

Sentosa Development Corporation

# ANNUAL REPORT

## 2018/2019

**sentosa**™  
THE STATE OF FUN



# CONTENTS



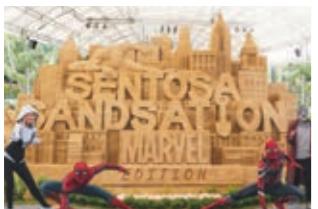
## ORGANISATIONAL OVERVIEW

- 04 About SDC
- 05 Vision, Mission & Star Values
- 07 Board & Management Team
- 08 Senior Executive Team
- 09 Joint Chairman-CEO Message



## YEAR IN REVIEW

- 12 Significant Milestones
- 19 New Island Offerings
- 24 Significant Events & Programmes
- 31 Social & Environmental Sustainability Initiatives



## ORGANISATIONAL EXCELLENCE

- 34 Environmental Awards
- 34 Security Awards
- 35 Guest Satisfaction Awards
- 37 Award Winning Offerings



# ORGANISATIONAL OVERVIEW

ABOUT SDC

04



VISION, MISSION &  
STAR VALUES

05



BOARD &  
MANAGEMENT  
TEAM

07



SENIOR EXECUTIVE  
TEAM

08



JOINT  
CHAIRMAN-CEO  
MESSAGE

09



# ABOUT SDC

## Sentosa Development Corporation

Sentosa Development Corporation (SDC) was established on 1 September 1972 as a Statutory Board under the Ministry of Trade and Industry. Its charter since inception has been to oversee the development, management, marketing and promotion of the island of Sentosa as a resort destination for locals and tourists.

Sentosa is a unique leisure and lifestyle destination with an exciting array of themed attractions, award-winning spa retreats, lush rainforests, golden sandy beaches, resort accommodations, world-renowned championship golf courses, exclusive waterfront residences, and a deep-water yachting marina. This makes



## Sentosa Cove Resort Management

Sentosa Cove Resort Management Pte Ltd (SCRM) is responsible for the management of Sentosa Cove, which has evolved into an internationally prestigious residential and commercial waterfront district. It is home to the



ONE°15 Marina Club, W Singapore - Sentosa Cove, and Quayside Isle, a lifestyle destination that offers a selection of specially-curated new-to-market restaurants, dining concepts from established groups, and specialty retail stores.

Sentosa a unique and vibrant island resort that can appeal to both leisure and business visitors.

Sentosa is also home to Singapore's first integrated resort, Resorts World Sentosa (RWS). RWS operates South East Asia's first Universal Studios theme park, and the S.E.A. Aquarium, one of the largest aquariums in the world.

## Sentosa Golf Club



Reputed as one of Asia's most exclusive golf clubs, Sentosa Golf Club (SGC) is a brand synonymous with allure and prestige. As one of the most established golf clubs in Singapore, SGC has some 1,500 members, many of whom are prominent personalities. The Club manages two award-winning 18-hole, par-72 championship golf courses on the island; The Serapong and The New Tanjong. SGC hosts the SMBC Singapore Open, where international star players and world-class golf professionals from Asia, Europe and the USA compete for the prize of Singapore's national tournament. It is also home to the HSBC Women's World Championship, a marquee women's golf event that has been dubbed as 'Asia's Major'.

## One Faber Group



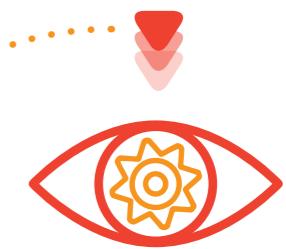
Mount Faber Leisure Group Pte Ltd (One Faber Group), a subsidiary of SDC, operates a suite of leisure and lifestyle services including attractions, guided tour experiences, management of event venues, souvenirs and lifestyle merchandise, as well as F&B operations. The company's portfolio includes the Singapore Cable Car, Wings of Time, Faber Peak Singapore, Arbora, Dusk Restaurant & Bar, Good Old Days, Show Bites, FUN Shop, Cable Car Gift Shop, and Faber Licence. Spanning the hilltop at Mount Faber and Sentosa, One Faber Group's products are linked by the Singapore Cable Car Sky Network of six stations on two main lines – the Mount Faber Line that connects mainland Singapore to Sentosa, and the intra-island Sentosa Line that provides a connection to the island's western end at Siloso Point.

# VISION, MISSION & STAR VALUES



## MISSION

To create the Sentosa Experience through outstanding service and unique offerings.



## VISION

To be the world's favourite leisure and lifestyle resort destination.

# VISION, MISSION & STAR VALUES



## STAR VALUES

Sentosa continually strives to enhance its level of service to offer our guests a memorable experience at The State of Fun. The Sentosa STAR values reflect our commitment to providing service from the heart.

- SERVICE**  
Serve from the heart & enjoy it!
- TEAMWORK**  
Care for one another & build trust and respect.
- ACTING WITH INTEGRITY**  
Be professional & honest.
- RESULTS ORIENTED**  
Be innovative & decisive to make things happen.

We recognise that in order for a resort island like Sentosa to be successful, every component in the service chain is crucial - Be it the need to invigorate our people to provide the best service, to constantly innovate our products in the face of increasing competition both locally and regionally, or the need to continually improve our processes both internally and for guests. The Sentosa STAR Values reflect that commitment we have made to our guests and our frontline staff, known as the island's service ambassadors, who are always encouraged to go the extra mile for guests.



# BOARD MEMBERS

(As at 31 March 2019)



**Moses LEE<sup>^</sup>**  
Chairman  
Sentosa Development Corporation



**Bob TAN Beng Hai\***  
Deputy Chairman  
Sentosa Development Corporation  
Chairman, Board of Ascott Residence Trust Management Ltd,  
Institute of Technical Education,  
Jurong Engineering Limited & Singex Holdings Pte Ltd



**Diana EE-TAN**  
Chairman  
Mount Faber Leisure Group Pte Ltd



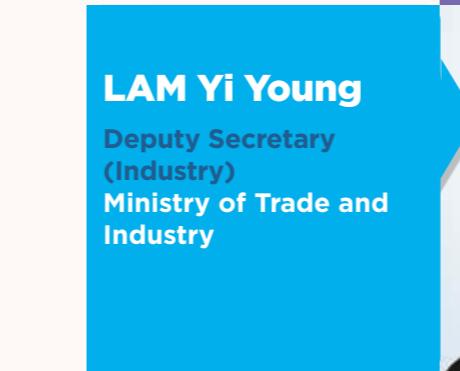
**David HENG**  
Chief Executive Officer  
ABC World Asia



**Eugene HO**  
Regional Managing Director,  
Deloitte South East Asia Consulting  
Chief Strategy & Innovation Officer  
Deloitte South East Asia



**KOH-LIM Wen Gin**  
Independent Director  
Keppel Land Ltd



**LAM Yi Young**  
Deputy Secretary (Industry)  
Ministry of Trade and Industry



**LIM Joo Boon**  
Chairman  
Singapore Turf Club



**Eugene LEONG**  
Chief Executive Officer  
Early Childhood Development Agency



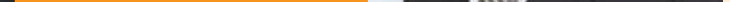
**Rita SOH**  
Managing Director  
RDC Architects Pte Ltd



**Keith TAN**  
Chief Executive  
Singapore Tourism Board



**Ronny TAN**  
President  
Sentosa Golf Club



<sup>^</sup>Completion of term on 31 March 2019.

