



SENTOSA  
DEVELOPMENT CORPORATION

# ANNUAL REPORT

2019 /  
2020



# YEAR IN REVIEW

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# ORGANISATIONAL OVERVIEW

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# 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 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 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'.



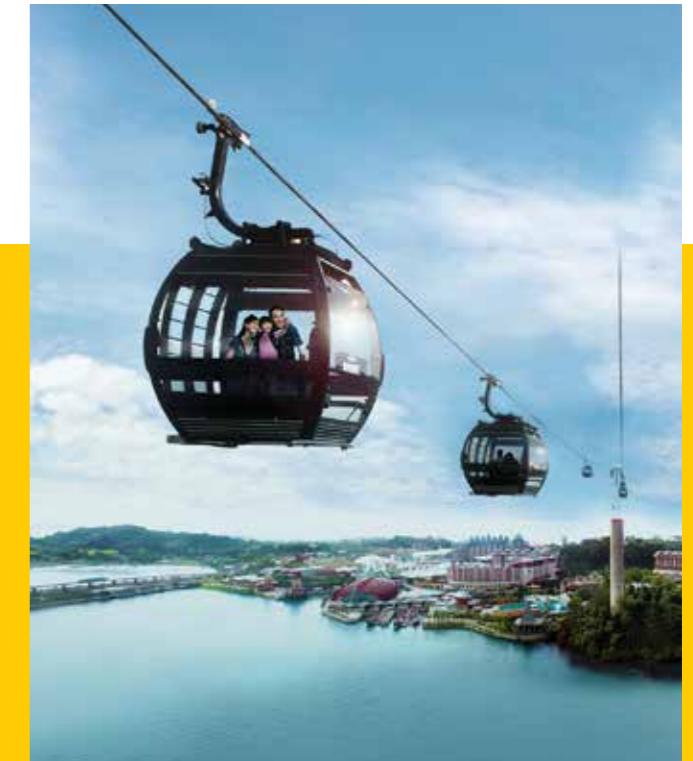
## SENTOSA COVE RESORT MANAGEMENT

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.



## 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



## VISION

**To be the world's best loved leisure and lifestyle resort destination.**

## MISSION

**To create and deliver the One-Sentosa Experience through outstanding service and world-class offerings.**

# 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.**

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.



### RESULTS ORIENTED

Be innovative & decisive to make things happen.

### SERVICE

Serve from the heart & enjoy it!

### TEAMWORK

Care for one another & build trust and respect.

### ACTING WITH INTEGRITY

Be professional & honest.

# BOARD MEMBERS

As at 31 March 2020



**BOB TAN BENG HAI**

*CHAIRMAN*  
Sentosa Development Corporation  
Jurong Engineering Limited  
Ascott Business Trust Management Ltd  
Ascott Residence Trust Management Ltd  
Singex Holdings Pte Ltd

**DIANA EE-TAN**

*CHAIRMAN*  
Mount Faber Leisure Group Pte Ltd

**QUEK SWEE KUAN**

*CHIEF EXECUTIVE OFFICER*  
Sentosa Development Corporation

**EUGENE LEONG**

*2 DEPUTY SECRETARY*  
Ministry of the Environment and Water Resources

**RITA SOH**

*MANAGING DIRECTOR*  
RDC Architects Pte Ltd

**KEITH TAN**

*CHIEF EXECUTIVE*  
Singapore Tourism Board

**DAVID HENG\***

*CHIEF EXECUTIVE OFFICER*  
ABC World Asia



**ANG SHIH-HUEI**

*CO-FOUNDER*  
*CHIEF EXECUTIVE OFFICER*  
Klareco Communications

**KEVIN KWOK**

*INDEPENDENT DIRECTOR*  
Singapore Exchange Ltd

**EUGENE HO**

*REGIONAL MANAGING DIRECTOR*  
Deloitte South East Asia Consulting  
*CHIEF STRATEGY & INNOVATION OFFICER,*  
Deloitte South East Asia

**ANDREW LIM**

*PARTNER*  
*CO-HEAD OF CORPORATE MERGERS & ACQUISITIONS*  
Allen and Gledhill LLP

**KOH-LIM WEN GIN\***

*CHAIRMAN*  
Sentosa Cove Committee

**LAM YI YOUNG\***

*DEPUTY SECRETARY (INDUSTRY)*  
Ministry of Trade and Industry

**RONNY TAN\***

*PRESIDENT*  
Sentosa Golf Club

**LIM JOO BOON\***

*CHAIRMAN*  
Singapore Turf Club

\*Completion of term on 31 March 2020.

