



QUAYSIDE
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HOTEL & APARTMENTS
JOHOR BAHRU

FROM GAMBIER STREETS TO GLISTENING SUITES: QUAYSIDE JBCC IS SHAPING THE TRANSFORMATION OF TAN HIOK NEE STREET

In the historical heart of Johor Bahru, a quiet renaissance is unfolding. The city centre's urban regeneration is reshaping the commercial hub around its rich legacy and a futuristic vision. Here, Quayside JBCC, a luxurious hospitality development consisting of branded serviced suites, 4-star International hotel, lifestyle retail, rooftop sky-dine and bar, adds to the new story of Johor that is being slowly realised.

HISTORY RESURRECTED

The streets of Johor Bahru still murmur tales of yore, of Chinese immigrants and a Gambier King, who shaped Tan HioK Nee Street. It's in the midst of this historic charm that Quayside JBCC aims to amplify, turning nostalgic whispers into a destination.

Driven by a visionary developer, Bangsar Heights Pavilion, Quayside JBCC isn't just a project; it's a tribute. By integrating serviced suites, hotel and retail, Tan HioK Nee Street is transformed from a relic of the past to a testament of what the future can hold.

“OUR VISION FOR QUAYSIDE JBCC EXTENDS BEYOND BRICK AND MORTAR. WE'RE CRAFTING A SYMPHONY OF EXPERIENCES, A CROSSROADS WHERE THE HEARTBEATS OF LOCALS AND THE WANDERLUST OF TOURISTS HARMONISE. BUILDING A DESTINATION JOHORIAN CAN BE PROUD.”

says Mr Aaron Yap,
CEO of BHP



A LEGACY REIMAGINED

An urban park with water features will uplift the surroundings, as will the landscaping, colonial shophouse exterior restoration and repainting for an approach that prioritises rejuvenation over mere construction. The streets might be old, but the vision is fresh.

TOURISM: THE NEXT CHAPTER IN JOHOR'S TALE

Situated adjacent to the celebrated Tan HioK Nee Heritage Walk, Quayside JBCC is not just another stop for tourists — it's a journey in itself. As Singaporeans and locals flock to experience this fusion of history and luxury, Johor Bahru is poised to reclaim its crown as one of the region's tourism jewels.

Quayside JBCC is more than an investment opportunity; it's a legacy and vision for Johor Bahru's future.

JOIN US IN SCRIPTING THIS TRANSFORMATIVE CHAPTER. LET'S CRAFT HISTORY TOGETHER.

www.quaysidejbcc.com



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