\*Appointed Chairman on 1 April 2019.

# SENIOR EXECUTIVE TEAM

(As at 31 March 2019)

**CHIN Sak Hin**

Assistant Chief Executive & Chief Financial Officer

**QUEK Swee Kuan**

Chief Executive Officer

**CHUA Siew Hwi**

Divisional Director, Finance

**Lynette ANG**

Chief Marketing Officer

**Jacqueline TAN**

Assistant Chief Executive

**KOH Piak Huat**

Divisional Director, Operations

**Mary Germaine TAN**

Divisional Director, Human Resources & Administration

**Andrew JOHNSTON**

General Manager, Sentosa Golf Club

**LEE Cheh Hsien**

Divisional Director, Planning

**SOH Keng Taan**

Chief Information Officer

**Theresa LOW**

General Counsel

**WONG Sheau Fong**

Divisional Director, Architecture & Land Planning



# JOINT CHAIRMAN - CEO MESSAGE

**— QUEK Swee Kuan**

Chief Executive Officer



## A remarkable year

Sentosa notched a remarkable year in FY2018/19 with a series of high-profile events and offerings that bolstered not only our position as Asia's leading leisure destination, but also Singapore's prominence on the world stage.

From signature events and international meetings, to new themed attractions, hotels, and experiential dining options, the slew of developments helped Sentosa attract a total of 19.7 million visitors last year, an increase of three per cent from the previous year. We are heartened by the healthy visitorship over

**— Bob TAN Beng Hai**

Chairman



the years, as this reflects the strong value proposition that our island continues to offer guests, who can enjoy a diverse array of unique leisure experiences all on one island-in-the-city.

We will continue to refresh and rejuvenate Sentosa's offerings, as we further enhance its appeal as a world-class leisure destination for locals and tourists.

## Staying true to our value proposition

### Curating a robust calendar of varied events

Last year, we had a packed calendar of varied events throughout the year. These included

several firsts, such as the Sentosa Fun Walk and first Pikachu Night Parade outside Japan. The former, organised in partnership with National Geographic, showcased the hidden natural and heritage gems of Sentosa. The latter, held in conjunction with Island Lights 2018, drew throngs of fans to watch adorable Pikachu dolled up in LED lights dancing along Palawan Beach.

Other signature events, too, got bigger and better. Sentosa Sandsation returned in a never-before MARVEL Edition featuring larger-than-life sand sculptures of popular superheroes such as Iron Man and Spider-Man, while Sentosa FunFest presented much-loved Sanrio characters with more than 800 inflatables featuring Gudetama, Hello Kitty, and My Melody.

Sentosa GrillFest, Singapore's only food street by the beach, had almost double the number of stalls and a wider variety of cuisines compared to the previous year. Siloso Beach Party, Singapore's only beach countdown party, also returned for its 12th edition, featuring adrenaline-pumping music, spectacular fireworks, and endless thrills. These evening events were part of our broader push to strengthen Sentosa's position as a night destination as well as continual rejuvenation efforts.

**19.7 mil**  
visitors in  
2018



## Partnering the private and public sector to delight guests

In this vein, we are partnering the private sector to develop more quality day-to-night attractions and curate differentiated night events, leveraging Sentosa's laid-back charm. As part of this strategic push, we also launched the "What The Fun Are You Doing Tonight" brand campaign, and unveiled plans for a brand-new lifestyle enclave named Siloso Green, our upcoming day-to-night destination.

We also continued with our efforts to reacquaint locals with Sentosa. We worked with schools to run educational heritage tours at Fort Siloso and partnered with public sector agencies such as the Health Promotion Board to organise activities for seniors. In addition, we launched a direct shuttle service from Our Tampines Hub running on weekends, public holidays and every Friday during the school holidays.

Meanwhile, with our Island Partners, we celebrated the opening of new offerings and the rejuvenation of a number of existing ones. We saw the soft-launch of Far East Hospitality's Village Hotel and Outpost Hotel in February 2019, which added to the array of accommodation options in Sentosa and opened new possibilities for our guests. Resorts World Sentosa also launched its "fine-casual"

**↑ 3%**  
increase in  
visitorship  
from 2017



# JOINT CHAIRMAN - CEO MESSAGE



restaurant table65 by the chefs behind the Michelin-starred Restaurant 212 in Amsterdam, while One Faber Group unveiled Arbora – a brand new hilltop garden dining concept – as well as year-long activities to celebrate the iconic Singapore Cable Car’s 45<sup>th</sup> anniversary.

The busy year continued with the opening of Shangri-La’s Rasa Sentosa Resort & Spa open-air play space Nestopia and the refurbishment of popular Italian eatery Trapizza located just next door, the launch of the Amara Heritage Trail, and refurbishment of Siloso Beach Resort’s rooms. Other fresh offerings include the new Haunted Mine Ride 4D at Sentosa 4D AdventureLand, and the world’s first and only wax figure of Tollywood superstar Mahesh Babu at Madame Tussauds™ Singapore.

On the sporting front, Sentosa Golf Club (SGC) celebrated an unprecedented achievement when it held four televised events in a year – the SMBC Singapore Open, HSBC Women’s World Championship, 10th Asia-Pacific Amateur Championship, and the inaugural Women’s Amateur Asia-Pacific golf championship.

ONE°15 Marina Sentosa Cove also welcomed star athletes including Olympic silver medallist Jonny Brownlee, as it hosted the finale of the Super League Triathlon series. Leisure athletes, meanwhile, descended on Palawan Beach when we collaborated with the Health Promotion Board to hold the Beach Bash with Timberland Challenge – one of the largest thematic challenges for the National Steps Challenge™ Season 3 – in The State of Fun.

**The choice venue for novel MICE experiences**  
Sentosa’s diverse offerings not only offer holidaymakers various leisure options, but also give business travellers the opportunity to enjoy novel Meetings, Incentives, Conventions and Exhibitions (MICE) experiences. We demonstrated our strong MICE capabilities to the world when we hosted the historic Democratic People’s Republic of Korea (DPRK)-United States of America (USA) Singapore Summit in June 2018, which garnered prominent international attention. Sentosa’s proposition as a top-tier MICE destination was further reinforced as we welcomed the world’s top business leaders at the Bloomberg New

Economy Forum in November 2018. These events have showcased Sentosa’s “turnkey” capability in hosting high-stature events at very short notice, both from an operational readiness and MICE perspective.

## Leveraging technology to meet tomorrow’s demands

To meet the demands of increasingly digitally-savvy and discerning guests, we are always on the lookout for technologies and initiatives that can help us serve everyone better.

For instance, Sentosa has gone cashless for Chinese visitors with the launch of Alipay’s payment solutions across 70% of merchants participating in our Islander Membership programme in January 2019, as part of a collaboration between SDC, Alipay and the Singapore Tourism Board.

We also leveraged technology such as mobile applications and video analytics to enhance island maintenance as well as security and surveillance. In addition, we are partnering the Ministry of Transport and ST Engineering to conduct Singapore’s first public trial of on-demand autonomous vehicles in Sentosa, as we explore ways to enhance the accessibility of Sentosa’s various offerings.

## Sustainable development at our core

Underpinning the work that we do is our commitment to social and environment sustainability. As part of SDC’s annual signature community outreach programme Sentosa Gives, we welcomed some 500 seniors over five days for a fun-filled Sentosa Experience.