# SENIOR EXECUTIVE TEAM

As at 31 March 2020



**QUEK SWEE KUAN**  
*CHIEF EXECUTIVE OFFICER*  
Sentosa Development Corporation

**CHIN SAK HIN**  
*ASSISTANT CHIEF EXECUTIVE & CHIEF FINANCIAL OFFICER*  
Sentosa Development Corporation

**JACQUELINE TAN**  
*ASSISTANT CHIEF EXECUTIVE*  
Sentosa Development Corporation

**MICHAEL MA**  
*ASSISTANT CHIEF EXECUTIVE*  
Sentosa Development Corporation

**ANDREW JOHNSTON**  
*GENERAL MANAGER*  
Sentosa Golf Club

**KOH PIAK HUAT**  
*DIVISIONAL DIRECTOR, OPERATIONS*  
Sentosa Development Corporation

**LAM YUE KWAI**  
*DIVISIONAL DIRECTOR, PROJECT DEVELOPMENT*  
Sentosa Development Corporation



**ALEX ANG**  
*CHIEF INFORMATION OFFICER*  
Sentosa Development Corporation

**LYNETTE ANG**  
*CHIEF MARKETING OFFICER*  
Sentosa Development Corporation

**CHUA SIEW HWI**  
*DIVISIONAL DIRECTOR, FINANCE*  
Sentosa Development Corporation

**LEE CHEH HSIENT**  
*DIVISIONAL DIRECTOR, PLANNING*  
Sentosa Development Corporation

**THERESA LOW**  
*GENERAL COUNSEL*  
Sentosa Development Corporation

**MARY GERMAINE TAN**  
*DIVISIONAL DIRECTOR, HUMAN RESOURCES & ADMINISTRATION*  
Sentosa Development Corporation

**WONG SHEAU FONG**  
*DIVISIONAL DIRECTOR, ARCHITECTURE & LAND PLANNING*  
Sentosa Development Corporation

# CHAIRMAN MESSAGE

## A YEAR OF CHANGE AND TRANSFORMATION

From the unveiling of the landmark Sentosa-Brani Master Plan and the growth in our local visitorship, to the start of the global fight against COVID-19, FY2019/2020 was a year of contrasts for us.

It was an eventful 12 months that saw Sentosa attracting 18.8 million visitors, which is close to our annual average of 19 million, despite the impact of COVID-19 in the last quarter of the FY. I am also heartened to note that these guests included 4.67 million local residents, a 10% increase from FY2018/2019.

The strong visitorship has reaffirmed Sentosa's value proposition, particularly our diverse range of leisure experiences all on one island, from year-round getaways such as attractions, hotels and dining offerings, to limited-time offerings such as novel events. Technological solutions have also enhanced the guest experience, such as our artificial intelligence-powered digital concierge and use of augmented reality in our MySentosa app wayfinding system. This is a firm foundation that Sentosa will build upon as we transform and adapt to a post COVID-19 world. We are confident that Sentosa will make a strong recovery from the pandemic.

## RESPONDING TO COVID-19

Since the onset of COVID-19, the various teams at SDC have moved swiftly to change the way we work in these unusual times. Be it implementing a range of safe management measures, conceptualising creative ways to engage our guests or developing a one-stop mobile application that interfaces with the national SafeEntry application to help keep

track of staff's well-being, Sentosians have readily taken up the gauntlet.

We have also collaborated closely with our Island Partners (tenants), who are important pillars of Sentosa's success. These efforts include providing businesses on the island with vital support, helping them pivot their business focus to capture patronage from the domestic market so that we continue to go the distance as one. For instance, SDC announced the waiver of island admission fees and the launch of the "Stay & Play" programme in March 2020, featuring various holiday deals. Such initiatives had supported our Island Partners while encouraging safe visits prior to the "circuit breaker" period.

While COVID-19 may result in some disruptions to plans such as construction delays, we believe in the longer term growth potential of the tourism and leisure industry, and are pushing ahead with efforts to transform ourselves.

## EMBARKING ON SENTOSA'S TRANSFORMATIVE JOURNEY

One key highlight of FY2019/2020 was the unveiling of the game-changing Sentosa-Brani Master Plan where we are reimagining the endless possibilities for new leisure experiences in the two islands. Already, construction works for the first milestone of the Master Plan have begun - The 30,000sqm Sentosa Sensoryscape, which will link Resorts World Sentosa in the north to Sentosa's beaches in the south as guests stroll through a multi-sensory experience.

As part of Sentosa's transformation, Resorts World Sentosa will also be expanded, with the addition of two new attractions at Universal



Studios Singapore, a bigger and refreshed Singapore Oceanarium, and a new waterfront lifestyle complex.

In the immediate term, developments that have already come onstream include HydroDash, Singapore first floating aqua park, as well as Far East Hospitality's new hotels, from the family-friendly Village Hotel Sentosa, to the beautifully restored The Barracks Hotel Sentosa. Other Island Partners have also continued to refresh their offerings, such as Madame Tussauds Singapore which rolled out the Ultimate Film Star Experience, and Sand Bar's fresh new ambience and beach vibes.

## TEST-BEDDING NEW IDEAS IN SENTOSA

Augmenting the infrastructural developments is our continuous search for innovative solutions and ideas that create more great experiences for our guests.

Innovation will be a key enabler in Sentosa's next phase of growth. As such, we launched the Sentosa x Enterprise scheme in April 2019

**18.8  
MILLION  
VISITORS  
IN FY 2019/20**



**10%  
INCREASE  
IN LOCAL  
VISITORS  
FROM  
FY 2019/20**

# CHAIRMAN MESSAGE

to encourage local enterprises to test-bed new ideas and concepts on the island. We have trialled five projects in Sentosa, including a solar-powered kiosk which dispenses sunscreen lotion to beachgoers sans plastic packaging, and are currently evaluating the projects' feasibility.

To explore solutions that could enhance the accessibility of Sentosa and our offerings, we also partnered the Ministry of Transport and ST Engineering to conduct Singapore's first on-demand autonomous shuttle public trial in Sentosa. During the three-month trial, guests could hail rides on the autonomous shuttles via a mobile app or at kiosks, and some 11,500 passengers had a first taste of this first/last mile connectivity service.

Looking ahead, we have entered into a Memorandum of Understanding with the Government Technology Agency (GovTech) to explore and develop Internet-of-Things solutions for Sentosa.

Together, these infrastructural and technological initiatives underline our commitment to continually creating great guest experiences, whether in the day or night.

