountains, pine trees and clear blue skies. It is a perfect retreat from urbanized woes of nearby cities. There are butterflies and dragon flies fluttering among wild flowers of lilac hues on the vales. Its tranquility is sometimes broken only by semi-wild horses cantering in cavalry-like formation. Sometimes, there may sheep rounded up by local shepherds on horse-backs.

This poetic landscape represents the quintessence of quality life. It is like a postcard sent from a friend in either Hokkaido or Whistler. It is neither in Hokkaido nor Whistler. It is Genting Resort Secret Garden or Miyuan in Hebei. It is around 2-3 hours drive from the smog, noise and pollution of Beijing city, which is 230 km away.



It is located in the rustic Chongli Country that is part of the Province of Hebei. Chongli town is famous for its churches and towering spires. It is only 59 km from the

bustling city of Zhangjiakou, which is linked by major highways, rail and air. It takes less than 45 minutes to drive from this city to the resort.

A staggering 18bn Yuan or more have been invested in this staggering project since 1996. It is the vision of one dynamic entrepreneur - Datuk Lim Chee Wah. A mission impossible to many, but not when the project is helmed by a member of the corporate alter ego that was behind the legendary project called the Genting Highlands in Malaysia. His father, the late Tan Sri Lim Gok Tong, was behind the miraculous success of the Genting Highland resort. The testimony to its success is its 20m plus visitors per year.

Presently, the resort has 35 ski trails, which includes 13 professional trails, 14 intermediate trails,



8 beginners trails. It is also equipped with 3 high-speed world-class ski lifts with heated chairs. It is the only ski resort in China, which provides ski lift heated chairs for the comfort of its skiers. The ski resort ski area is around 400,000 square metres.

The blue print for Genting Resort Secret Garden includes development of 87 ski trails, with a total length of about 70 km, supported by 22 cable cars with a total length of about 30 km. In 2014, a new snowboard park and a mogul trail were added to the resort to cater to the more adventurous needs of its skiers and snowboarders.



Since 2013, Genting Resort Secret Garden has forged a strategic collaboration with LAAX, which is awarded as the best ski resort in Switzerland for 2013 and 2014 by *World Ski*. Its Freestyle Academy is a much sought after training ground for Olympics medalists and talents.

Its main target will be the young and affluent from Beijing and other nearby cities that need a place to retreat with their SUVs and jeeps. These affluent in China do like to sip their French Bordeaux and dressed in fashionable ski gear on the mountain slopes.

The resort has the perfect setting for summer as well. It is a place for young families to come for one or two days' sojourn of fun and relaxation. They will be stakeholders with nature. They will have invigorating air, blue skies, horses and wild flowers. They can indulge in trail rides on horses or mountain bikes. Wild mushrooms and vegetables can be found and picked in the woods.

The resort has a mountain bike raceway park. This is likely to be the only place in China with the best downhill mountain bike tracks. The mountain bike downhill tracks stretch for 4 km, which form the longest mountain bike downhill professional circuit in China.



Families can also experience out-door camping at its Camp International Camping Park. It has three different styles of camping: The Camp Jinhua Pavilion camp, Camp observation tower camp and Camp valley camp.

The Genting group is also known for its many other mega forays in the world. This includes ownership of cruise lines, such as Star Cruise and Norwegian Cruise

Line. Other household names in the region are the Resort World complexes in Singapore, Manila, Las Vegas and New York.

Genting Resort Secret Garden will eventually occupy over 100 square kilometers that is almost equal to nearly one third of Singapore. Urbanites from bustling cities like Beijing and Tianjin are able to travel by bullet train from Beijing to the nearby city of Zhangjiakou in less than 45 minutes.

Datuk Lim, an alumnus of the London School of Economics, has named an icon in the resort after the late Tan Sri Lim. This is the Gohtong Highlands Resort Ski Hall where tired skiers can come down to unwind themselves with food, wine and music.

The resort has a zone planned for the development of mansions made from pinewood. Its

Mansard Mansions Resort will have wooden cottages that resemble those in Whistler and Norway. All these wooden cottages will be tastefully designed to blend with the pristine beauty of its natural landscape. They will provide quality accommodation to the discernible buyers from the cities. There is also a traditional Chinese medicine zone, which is an attraction not found in any of the top resorts in North America and Europe. Children World and Theme Park Zone will provide entertainment and fun for both the young and old.

The recipe of quality life in the Genting Resort Secret Garden will be unfolded earnestly in years to come.

With a nearby airport and a high-speed rail directly from Beijing to Zhangjiakou, the resort is hopping to draw more visitors from nearby Chinese cities, South East Asia, South Korea and even Russia.

Datuk Lim was optimistic of the ski resort market. In a television interview with Channel News Asia in late 2012, he concluded confidently:

"The initial years, we're looking at growing up to about 80,000 for the beginning and it'll grow up to about 1.2 to 1.5 million visitations a year.

China's ski market is in its infancy compared to the US... US numbers dwarf China by 20, 30 times."

On August 26, 2014, Genting Resort Secret Garden became the sponsor of the 2022 Beijing Winter Olympic Committee. This year, the resort will be preparing to receive and welcome the International Olympic Committee, FIS, and visitors from International Ski Individual Event.



For more information, please visit website: www.secretgardenresorts.com