More than 100 Hawksbill Turtle eggs were hatched on Tanjong Beach in September 2018, making it the fourth turtle hatching in Sentosa since 1996. This is testament to the island’s healthy ecological environment.

SGC has ceased to provide disposable plastic water bottles on its golf carts and instead installed water stations on course. SGC has also continued to adopt sustainable methodologies and maintenance programmes, particularly on the New Tanjong course, and was awarded the Green Mark (Platinum) awards, the highest accolade of the Building and Construction Authority’s Awards.

## Note of Appreciation

We ended the exciting FY2018/19 by clinching TripZilla’s Best Singapore Destination award for the second year running, and the top spot among all Attractions in the Customer Satisfaction Index of Singapore for the third consecutive year. We are also proud to have won other awards for the first time, such as Travel Weekly Asia’s Readers’ Choice Awards 2018, International Travel Awards 2018 – World’s Best Family Friendly Destination 2018, and inaugural ASEAN Public Toilet Award 2019.

Kudos to SGC, too, for receiving multiple awards in recognition of the club’s world-class golf courses, including major accolades such as the World Golf Awards’ “Singapore’s Best Golf Course” and the Asian Golf Awards’ “Asia Pacific Order of Zenith and the Legion of Leaders”, as well as the SDC team that bagged 89 awards – 14 Star, 11 Gold and 62 Silver – at the Association of Singapore Attractions’ Excellent Service Award 2018. A big thank you to all who have worked hard to make Sentosa proud!

On that note, on behalf of the Board and Management, we would like to take this opportunity to thank Mr Moses Lee for his invaluable guidance and strong support for SDC during his tenure as Chairman, and welcome new Board members Ms Ang Shih-Huei and Mr Andrew Lim. We look forward to another fulfilling year ahead.

# YEAR IN REVIEW

SIGNIFICANT MILESTONES

12



NEW ISLAND OFFERINGS

19



SIGNIFICANT EVENTS & PROGRAMMES

24



SOCIAL & ENVIRONMENTAL SUSTAINABILITY INITIATIVES

31



# SIGNIFICANT MILESTONES

1

## SENTOSA HOSTS HISTORIC INTERNATIONAL SUMMITS

Sentosa showcased its strong ‘turnkey’ capabilities in hosting high-stature events over the past year, with the island welcoming a number of prominent global leaders to its shores.

Among these events was the historic summit between President Donald Trump of the United States of America (USA) and Chairman Kim Jong-un of the Democratic People’s Republic of Korea (DPRK), held on 12 June 2018 at Capella Singapore. The successful hosting of the summit underlined SDC’s robust operational readiness and security plans, as well as its close working relationship with other government agencies.

Sentosa’s proposition as a top-tier meetings, incentives, conferences and exhibitions (MICE) destination was further cemented when the inaugural Bloomberg New Economy Forum made Sentosa home, bringing together a

diverse community of the world’s most influential leaders, also at Capella Singapore, from 6–7 November 2018.

Such events have bolstered Sentosa’s appeal as not only a leading leisure destination, but also a novel meeting venue for business travellers.

### **Sentosa boosts global presence at MICE trade shows**

To this end, Sentosa made its debut at IMEX Frankfurt 2018 and IMEX America 2018 – two of the world’s largest trade exhibitions for MICE travel – as part of SDC’s push to extend the island’s popularity beyond traditional regional markets. SDC will continue to strengthen engagements with long-haul markets such as Europe, America and Oceania.



# SIGNIFICANT MILESTONES

2

## NEW POSSIBILITIES FOR SOUTHERN GATEWAY OF ASIA

To further enhance Sentosa's appeal as a world-class leisure destination for locals and tourists, SDC is working with various stakeholders to draw up plans for Sentosa and its surrounding areas.

As announced at ITB Asia on 17 October 2018, the expanded planning canvas provides exciting opportunities to develop new tourism attractions and anchor a new precinct in what



could be the new Southern Gateway of Asia. Among various developments in the pipeline, SDC will strengthen leisure experiences through the curation of world-class attractions, improvement of transport connectivity and enhancement of our popular golden beaches and tranquil green ridgeline, while ensuring authentic experience and environmental sustainability.

3

## STRENGTHENING SENTOSA'S POSITION AS A NIGHT DESTINATION

SDC has renewed its commitment to strengthen Sentosa's position as a night destination, with plans to bring in more novel after-dark leisure experiences for locals and tourists. Announced on 29 March 2019, the refreshed strategy will see SDC partnering the private sector to develop quality day-to-night attractions and curate compelling and differentiated offerings, in addition to holding its annual signature events.

Among the near-term offerings guests can look forward to is a brand-new lifestyle enclave named Siloso Green, which, when completed in late 2019, will provide the perfect backdrop for a great night out. Spanning over 24,500 square metres, Siloso Green will be a mixed-use

container development featuring many unique concepts, comprising food and beverage establishments, retail shops, accommodation options, as well as event and concert spaces.

More initiatives showcasing Sentosa at night will also be rolled out in FY 2019/20. Meanwhile, as part of the renewed focus on Sentosa's night offerings, SDC launched the "What the fun are you doing tonight?" publicity campaign in December 2018 to bring the island's array of night-time offerings to the forefront, offering guests ideas on the various after-dark experiences they can enjoy.



**sentosa™**  
THE STATE OF FUN

**WHAT  
THE  
FUN  
ARE  
YOU  
DOING  
TONIGHT?**

Luge like it's your grandfather's road, get high on the iFly Singapore or let the stress melt away with a walk by the beach. Whatever you're into, we've got it at Sentosa.

Skyline Luge Sentosa [sentosa.com.sg/WhatTheFun](http://sentosa.com.sg/WhatTheFun)

# SIGNIFICANT MILESTONES



4

## LEVERAGING TECHNOLOGY TO MEET TOMORROW'S DEMANDS

With today's digitally savvy and connected guests, technology is a key enabler in SDC's efforts to create seamless experiences in Sentosa. As such, SDC has embarked on several initiatives on this front:

### Going cashless with Alipay

Sentosa has gone cashless for Chinese visitors with the launch of Alipay payment solutions across 70 per cent of Sentosa Islander merchants in January 2019. A joint collaboration between SDC, the Singapore Tourism Board and Alipay, the initiative enables seamless access to Sentosa's attractions, F&B and retail outlets for Chinese visitors.

### Enhancing operational readiness

SDC has also leveraged technology to optimise daily operations and security in Sentosa. One such initiative is the Abnormality Recognition Video Analytics System (ARVAS), which was rolled out in August 2018 following a rigorous pilot. Deployed in strategic locations, ARVAS has the ability to detect unusual activity, which could be suspicious, as well as safety issues such as unattended young children wandering around. The system has strengthened SDC's capabilities in detecting anomalies, allowing for proactive intervention where necessary.

Another initiative is a new mobile application introduced in December 2018 for SDC's existing E-maintenance System, which has enabled island operations personnel to channel maintenance requests to the appropriate colleagues more seamlessly via their smart phones – while on the go, thereby allowing a much quicker response time for rectification works. This has further enhanced SDC's data-driven maintenance strategy, which was adopted when the E-maintenance System was first rolled out in 2015. The system, which has real-time dashboard capabilities in capturing, integrating and sense-making of data and feedback from both internal and external stakeholders, continues to boost the overall efficiency and effectiveness of the island's maintenance processes.