## TURNING ON SENTOSA'S NIGHTTIME CHARM

Sentosa has often been seen as a daytime leisure destination, with many guests loving our island charm and waterfront views. For instance, our golden beaches and limited-time events, such as Sentosa Sandsation: Star Wars Edition at Siloso Beach and PokéMon Carnival at Sentosa Cove Village, have continued to be highly popular among guests looking for a day-out.

We have thus leveraged on these successes to strengthen our focus on bringing guests even more fun at night, tapping on the beauty of the island after dusk.

We launched Magical Shores at Siloso, Singapore's first beach light art attraction, in January 2020.

For guests who enjoy taking in the balmy evening atmosphere, more delicious bites and fancy cocktails, we also welcomed new Island Partners, Rumours Beach Club and 1-V:U Restaurant and Day Club.

On the events front, we worked closely with our partners to bring in the Legacy Festival and Skechers Sundown Festival, where partygoers rocked the house down against the backdrop of our iconic beachfront, while other guests found inner calm at AIA Glow.

We also brought a taste of the popular Ningxia Night Market to Singapore with the Asian Night Market: Taiwan Food Festival, while SDC's popular Sentosa GrillFest continued to serve up mouth-watering roasts as the sun set over Siloso Beach.

On the other end of the island, guests enjoyed a special edition of Island Lights at Sentosa Cove Village during the year-end festivities.

Our guests' great reception to these various day and night experiences have been encouraging, and we will continue to enhance the appeal of Sentosa at night.



## WORKING TOGETHER TO PUSH NEW FRONTIERS

It has indeed been a fulfilling year, with various awards further reaffirming Sentosa's position as one of Asia's leading leisure destinations.

Sentosa Golf Club was named the "World's Best Golf Club" at the World Golf Awards 2019. Sentosa island also took top honours for being the "Best Destination" at the Tripzilla Excellence Awards 2019, and "Best Attraction" in the Travel Weekly Asia Reader's Choice Awards 2019. One Faber Group also emerged as Highly Commended Runner-up for the Best Influencer Relations Campaign for Singapore Cable Car's 45th Anniversary at the PRCA SEA Awards 2020. At home, we retained the top spot in the Attractions sub-sector of the Customer Satisfaction Index of Singapore (CSISG) for the fourth consecutive year.

These accolades would not have been possible without the collective efforts of everyone in Sentosa, SDC and our Island Partners working together as One-Sentosa.

With that, on behalf of the Board, management and staff, I would like to thank

Mr Quek Swee Kuan, who stepped down as CEO in May 2020, for his strong leadership over the past five years. I would also like to extend my appreciation to Mr David Heng, Mrs Koh-Lim Wen Gin, Mr Lam Yi Young, Mr Lim Joo Boon and Mr Ronny Tan for their insightful guidance and unwavering support during their tenure as our Board Members.

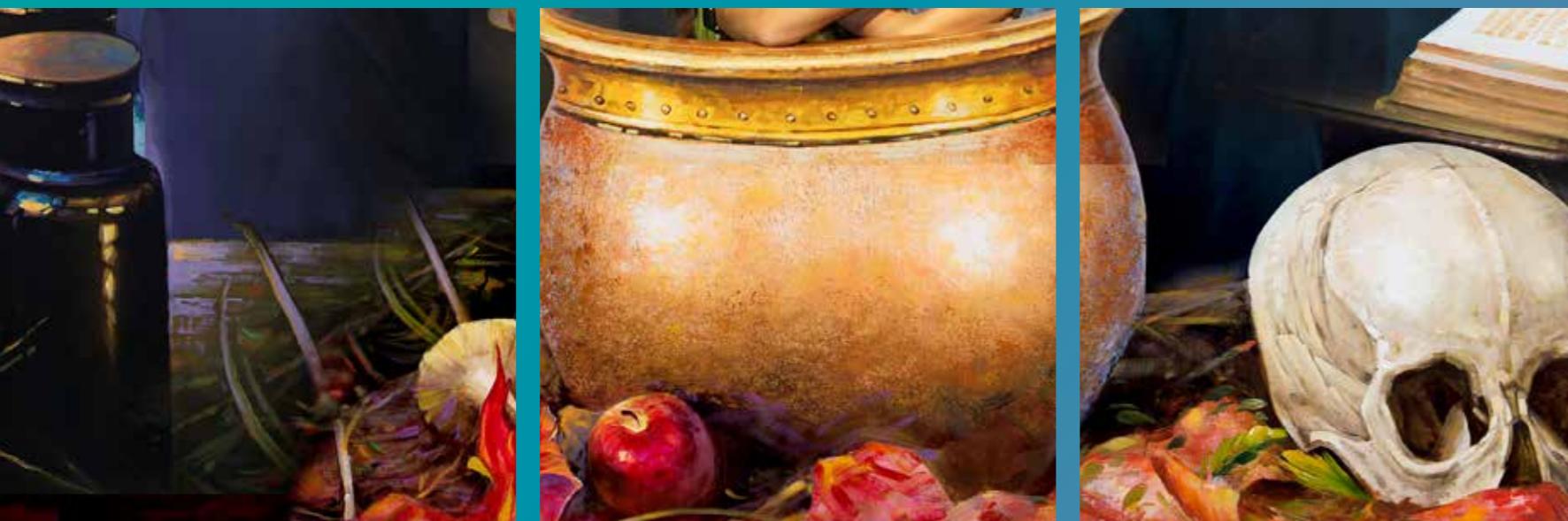
As we move further into our next phase of growth, we would like to welcome our new CEO, Ms Thien Kwee Eng, as well as new Board Members to the Sentosa family: Mr Adrian Chua, Ms Angelene Chan, Mr Guna Chellappan, Mr Kevin Kwok, Ms Mariam Jaafar, and Mr Michael Syn.

