

NEWSLETTER

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Clubhouse Performance Upgrade Partnership Program



「會所效能升級伙伴計劃」2025-2026

The Hong Kong clubhouse industry is currently navigating through a period of unprecedented challenges. As the socio-economic landscape evolves and consumer demands diversify, coupled with rising operational costs, clubhouses are confronted with escalating compound operational challenges and structural financial pressures. Issues such as slowing user growth, uneven facility utilization, and a lack of service innovation are becoming increasingly apparent. Furthermore, key questions loom for Owners' corporation, Property managers, and clubhouse managers, including how to precisely define a clubhouse's unique value, expand diversified revenue streams, and foster a more cohesive and attractive community atmosphere.

In response to these challenges, HKCHMA, leveraging its extensive professional expertise and broad influence in the industry, is pleased to introduce the "Clubhouse Performance Upgrade Partnership Program." This initiative brings together the wisdom of numerous industry elites, aiming to provide systematic professional support to public and private residential clubhouses, injecting new vitality to help them achieve all-round performance enhancement and sustainable development.

The "Clubhouse Performance Upgrade Partnership Program" will provide precise and robust professional support to participating clubhouses across eight core areas:

1. Optimizing venue utilization rates and operational efficiency: Evaluate spatial layouts and processes to identify optimization opportunities, improving utilization and reducing costs.
2. Cultivating unique clubhouse characteristics and brand identity: Extract unique elements to create a distinct brand identity, enhancing member recognition and loyalty.
3. Expanding member and user base: Use targeted marketing strategies to attract potential customers and grow the membership base.

4. Enhancing resource allocation and usage effectiveness: Review and assess facilities to develop a scientific resource allocation plan, improving utilization.

5. Developing diversified revenue streams: Explore new income sources like specialized courses and events to optimize revenue structure and boost financial sustainability.

6. Formulating customer-centric service strategies: Establish feedback mechanisms to understand member needs and improve service quality.

7. Building harmonious community ecosystems: Organize community activities to foster interaction and create an inclusive atmosphere.

8. Fostering stakeholder collaboration: Create communication platforms for all stakeholders to collaborate on the clubhouse's future development.

The launch of the "Clubhouse Performance Upgrade Partnership Program" reflects the HKCHMA's strong sense of responsibility and mission to the industry. With our professional team, extensive experience, and systematic approach, we will provide participating clubhouses with free, full-cycle, and comprehensive professional assessment and optimization recommendations.

The Association sincerely invites all eligible clubhouses to join the "CPUPP". Let us join hands to empower clubhouses with professional expertise, collectively address industry challenges, enhance service quality, and create a superior and diverse experience for members.

Elevating the clubhouse to New Heights

<https://www.hkchma.com/cpupp>