### On-road testing of autonomous shuttles

SDC, in partnership with the Ministry of Transport and ST Engineering, commenced non-passenger testing of autonomous shuttles along Sentosa's beach service roads in June 2018, as part of SDC's continuous efforts to explore ways to enhance inter- and intra-island connectivity. These tests will be followed by a public trial in 2019, when guests and Sentosians will be able to hail the on-demand autonomous shuttles via their smartphones or at kiosks, complementing Sentosa's on-island transportation network and providing even more ways to access the island's various unique leisure experiences.

# SIGNIFICANT MILESTONES

5

## MORE WAYS TO ENTER SENTOSA FOR FREE OR AT LOWER RATES

As part of efforts to deepen Sentosa's engagement with the local community, SDC lowered, and in various instances waived, Island Admission rates for more Singapore residents.

With effect from 1 October 2018, organised community and school groups entering Sentosa via chartered coaches on weekdays (excluding public holidays) enjoy free Island Admission. Groups eligible for this waiver are community groups under the People's Association and Community Development Councils, as well as organised groups from all pre-schools, government schools, and government-aided schools.

As part of SDC's commitment to cultivating a car-lite Singapore, cyclists and Personal Mobility

Device (PMD) users also enjoy free entry into Sentosa, giving guests another reason to explore hidden gems along the island's network of on-road and off-road cycling trails.

In addition, entry fees via the Sentosa Express have either been halved or waived for selected TransitLink concession card holders, while guests driving in via the Sentosa Gateway vehicular gantry enjoy a reduced Island Admission rate of \$2 at lunchtime and after 5pm daily.

These changes have been implemented for an initial period of two years, and together with other existing free entry options, mean that guests now enjoy a myriad of ways to visit Sentosa at lower cost.



6

## SGC FIRST GOLF CLUB IN THE WORLD TO HOLD FOUR TELEVISED EVENTS IN A YEAR

In 2018, Sentosa Golf Club (SGC) achieved the feat of successfully staging four televised events – the 10<sup>th</sup> Asia-Pacific Amateur Championship, the inaugural Women's Amateur Asia-Pacific golf championship, the HSBC Women's World Championship, and the SMBC Singapore Open – all in one year, making it the first club in the world to do so.

The global attention on SGC continued into 2019 with the return of the SMBC Singapore Open from 17 to 20 January 2019, which saw Thailand's Jazz Janewattananond taking home the trophy; as well as the HSBC Women's World Championship from 28 February to 3 March 2019, where World No. 2 Park Sung-hyun lit up The New Tanjong course as the champion.



# SIGNIFICANT MILESTONES

7

## SINGAPORE CABLE CAR CELEBRATES 45<sup>TH</sup> ANNIVERSARY

An iconic attraction that has played a significant role in the Singapore tourism landscape for 45 years, the Singapore Cable Car has captured the hearts and minds of locals and tourists with its breathtaking scenic views of Sentosa island, Mount Faber and the harbour. On 29 March 2019, One Faber Group kicked off the Singapore Cable Car's 45<sup>th</sup> anniversary celebrations with a

multimedia night show, Miraculous, at its hilltop restaurant Arbora at Faber Peak.

The year-long campaign also featured a slew of exciting activities, events, promotions and F&B creations, including the 'Explorer Passport' self-guided tour, and the display of vintage cable car cabins at the Mount Faber Cable Car Deck.



8

## ONE FABER GROUP BREAKS RECORD WITH "LARGEST SPEED-DATING ON CABLE CARS"

One Faber Group and GaiGai (owned by the Paktor Group) celebrated 11.11 Singles' Day on 10 November 2018 by breaking into the Singapore Book of Records for the "Largest Speed-Dating on Cable Cars". Held

onboard the Singapore Cable Car's Sentosa Line, the speed-dating event saw 70 singles mingling, networking and dining as they took in the stunning aerial views of Sentosa island.



# SIGNIFICANT MILESTONES

9

## SILOSO BEACH RESORT RECOGNISED FOR ENVIRONMENTAL SUSTAINABILITY

Nestled within the lush foliage of Sentosa, Siloso Beach Resort has taken pride in its commitment to environmental preservation. The resort was awarded the highest “Platinum Band” in the National Parks Board’s Community in Bloom Awards 2018, in recognition of its efforts to promote sustainable plant growing methods to schools, among other initiatives.

The resort also hosted a learning journey in November 2018 for some 60 students from the Building and Construction Authority’s Build it Green Club, as part of a collaboration to promote awareness of green building features and practices.



10

## KIDZANIA SINGAPORE CLINCHES SILVER AWARD FOR MOST CREATIVE - PUBLIC/ MEDIA RELATIONS

KidZania Singapore was transformed into an abandoned town over eight select nights from 26 October to 6 November 2018 as part of its inaugural Halloween event, SpookyTown, where families enjoyed spooks and thrills with games, special trick-or-treat trails, face painting and dance performances. In recognition of its creativity, the leading family edutainment theme park received the Silver Award for the Most Creative – Public/Media Relations at the MARKies Awards 2019 Singapore. Organised by Marketing Magazine, the Awards recognise and reward Singapore’s most innovative, creative and effective campaigns.



# SIGNIFICANT MILESTONES

11

## SENTOSA COVE HOLIDAY MARKET & ONE°15 CHRISTMAS BOAT LIGHT PARADE™ CONTINUES TO BREAK RECORDS

For the fifth year running, the Sentosa Cove Holiday Market & One°15 Christmas Boat Light Parade™ have proudly retained their title for the largest number of decorated yachts in the Singapore Book of Records. The two-day extravaganza held on 17 and 18 November 2018 transformed Sentosa Cove Village into an enchanting Christmas wonderland, featuring more than 20 stalls that retailed unique artisanal treats and holiday gifts. Guests were also entertained by exciting carnival games, and the appearance of Santa Claus and Santa's elves.



12

## RESORTS WORLD SENTOSA KEEPS UP AWARD-WINNING STREAK

Resorts World Sentosa clinched the Best Integrated Resort award for the eighth consecutive year at the 29<sup>th</sup> Annual TTG Travel Awards 2018, reaffirming the sustained quality of its offerings.

The lifestyle destination resort was also honoured with the Exceptional Achievement Award at the Singapore Tourism Awards 2018,

in recognition of Universal Studios Singapore's Halloween Horror Nights winning Best Leisure Event for three consecutive years from 2015 to 2017. RWS bagged three other awards including Best Dining Experience (CURATE), Best Customer Service for Hotels (Hard Rock Hotel Singapore), and Best Customer Service for Food & Beverage (Syun).

# NEW ISLAND OFFERINGS



## TABLE65 DEBUTS AT RESORTS WORLD SENTOSA

The latest addition to Resorts World Sentosa's stable of celebrity chef restaurants looks set to up the ante for Singapore's thriving dining scene. Named after Singapore's country code, table65, helmed by renowned and award-winning Dutch chef Richard van Oostenbrugge, opened in January 2019 with a refreshing 'fine-casual' dining concept that injects fun into fine dining. Guests can now look forward to a full sensorial experience, including front-row seats to all the cooking action. The establishment, which features extraordinary modern European cuisine, is Chef Richard's first venture into Asia.



Eat    Play    Indulge    Explore



## A TOP OF THE WORLD DINING EXPERIENCE AT ARBORA

There is yet another great reason to visit the charming Faber Peak, with the launch of One Faber Group's latest hilltop dining concept in October 2018. Perched atop the majestic rainforest hillside, Arbora is named so after the lush greenery of Mount Faber Park that surrounds this all-day casual dining restaurant.