To all Sentosians, our deepest thanks to every one of you for contributing to another successful year. While the future may seem uncertain amid these unprecedented times, I am confident that we will emerge stronger as we chart our new phase of growth.

**Bob Tan Beng Hai**  
Chairman



# YEAR IN REVIEW



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# SIGNIFICANT MILESTONES

## THE FIGHT AGAINST COVID-19

**The importance of emergency preparedness and transforming Sentosa for the future took on critical significance in the last quarter of FY 2019/2020, when Singapore saw its first imported COVID-19 case in January 2020 and the subsequent elevation of the country's Disease Outbreak Response System Condition (DORSCON) level to Orange on 7 February 2020.**

### 01 ENHANCING SAFETY MEASURES IN SENTOSA

To ensure the safety and wellbeing of all guests and stakeholders in Sentosa, SDC's crisis management processes — refined through rigorous annual organisation-wide exercises — kicked in, with Sentosians acting immediately to implement a range of safe management measures, while keeping stakeholders engaged and informed of developments.

SDC had immediately put in place a range of precautionary measures such as an increased cleaning frequency of Sentosa's common, high-touch areas and transportation network, safe distancing measures, as well as temperature

screening, among various other measures rolled out in FY 2019/2020. The launch of the SG Clean campaign in February 2020 also marked the start of SDC's close collaboration with Island Partners to ensure that Sentosa's various offerings are certified with the quality mark, in line with SDC's commitment to uphold good sanitation and hygiene practices.

SDC is committed to ensuring the safety and well-being of everyone in Sentosa, and will continue to align with prevailing safe management measures set by the Government, or implement more stringent measures where necessary.



### 02 FREE ISLAND ADMISSION; STAY AND PLAY PROGRAMME

Together with the Government, SDC also introduced a range of measures to support businesses on the island in light of the impact on leisure and tourism.

To provide Singaporeans with more leisure options and support for businesses on the island, SDC waived island admission fees from 14 March 2020. In collaboration with Island Partners, SDC also rolled out the Stay and Play Programme, featuring various promotions and deals that guests of different profiles could enjoy across Sentosa. Offerings included hotel and attraction packages, free meals for kids and complimentary Sentosa Fun Passes, each containing 10 tokens.



### 03 SUPPORTING THE WHOLE-OF-GOVERNMENT FIGHT

To support ongoing COVID-19 operations, SDC staff volunteered to be part of the Singapore Tourism Board-led Stay-Home-Notice (SHN) Command Centre, forming part of the team providing guidance and support to hotels in managing SHN guests, and working with other Government agencies on ground arrangements.

Selected hotels on the island, including Village Hotel Sentosa and Shangri-La's Rasa Sentosa Resort & Spa, also joined the fight as dedicated SHN facilities, allowing returnees to serve out their mandatory SHN safely.



# SIGNIFICANT MILESTONES

## CONTINUING SENTOSA'S TRANSFORMATION

**Notwithstanding the pandemic, SDC remains committed to Sentosa's transformation, as part of exciting plans for Singapore's Greater Southern Waterfront.**

### 01 EXCITING POSSIBILITIES FOR SENTOSA AND PULAU BRANI

Sentosa and Pulau Brani are set to be redeveloped into a game-changing leisure and tourism destination, as part of the landmark Sentosa-Brani Master Plan unveiled in September 2019.



To be rolled out in phases over the next two to three decades, the Master Plan will leverage the islands' ridge-to-reef attributes to bring in world-class attractions as well as fresh and bold night-time offerings, while enhancing last-mile transport connectivity to and within the islands. New spaces and concepts

that are authentic and environmentally sustainable will also be created — including rejuvenated beaches as well as expanded nature and heritage trails.

The redeveloped islands will feature five distinct character zones — each delivering unique experiences — with the zones progressively taking on a more leisurely character as guests travel farther from the city into the islands:

- Vibrant Cluster, a festive and themed attraction zone with large scale attractions
- Island Heart, a lifestyle and commercial centre

- Waterfront, a zone marking the transition from city to island
- Ridgeline, a zone with attractions and activities centred around nature, history and outdoor adventure
- Beachfront, a cluster for beach goers from youths to families.

Construction works for the Master Plan's first milestone project, Sentosa Sensoryscape, have begun. Located at the heart of Sentosa island, the new multi-sensory pedestrian thoroughfare — approximately the size of 5.5 football fields — will link Resorts World Sentosa in the north to Sentosa's beaches in the south through experiences inspired by Sentosa's natural wonders, such as the island's lush tropical landscape.



# SIGNIFICANT MILESTONES

## CONTINUING SENTOSA'S TRANSFORMATION

### 02 RESORTS WORLD SENTOSA EMBARKS ON MEGA EXPANSION PLAN

As part of Sentosa's transformation, Resorts World Sentosa has embarked on a \$4.5 billion expansion plan – RWS 2.0 – that will augment the existing world-class integrated resort with next-generation attractions, entertainment, and lifestyle offerings.