While taking in the stunning views of this hilltop sanctuary, diners can enjoy a selection of Western classics, refreshing craft beers and botanical-inspired drinks created by Executive Chef Kenny Yeo. One of the key highlights of the restaurant is a 13-by-3-metre lush foliage feature wall, which provides a visual anchor to the restaurant and doubles as an "Instagram-worthy" photo backdrop.



# NEW ISLAND OFFERINGS



## OTHER NEW F&B OFFERINGS

Testifying to Sentosa's draw as a unique F&B destination, SDC also welcomed a number of other new and affordable F&B establishments to the island in FY 2018/19, adding to the existing array of dining options in The State of Fun.

- Samundar Express, which opened in November 2018, offers authentic Indian dishes as well as a fusion of Indian, Southeast

Asian and Western cuisine specially customised to suit the local palate.

- Lovers of Mexican and Indian cuisine can now satisfy their cravings at Bones n' Barrel, which opened in November 2018. Located by the waterfront, this eatery has live music and is a perfect place for families, friends and couples to enjoy delicious food with a picturesque view.



## MORE OUTDOOR FUN AND BEACHSIDE DINING AT SHANGRI-LA'S RASA SENTOSA & SPA

Young explorers now have something new to add to their itineraries when visiting The State of Fun, with the launch of Nestopia at Siloso Beach in February 2019. Drawing inspiration from the natural landscape and greenery in its surroundings, the unique open-air play space by Shangri-La's Rasa Sentosa Resort & Spa spans more than 470 square metres and features a unique structure of netted obstacle courses that connect three giant nests and two of the longest slides in Sentosa.

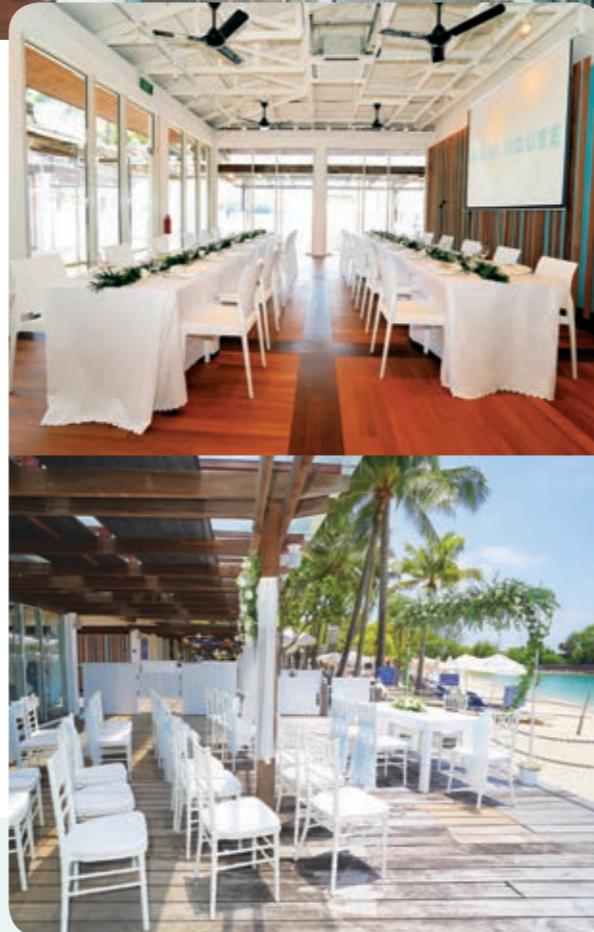
To top it off, Nestopia is located right next to Trapizza, an Italian eatery well-loved by families for its hearty and authentic pizzas, pastas, salads and relaxing seaside vibes – perfect for before and after-play dining. The eatery reopened in May 2018 after a six-month transformation, and together with Nestopia, provide a unique addition to the island's event spaces for corporate teambuilding sessions, events, meetings, conferences, and more.

# NEW ISLAND OFFERINGS



## EVENTS WITH A VIEW AT SPARKLING NEW GLASS HOUSE BY C SIDE

In October 2018, C Side - a multi-concept beach lifestyle destination - unveiled Glass House, a unique space for private and corporate events, product launches, meetings and even children's birthday parties. With floor-to-ceiling glass walls and an alfresco deck area overlooking Siloso Beach, Glass House boasts unparalleled views of the glittering coastline, while allowing ample levels of natural sunlight to flow through the room. The air-conditioned versatile space can be transformed for standing receptions, cosy banquets, conference seating and other customised set-ups, and can accommodate up to 100 people for larger events or smaller groups for an intimate sit-down affair.



## SPINE-TINGLING FUN FOR THE WHOLE FAMILY AT SENTOSA 4D ADVENTURELAND

Families can look forward to even more spine-tingling fun at Sentosa 4D AdventureLand's latest attraction - the Haunted Mine Ride 4D. Launched in November 2018, the fully motion-simulated and highly sensorial ride promises a thrilling good time, with exhilarating twists and

turns inside a deserted cave, complete with multi-sensory physical effects such as fog, rain, wind and vibrations. The attraction joins three other rides in the interactive entertainment zone at Imbiah Lookout - Journey 2: The Mysterious Island, Extreme Log Ride and Desperados.



# NEW ISLAND OFFERINGS



## MADAME TUSSAUDS™ SINGAPORE LAUNCHES FIRST-EVER TOLLYWOOD WAX FIGURE

Madame Tussauds™ Singapore welcomed its first Tollywood wax figure in March 2019 - Mahesh Babu. It is also the first and only wax figure of the Tollywood superstar

in the world. Mahesh Babu now joins other A-list icons at the International Indian Film Academy Awards Experience zone at the museum.



## AMARA SANCTUARY LAUNCHES HERITAGE TRAIL AND PAW-FRIENDLY STAYCATIONS

Amara Sanctuary Resort Sentosa has rolled out two new unique guest experiences that are set to create lasting impressions.

Not many know that British military barracks and air raid shelters once stood on the land that is now home to Amara Sanctuary Resort Sentosa. But as of September 2018, guests now have the opportunity to relive this history through the Amara Heritage Trail. Led by knowledgeable and passionate guides, guests can now step back in time and immerse themselves in the exclusive insights and stories of historic Singapore and Sentosa while exploring the grounds of the resort.



# NEW ISLAND OFFERINGS



## ENHANCED ROOMS AT SILOSO BEACH RESORT

Guests who enjoy being amidst lush foliage will welcome Siloso Beach Resort's newly refurbished rooms. With the first phase of renovations completed in 2018, guests can now look forward to a more spacious and modern feel, with improved lighting,

furnishings, and high-quality wood flooring. As of early 2019, almost all of its 156 Deluxe and Superior rooms have been renovated, with the refurbishment of other rooms also in the pipeline.



## BOARDWALK ADVENTURE: A UNIQUE RETAILING JOURNEY

Royal Vending launched the Boardwalk AdVENTure on 12 March 2019, giving guests access to a myriad of offerings in a novel retailing journey across the scenic Sentosa Boardwalk. The new innovative retail concept features over 30 cashless-enabled vending machines, including close to 70 per cent first-time vendors, offering 24-hour amenities like food and beverage takeaways and other fun experiences for guests making their way to and from Sentosa.



# SIGNIFICANT EVENTS AND PROGRAMMES



## SHOWCASING SENTOSA'S ASSETS THROUGH NOVEL EVENTS

Guests were treated to a slew of unique events through the year, with Sentosa's assets such as the island's golden beaches and hidden gems taking centrestage.