Announced in April 2019, the plan features two new immersive environments at Universal Studios Singapore themed around hugely popular entertainment

concepts — Minion Park and Super Nintendo World. The award-winning S.E.A. Aquarium will also be expanded and rebranded as the Singapore Oceanarium. In addition, guests can look forward to a new Waterfront Lifestyle Complex housing two new destination hotels, retail spaces and dining experiences. RWS will also develop a new driverless transport system to enhance travel between the mainland and Sentosa.



### 03 ACCOR GROUP AND ROYAL GROUP ANNOUNCE NEW RAFFLES SENTOSA RESORT & SPA

On 25 June 2019, Accor Group, in partnership with Royal Group, announced the development of the new Raffles Sentosa Resort & Spa. Set in over 100,000 sqm of sprawling tropical gardens overlooking the Singapore Strait, the upcoming development will be Singapore's first villa-only hotel and one of the most exclusive resorts in Asia. When completed, guests can look forward to 62 luxurious villas, each with its own private swimming pool.



# SIGNIFICANT MILESTONES

## SENTOSA'S APPEAL AS NIGHT DESTINATION GETS BOOST

Following its refreshed night strategy announced in March 2019, SDC welcomed a slew of novel after-dark and day-to-night leisure experiences. The exciting offerings range from new attractions and dining experiences, to enhanced annual signature events.

## NEW ATTRACTIONS & DINING EXPERIENCES

### 01 MAGICAL SHORES AT SILOSO, SINGAPORE'S FIRST BEACH LIGHT ART ATTRACTION

SDC launched Singapore's first multi-sensory, interactive beach light art attraction, Magical Shores at Siloso, on 23 January 2020, with Mr Chee Hong Tat, Senior Minister of State for Trade & Industry and Education gracing the opening ceremony.

At Magical Shores, guests will be transported to an ethereal island bathed in lights, dreamy fog, and tranquil music every evening. Beachgoers can also interact with novel light art on the sands inspired by diverse elements ranging from water flow to marine creatures. Running in the evenings, the attraction features a flourish of multi-coloured projections at 15-minute intervals.



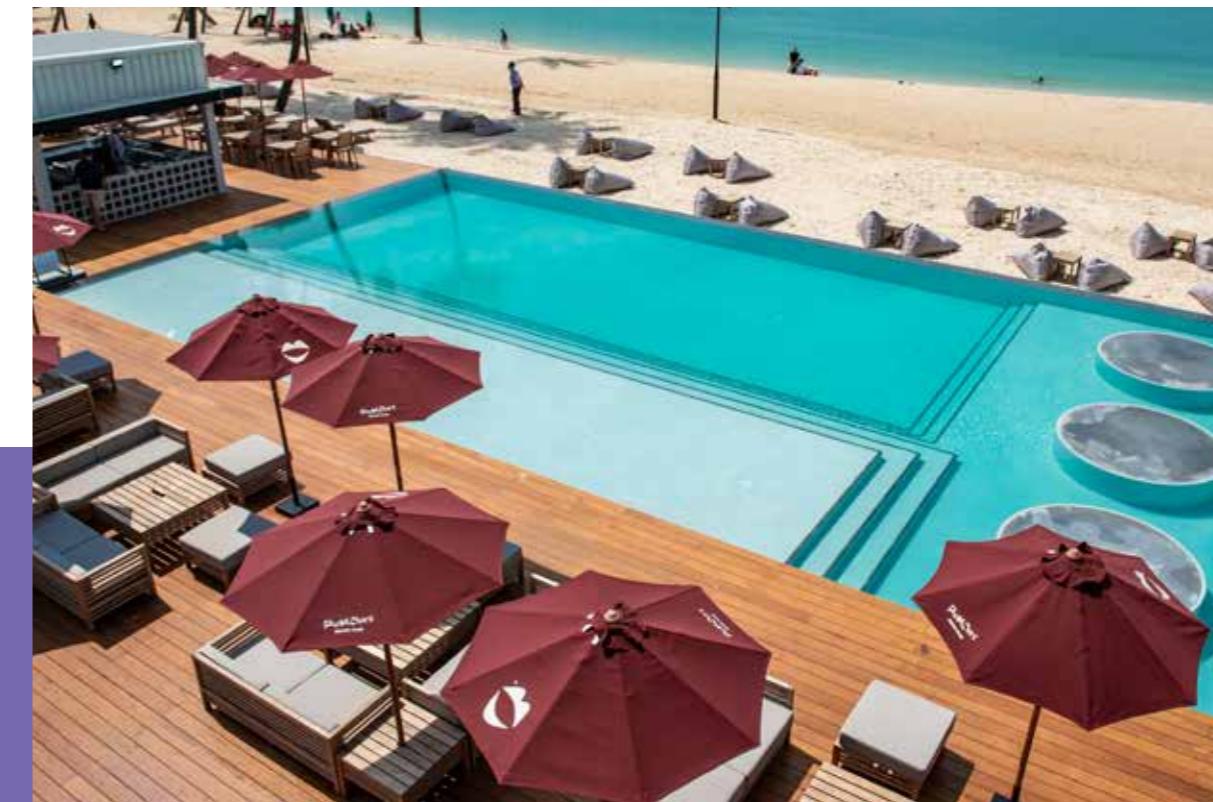
# SIGNIFICANT MILESTONES

## NEW ATTRACTIONS & DINING EXPERIENCES

### 02 TURN UP, TUNE OUT, LOUNGE ON AND #GETBEACHY AT RUMOURS BEACH CLUB

The only beach club in Singapore with three swimming pools, Rumours Beach Club brings in a whole new experience at Siloso Beach, perfect for all get-togethers.