### Sentosa hosts National Steps Challenge™

On 28 April 2018, SDC partnered the Health Promotion Board (HPB) to host the Beach Bash with Timberland Challenge – one of the largest-scale thematic challenges for the National Steps Challenge™ Season 3 – in Sentosa. The event saw more than 1,000 Singaporeans participating in games,

a treasure hunt, and a whole slew of fun fitness workouts across Palawan Beach. The evening ended off on a high, with a record-breaking attempt that saw 115 participants forming the largest line of floating air-beds in Singapore along Palawan Beach.



**Exploring hidden gems at the inaugural Sentosa Fun Walk**

Over 5,000 guests discovered a different side of Sentosa as they explored the island's hidden gems at the inaugural 5km Sentosa Fun Walk, held on 16 June 2018 in partnership with National Geographic. Participants enjoyed a free scenic sunset trek through picturesque nature trails, featuring Imbiah Falls and the natural coastline at Sentosa's west, along with other fringe activities such as an upcycling workshop and movie by the beach.



# SIGNIFICANT EVENTS AND PROGRAMMES

## MARVEL Super Heroes assemble at Sentosa Sandsation

Southeast Asia's biggest sand festival, Sentosa Sandsation, returned bigger and better from 1 – 16 September 2018 in a never-before-seen MARVEL Edition, as part of a collaboration with the Singapore Tourism Board and The Walt Disney Company Southeast Asia. All Singapore residents enjoyed free entry into Sentosa throughout the festival, which drew close to 140,000 fans over three weeks. Besides larger-than-life sand sculptures of popular MARVEL Super Heroes such as Iron Man, Captain America and Hulk, the event also featured an array of interactive MARVEL-themed activities such as sand sculpting workshops, fringe activations, movies by the beach, and unique offerings at

Madame Tussauds Singapore's MARVEL 4D Experience. In addition, guests were able to catch the world-renowned sand sculptors in action for the first time, as they worked on their competition pieces for the Sentosa International Sand Sculpting Championship.



## Sentosa transforms into foodie paradise with Sentosa GrillFest and Sentosa Kaki BBQ

From 13 to 29 July 2018, Sentosa GrillFest saw Siloso Beach transformed into a unique 1km-long night food street, with live music and street performances livening up the atmosphere every weekend. This second edition saw exciting new elements that brought out Singapore's unique food culture, while showcasing up-and-coming talents such as second-generation hawkers and young hawkerpreneurs. During the National Day weekend, Sentosa Kaki BBQ provided another opportunity for food lovers to congregate and celebrate. Guests indulged in barbecued delights while enjoying the live screening of the National Day Parade, on top of movie screenings.



# SIGNIFICANT EVENTS AND PROGRAMMES



**Sentosa Island Lights 2018** dazzles Sentosa's night scene

As part of SDC's continuous efforts to bring unique after-dark leisure experiences to guests, Sentosa Island Lights 2018 – previously known as Pop Up Night – dazzled Sentosa's night scene in time for the year-end festivities. From 16 November to 31 December 2018, Palawan Beach was lit up with unique and interactive day-to-night art installations by local artists. The event also featured the first-ever Pikachu Night Parade outside Japan, where a posse of giant Pikachu dolls dressed up in LED lights danced and marched to the delight of audiences at Palawan Green.



## The party never ends at Siloso Beach

Back for its 12<sup>th</sup> edition, Siloso Beach Party thrilled partygoers with a dazzling array of fireworks, pyrotechnics, a foam zone and 12 hours of non-stop electrifying dance hits and entertainment from internationally renowned DJs, as they ushered in 2019 at Singapore's largest beach countdown party.



# SIGNIFICANT EVENTS AND PROGRAMMES



Cuteness overload with Sentosa FunFest 2019

From 16 to 24 March 2019, guests were charmed by larger-than-life inflatables of beloved Sanrio characters, with the return of Sentosa's signature inflatable beach playground, Sentosa FunFest, during the school holidays. The event featured more than 800 adorable inflatables including Gudetama, Hello Kitty and My Melody across Palawan Beach, and admission to Sentosa was free throughout the period of the event. With various photo points, thrilling bouncy castle obstacle courses, gigantic slides, and movies by the beach, the beach extravaganza had something for everyone in the family to enjoy.



© 1976, 2013, 2019, SANRIO CO., LTD  
Approval No.: P19010002OST



# SIGNIFICANT EVENTS AND PROGRAMMES



## SENTOSA COVE HOSTS ELECTRIFYING SUPER LEAGUE TRIATHLON 2018

Sentosa Cove Village played host to the world's top 44 triathletes, as they competed in the finale of the Super League Triathlon Championship Series 2018 – the premier racing league in the world of triathlon. Guests had an electrifying experience watching the world's best triathletes tackle a challenging route of swimming, cycling and running in an adrenaline-pumping, high-intensity two-day race, held at the stunning ONE°15 Marina Club at Sentosa Cove on 23 and 24 February 2019.



## MORE THAN 12,000 ATTEND SINGAPORE YACHT SHOW 2018

Since its inception in 2011, the Singapore Yacht Show has gained prominence on the international boat show calendar, establishing itself as the principal marketing platform in Asia for the global yachting industry. Held from 12 to 15 April 2018, the Singapore Yacht Show brought together an exhibit of world-class yachts, supercar display, sommelier wine and craft beer tasting, as well as glamorous parties against the backdrop of Sentosa Cove, attracting more than 12,000 visitors and exhibitors.



# SIGNIFICANT EVENTS AND PROGRAMMES



## FALL HEAD OVER WHEELS AT W SINGAPORE

W Singapore, in collaboration with The Projector, AUX Media Group, and Land Rover Singapore, delighted guests between 14 and 16 February 2019 with the first ever drive-in movie experience at the lush greens of W Lawn at W Singapore – Sentosa Cove. Guests kicked back and enjoyed a movie in the luxury of spacious Land Rover models, transforming their typical Valentine's Day celebration into a memory of a lifetime.

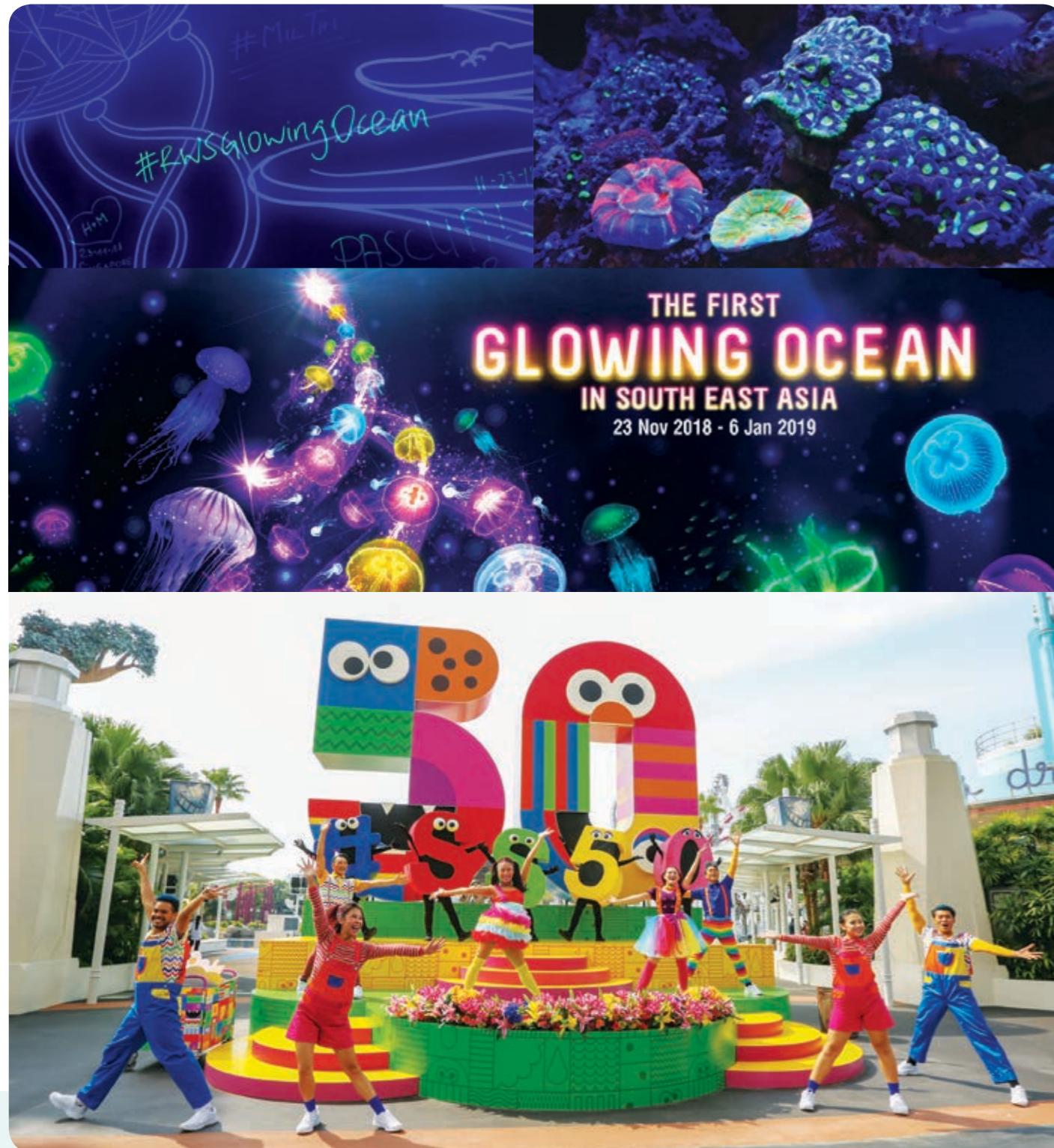


## AN ILLUMINATING CHRISTMAS AT QUAYSIDE ISLE @ SENTOSA COVE

Quayside Isle @ Sentosa Cove took on the glow of a waterside wonderland from 1 to 31 December 2018, with a Christmas light-up that showcased the various elements of beautiful marine life, such as twinkling fairy lights on trees to represent playful jellyfish

and schools of fish. Named “Illuminate By The Marina”, the nightly festive light display was a photo-worthy and unique dining experience for photo enthusiasts, foodies, couples and families celebrating the year-end festivities.

# SIGNIFICANT EVENTS AND PROGRAMMES



## NON-STOP ENTERTAINMENT AT RESORTS WORLD SENTOSA

Resorts World Sentosa continued to provide guests with non-stop entertainment with a line-up of exciting and electrifying events.

The S.E.A. Aquarium, for instance, was home to Southeast Asia's first Glowing Ocean during the year-end school holidays, during which the attraction brimmed with glowing sea animals and stunning light art installations.

Over at Universal Studios Singapore, guests got to party, play, and learn with family and friends at the Sesame Street 50 Years and Counting Celebration, which featured interactive shows and exhibits from 8 March to 28 April 2019.

From 27 September to 31 October 2018, Singapore's premier scare event, Halloween Horror Nights returned for its eighth edition with five terrifying haunted houses, three killer live shows and two scare zones, where popular Asian and Western horrors including Netflix's Stranger Things and the legend of the Pontianak captured the imagination of horror fans.

During the festive Lunar New Year season in February 2019, megastar A-Mei, together with Anna and Eve Ai, ushered in the Year of the Earth Pig in a blockbuster 2019 Chinese

New Year Live Showcase with performances featuring a music symphony of top hits and electrifying dance sequences.



# SOCIAL & ENVIRONMENTAL SUSTAINABILITY INITIATIVES

## SSDC BRINGS FUN TO SOME 500 SENIORS

As part of its annual signature community outreach programme Sentosa Gives, SDC welcomed some 500 seniors to the island for a fun-filled Sentosa Experience from 18 to 22 March 2019. The seniors, who were beneficiaries of five social service organisations - Apex Harmony Lodge, ECONLIFE Hub!, FaithActs, Feiyue and Thye Hua Kwan Moral

Charities - enjoyed Sentosa's diverse array of leisure offerings in the company of over 70 SDC staff volunteers. Among the attractions the seniors visited were Fort Siloso Skywalk, Resorts World Sentosa's S.E.A. Aquarium™ and Maritime Experiential Museum™, and Singapore Cable Car.



## GOING BALD FOR A GOOD CAUSE

Sentosians made a "bald" statement in May 2018, raising a total of \$5,974 in support of Hair for Hope 2018. An annual event organised by the Children's Cancer Foundation (CCF), Hair for Hope raises funds for and awareness of childhood cancer, with participants shaving their heads bald in a strong show of support for patients and their families. SDC is proud to have been a satellite partner of CCF since 2014.



# SOCIAL & ENVIRONMENTAL SUSTAINABILITY INITIATIVES



## MORE HAWKSBILL TURTLE EGGS HATCH IN SENTOSA

On 19 September 2018, more than 100 hawksbill turtle eggs hatched at Sentosa's Tanjong Beach, marking the fourth hatching of the endangered animal on the island since 1996 and testifying to the pristine environment. In line with SDC's commitment to conserving wildlife found on the island, several measures were earlier put in place to ensure the eggs

were kept safe from predators and potential disturbances. To educate guests on the importance of protecting the endangered turtles, SDC also invited experts to share more about the hawksbill turtles and what the public can do to help them, in a seminar that was attended by close to 100 guests.

## SENTOSA GOLF CLUB KEEPS IT GREEN

Sentosa Golf Club (SGC) has reaffirmed its commitment to environmental sustainability, with various initiatives rolled out through its 'Keep it Green' movement. Among them, SGC no longer provides disposable plastic water bottles on its golf carts. Instead, the club has installed a number of water stations on course. This reduction of plastic usage is a continuation of SGC'S efforts to drive environmental awareness and build upon already-established eco-friendly agronomic and operational practices.



## EMBRACING A LITTER-FREE ENVIRONMENT WITH S.E.L.F

The S.E.L.F Programme, short for Sentosa Embraces Litter Free, continues to provide opportunities for Sentosians to play a part in maintaining a litter-free environment. Over the past year, the litter-picking initiative saw three successful runs, including in conjunction with meaningful causes and occasions such as the International Coastal Cleanup and World Environment Day. An initiative spearheaded by SDC, the S.E.L.F Programme instils in staff, Island Partners and guests the spirit of collective responsibility in maintaining a litter-free Sentosa.