Officially opened on 10 January 2020, the club also offers a variety of spaces such as the VIP Area, Cabana Area, Beachfront Area, Indoor Area, Outdoor Area and Alfresco Area for events ranging from private romantic dinners to full-fledged parties.



# SIGNIFICANT MILESTONES

## NEW ATTRACTIONS & DINING EXPERIENCES

### 03 1-V:U, SOUTHEAST ASIA'S LATEST ROOF TOP CONCEPT WITH A VIEW

Perched atop The Outpost Hotel, 1-V:U Restaurant and Day Club — pronounced as “one view” — reinvents Asia’s day club culture with its exciting day-to-night entertainment line-up of international and local DJs, weekly pool parties and creative Asian flavours.

Reinvigorate the soul at its luxurious Day Club, where vibrant entertainment and sleek dance sounds meet breath-taking sea views, shimmering sunsets and daily firework displays. Continue the good vibes indoors at its luxe-casual restaurant helmed by Chef Ace Tan, featuring a communal progressive Asian cuisine inspired by the best of the land and the sea.



### 04 A REFRESHED SAND BAR

October 2019 marked the reopening of Siloso Beach’s new and improved Sand Bar. Offering panoramic views of the coastline, this elegant and cosy hideaway features mouth-watering à la carte menus and thirst-quenching tipplers, complemented by lively music.

Chill out at its casual, chic bean bag loungers, spacious dining deck, while taking peeks at its open-concept kitchen. Diners can also enjoy a range of premium beverages, served from a quaint cargo container bar.



# SIGNIFICANT MILESTONES

## NEW AND RETURNING EVENTS

### 01 SKECHERS SUNDOWN FESTIVAL TURNS 10 IN SENTOSA

The popular Skechers Sundown Festival returned for its 10th edition from 19 to 21 April 2019, bringing to Sentosa an exhilarating blend of music, arts, culture and food. An event for anyone with a love for Asian music and its diverse entertainment scene, festival goers were thrilled by an all-Asian line up of more than 50 artists, featuring headliners such as iKON from South Korea, DJ Laidback Luke and Chinese hip-hop crew Higher Brothers.



### 02 "RESET, REFRESH, RECHARGE" WITH AIA GLOW FESTIVAL 2019

The inaugural AIA Glow Festival on 25 May 2019 saw more than 14,000 Glowgetters taking part in a dawn-to-dusk event featuring yoga classes, festival food — healthier but still delicious — as well as a 5km charity Fun Run along the Siloso and Palawan beaches. As night descended, the event transformed into a psychedelic musical feast featuring international chart toppers Lost Frequencies, Rudimental and Nina Nesbitt, as well as local favourites The Sam Willows.



### 03 LEGACY FESTIVAL MAKES MEMORABLE DEBUT IN SINGAPORE

The inaugural edition of Legacy Festival made its debut at Siloso Beach over 6 and 7 December 2019, featuring some of the biggest names in EDM including Zedd, Tiësto and Don Diablo. Under the theme of "A New Dawn", the festival combined music, digital art and immersive technology to give partygoers a one-of-its-kind experience on the sandy shores of Sentosa.



### 04 AUTHENTIC EATS FROM TAIWAN'S FAMED NINGXIA NIGHT MARKET

Sentosa played host to the first edition of the Asian Night Market: Taiwan Food Festival, featuring Ningxia Night Market from 16 January to 9 February 2020. The event spanned Siloso Beach and Siloso Point, with over 30 stalls helmed by Ningxia Night Market's original chefs and vendors, who dished up famed staples such as flaming beef cubes, fried chicken cutlets and Taiwanese oyster omelettes. Guests were also treated to 'live' performances by local acts.



# SIGNIFICANT MILESTONES

## SIGNATURE EVENTS

### 01 ISLAND LIGHTS AT SENTOSA COVE VILLAGE

From 16 November to 31 December 2019, Sentosa Cove Village was transformed into a sea of lights with The State of Fun's signature event, Island Lights.

With the theme, "Celebration", the event kicked off with the unique ONE° 15 Christmas Boat Light Parade™ – where berthed vessels were decked out in colourful lights – and the Sentosa Cove Holiday Market.

Taking centre stage was a 135-metre-long space featuring light art curated by design studio Space Objekt.

Guests also enjoyed enchanting dinners at Quayside Isle alongside a dazzling display of 300 colour-changing neon snowflakes set to festive music, as well as movie screenings, among various offerings.



# SIGNIFICANT MILESTONES

## SIGNATURE EVENTS

### 02 SENTOSA GRILLFEST RETURNS BIGGER AND BETTER!

Singapore's only food street by the beach returned to Siloso Beach from 19 July to 12 August 2019 with 27 food and beverage (F&B) establishments — the longest and largest edition ever.

Spanning 1km, the mouth-watering treats included exclusive menus, a three-metre-tall tepee BBQ, and the Siloso Saison Pale Ale, exclusively brewed for Sentosa by Brewerkz.

At night, guests basked in the glow of lights dotting the beach while enjoying performances of roaming entertainers and movies under the stars.



### 03 PARTYING INTO THE NEW DECADE AT SILOSO BEACH PARTY

Siloso Beach Party, Singapore's only beach countdown party, returned for its 13<sup>th</sup> edition!

With 12 hours of non-stop chart-toppers, partygoers rocked the night away as international and regional DJs, including Mashd N Kutcher, Julian Jordan and DJ Jade Rasif spun electrifying tunes across two stages. The festivities also featured 2019 DJ Spin Off winner, 808gong.

At the stroke of midnight, a fireworks spectacle bade goodbye to the past decade and rung in the 2020s.



# SIGNIFICANT MILESTONES

## MAKE TIME FOR WHAT MATTERS IN SENTOSA

SDC launched the ‘Make Time’ campaign in June 2019 to drive home the importance of making time for oneself and loved ones, following its survey on Singapore residents’ attitudes towards leisure, which found that many felt guilty for taking breaks.

To anchor the Sentosa brand’s focus and direction for the coming years, the ‘Make Time’ campaign kicked off with a film depicting the various considerations and chores that could weigh down Singaporeans, and a roundtable with mental health experts on taking breaks, among various efforts to encourage

working adults and parents to make time for what matters.

A 30-metre-long swing at Palawan Beach was also unveiled, inviting guests to spend some quiet time relaxing on the beach, while customised itineraries and useful leisure tips were offered through online platforms, tapping on Sentosa’s position as a ‘getaway’ destination for short breaks.

The campaign was launched in conjunction with a refresh of the Sentosa brand, which also saw a range of guest touchpoints such as Sentosa’s digital platforms and transport network getting a new look.



**GIVE THEM THE ULTIMATE TIME OUT.**

Make time for family time.

© Shangri-La's Rasa Sentosa Resort & Spa

[sentosa.sg/maketime](http://sentosa.sg/maketime)

# SIGNIFICANT MILESTONES

## DEVELOPING NEW AND INNOVATIVE SOLUTIONS FOR GUESTS

**Technology and innovation have been key enablers in SDC's journey to create great guest experiences over the years. As part of stepped-up efforts to bring guests even more fun, SDC studied and implemented a range of solutions for guests in FY 2019/2020.**

### 01 SENTOSA X ENTERPRISE SCHEME

The Sentosa x Enterprise (SES) scheme was rolled out on 16 April 2019 as part of SDC's concerted effort to boost innovation among local enterprises, while enhancing Sentosa's world-class leisure offerings and guest experiences.

Focusing on areas such as connectivity, experience, sustainability and digital technologies, the SES scheme creates opportunities to test-bed unique ideas and prototypes, leveraging Sentosa island's geographical attributes and environment. It also offers a win-win partnership model, where businesses benefit from a risk-

sharing arrangement, while working on projects that could enhance Sentosa's vibrancy and attractiveness.

The projects test-bedded over the past year included the ScentOsa Augmented Reality (AR) Perfume Making Experience by Jet'aime Perfumery, No Fry Zone Pte Ltd's Solar Powered Sunscreen Kiosk, Sixtree's Fort Siloso Scott AR Mobile Application, SembWaste's Waste Management Sensors and Swipe WiFi Marketing Cards — ideas which could give consumers and guests more unique leisure experiences.

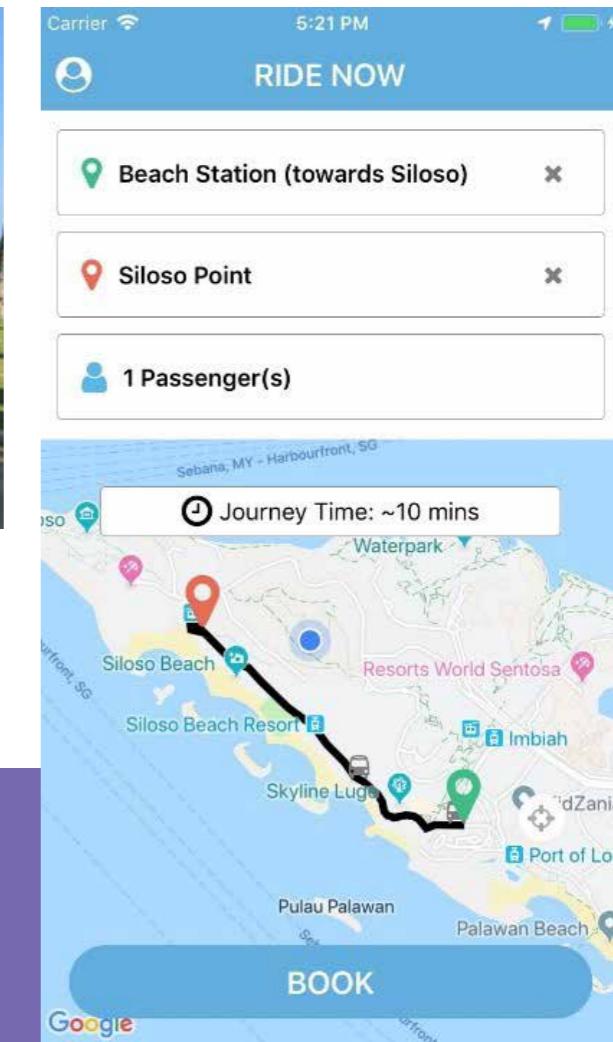


### 02 SINGAPORE'S FIRST PASSENGER TRIALS FOR ON-DEMAND AUTONOMOUS SHUTTLES

SDC, the Ministry of Transport and ST Engineering conducted Singapore's first passenger trial for on-demand autonomous shuttles. During the trial period between 26 August and 15 November 2019, guests were able to hail a ride from a fleet of four autonomous shuttles via the Ride Now Sentosa mobile

app or at kiosks along a 5.7km route, which passed through Sentosa's beaches as well as Sentosa Golf Club.

Part of SDC's efforts to study solutions that enhance the accessibility of Sentosa's offerings, the trial saw some 11,500 members of public try out this novel ride experience.