# ORGANISATIONAL EXCELLENCE



ENVIRONMENTAL AWARDS  
34



SECURITY AWARDS  
34



GUEST SATISFACTION AWARDS  
35



AWARD-WINNING OFFERINGS  
37



# ENVIRONMENTAL AWARDS

## SENTOSA BAGS TOP GREEN MARK AWARDS

Sentosa's commitment to sustainable design, construction, and operational practices paid off when it bagged three Green Mark (Platinum) awards, the highest accolade of the Building and Construction Authority (BCA) Awards.

The buildings which won awards under the Existing Non-Residential Buildings category were:

- Amara Sanctuary Resort Sentosa
- Palawan Kidz City
- Sentosa Golf Club



BCA GREEN MARK

# SECURITY AWARDS

## SENTOSA RETAINS GOLD FOR SECURITY EXCELLENCE

SDC has retained the TOPSIS (Threat-Oriented Person Screening Integrated System) Operational Award Gold Standard in 2019, the highest accolade that the Ministry of Home Affairs confers for outstanding implementations of the border-security programme. In particular, SDC was recognised for customising the TOPSIS

programme to enhance the security of Sentosa, as well as for the strong support and assistance in implementing TOPSIS 2.0 in other organisations, such as Island Partners. Since its roll-out in 2009, TOPSIS has trained frontline staff, including non-security personnel such as customer service officers, to act as eyes and ears on the ground.



# GUEST SATISFACTION AWARDS



## SENTOSA TOPS CUSTOMER SATISFACTION RANKINGS IN SINGAPORE FOR THIRD CONSECUTIVE YEAR

For the third consecutive year, Sentosa clinched the top spot in the Customer Satisfaction Index of Singapore's Attractions sub-sector, garnering a total of 75.6 points – an increase of 0.7 points from the

previous year. The highest score in the sub-sector since 2014, the result is testament to Sentosians' dedication and commitment to creating unique and delightful experiences for guests.

## A SWEEPING WIN AT EXSA 2018

It was a proud moment for Sentosa as the island's frontliners walked away victorious at the Excellent Service Awards (EXSA). A total of 89 SDC staff were awarded the EXSA in 2018, with 14 Star, 11 Gold and 62 Silver award recipients. On top of that, Sentosians from Island Partners, including Sentosa 4D AdventureLand, Butterfly Park & Insect Kingdom, Madame Tussauds Singapore, One Faber Group, Resorts

World Sentosa, and Skyline Luge Sentosa, also received awards for excellent service. Organised by the Association of Singapore Attractions and Enterprise Singapore, EXSA is a national accolade that recognises individuals who have delivered quality service in their respective sectors, and to honour their commitment towards service excellence.



# GUEST SATISFACTION AWARDS



## SENTOSA CLINCHES INAUGURAL ASEAN PUBLIC TOILET STANDARD AWARD

Sentosa is proud to have been conferred the inaugural ASEAN Public Toilet Standard Award for its Palawan Beach toilets in January 2019, testifying to SDC's commitment to providing good experiences at all guest touchpoints.

The ASEAN Public Toilet Standard Awards recognises public toilets that enhance the tourism experience by maintaining high levels of quality in terms of safety, cleanliness, maintenance and accessibility.



## CUSTOMER SERVICE EXCELLENCE

For delivering outstanding service to guests over the past year, Mohamed Farham Bin Mohamed Noh from SDC's Service Ambassador and Transport team clinched the Customer Service Excellence for Attractions award at the Singapore Tourism Awards 2019,

beating out three other nominees in the category. The Customer Service Excellence for Attractions award recognises customer service professionals from attractions who have delivered distinctive and compelling customer experiences.

# GUEST SATISFACTION AWARDS



## CELEBRATING OUR PEOPLE AT THE CEO STAR AWARDS

A total of six Sentosians and five teams received the Service Star as well as Safety and Security awards at the eighth Sentosa CEO Star Awards, held annually to recognise staff of Island Partners for their outstanding customer service, and for contributing to and playing an integral part in creating a safe and secure environment for Sentosa's guests.

The FY 2018/19 edition also saw the introduction of Service Heroes – Sentosians who were nominated for their excellent record of providing outstanding service. This pioneer batch of 22 Service Heroes were recognised with badges at the Awards.

# AWARD WINNING OFFERINGS

## SENTOSA HONOURED AS BEST SINGAPORE DESTINATION AT TRIPZILLA EXCELLENCE AWARDS

For the second year running, Sentosa has been named the Best Singapore Destination at the TripZilla Excellence Awards. In addition, the following Island Partners were also recognised for providing great experiences at the Awards, testifying to the quality of the island's unique leisure offerings:

- AJ Hackett Sentosa: Best Attraction for Adrenaline Junkies (Singapore)
- Universal Studios Singapore: Best Theme Attraction (Singapore)
- W Singapore Sentosa Cove: Best Luxury Hotel (Singapore)

The Awards honour the industry's best for service excellence, outstanding business practices and delivering the most innovative travel experiences.



# AWARD WINNING OFFERINGS

## TRAVEL WEEKLY ASIA'S READERS' CHOICE AWARDS 2018

Sentosa has clinched the accolade of Best Attraction at Travel Weekly Asia's Readers' Choice Awards 2018, a testament to the island's value proposition as an all-in-one island-in-the-city.

Island Partners also won awards in other categories, namely:

- Resorts World Sentosa: Best Integrated Resort - Asia Pacific
- Sofitel Singapore Sentosa Resort & Spa: Best Resort (Service Excellence)
- Universal Studios Singapore: Best Theme Park



The Travel Weekly Asia Readers' Choice Awards recognise the diversity and excellence found in the travel industry.



## SENTOSA IS THE WORLD'S BEST FAMILY FRIENDLY DESTINATION

Sentosa was named the World's Best Family Friendly Destination at the International Travel Awards 2018. The awards recognise the best industry players globally, with winners determined by votes from consumers, travel and tourism trade professionals and hospitality industry professionals.



# AWARD WINNING OFFERINGS



## SDC WINS BEST MARKETING IDEA AT THE SINGAPORE TOURISM AWARDS 2019

At the Singapore Tourism Awards 2019, Sentosa Sandsation: MARVEL Edition, which was held from 1 – 16 September 2018, inched out four other nominees to come up tops for the Best Marketing Idea award. The Best Marketing Idea award recognises innovative marketing executions that best achieve effective tourism-related outcomes for Singapore, as well as business objectives.



## SENTOSA GOLF CLUB CELEBRATES MULTIPLE WINS

Sentosa Golf Club (SGC) has further entrenched its status as one of the world's top golf clubs, clinching numerous awards and accolades in 2018, including:

- Runner-up, Best Championship Course in APAC category, Asian Golf Awards
- Best Golf Academy, Asian Golf Awards
- Best F&B Experience, Asian Golf Awards
- Asia Pacific Order of Zenith and the Legion of Leaders, Asian Golf Awards
- Singapore's Best Golf Course, World Golf Awards
- The BrandLaureate International Iconic Brand for "Leisure - Golf Course", The BrandLaureate Special Edition World Awards 2018
- 20 of the World's Most Incredible Golf Courses, Golf Monthly UK

More than just golf, SGC is also a premier dining destination. In a showcase of its F&B prowess, SGC Executive Chef and Singapore Team Manager Kong Kok Kiang led a team of chefs to Luxembourg's EXPOGAST in November 2018 to defend Singapore's Culinary World Cup title. The Singapore team put up a strong showing, emerging as first runner up.





**Sentosa Development Corporation**

39 Artillery Avenue, Sentosa Singapore 099958

Copyright © 2019 Sentosa 2018/19 Annual Report. All Rights Reserved.