# SIGNIFICANT MILESTONES

## DEVELOPING NEW AND INNOVATIVE SOLUTIONS FOR GUESTS

### 03 SUMMER, SENTOSA'S DIGITAL CONCIERGE

Launched in end-2019, Summer is Sentosa's artificial intelligence (AI) powered, self-service concierge for guests. Deployed as a chat agent on [sentosa.com.sg](http://sentosa.com.sg), Summer is equipped with an array of information on Sentosa's offerings, and has helped SDC enhance operational efficiency while providing the same high level of support for guests.



### 04 ENGAGING GUESTS ON WECHAT

As part of efforts to engage guests from overseas, SDC launched its presence on WeChat in November 2019. Guests from China can now easily access information and details on what's happening on Sentosa, contextualised for the Chinese market, through the programme's features such as its personalisable smart itinerary planner and way-finder.



### 05 ENHANCING THE WAYFINDING EXPERIENCE

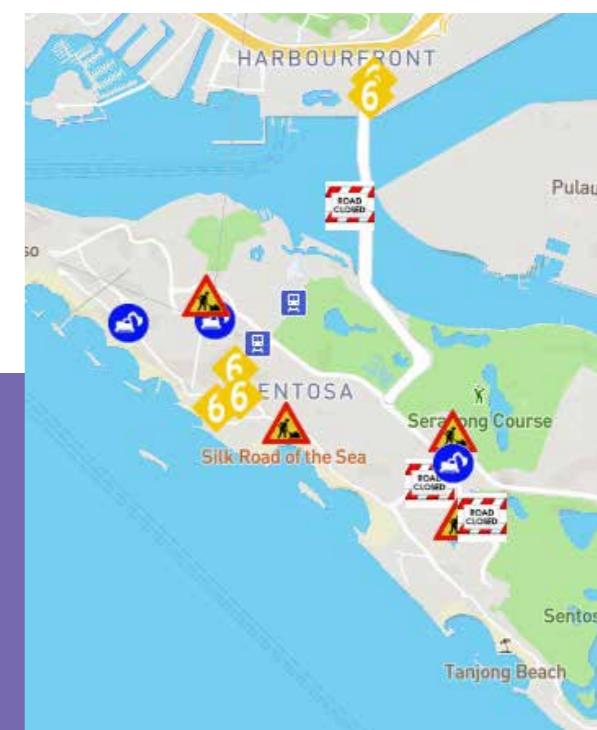
SDC has also strengthened the wayfinding experience in Sentosa through [maps.sentosa.com.sg](http://maps.sentosa.com.sg), a new, mobile-friendly web navigation service that helps guests with turn-by-turn navigation without the need to download any application. In addition, SDC's Augmented Reality (AR) technology navigation system has been integrated into the MySentosa App, allowing guests to overlay their mobile phones over the actual environment for a more realistic and seamless way-finding experience.



### 06 LAUNCH OF ELECTRONIC CONSENT-TO-WORK (ECTW)

With regular maintenance and operational works taking place routinely across Sentosa, it is important to ensure that such works are done safely and in line with relevant requirements. As such, contractors have been required to submit consent-to-work (CTW) applications before commencing work.

Previously manually processed, SDC launched the eCTW system in September 2019, providing a one-stop platform for applications, communications and record keeping for works on the island, increasing efficiency while allowing quick retrieval of past records. The platform also provides an overview of all works in Sentosa, aiding in the management of construction and maintenance works around the island.



# SIGNIFICANT MILESTONES

## SENTOSA COMMEMORATES SINGAPORE BICENTENNIAL

The Singapore Bicentennial marked the 200th anniversary of Raffles' arrival in Singapore. To pay homage to the nation's rich history, SDC launched a wide array of exclusive offerings throughout 2019.

### KAMPUNG SINGAPORE

Located at Sentosa Nature Discovery in collaboration with Conservation International Singapore, the exhibition showcased the tropical biodiversity of pre-Raffles Singapore, highlighting how closely intertwined the lives of villagers in Sentosa and Singapore were with nature. The exhibition also featured limited-time programmes: "Nature Is Speaking" – an award-winning series of short films on the importance of nature to man, as well as "Islanders: Our Treasure Trove" – an enthralling dialogue with those who lived and worked in Sentosa during the era of 'Pulau Blakang Mati'.



Feb - Dec 2019

From Apr 2019



### MY MOUNT FABER—SENTOSA HERITAGE TOUR

These tours share more about the history of Sentosa and its surroundings by guiding visitors through Mount Faber, as well as stunning, first-hand explorations of Fort Siloso and Fort Serapong.



### SINGAPORE STRAIT AND SOUTHERN ISLANDS TOUR

Beginning at Fort Siloso Skywalk with views of the Singapore Strait, this guided tour took participants on a journey through the rich history of Singapore's Southern Islands. Guests got to hear stories of St. John's Island, Lazarus Island, as well as Kusu Island's unique cultural heritage.

Jun - Sep 2019

Jun - Jul 2019



### WAVES OF THE STRAITS

To share Sentosa's history in a fun and engaging way, SDC worked with local artist Yip Yew Chong to showcase a timeline of Sentosa's history through art, featuring noteworthy landmarks such as old Temasek's fishing villages and Orang Laut houses on the island.

From Oct 2019



### HERITAGE BUS TOUR

Bringing the distinct character of Sentosa's colonial past to life, the round-island bus tour introduced guests to Sentosa's heritage buildings, many of which have been given a fresh lease of life after being converted into hotels such as Capella Singapore, Amara Sanctuary Resort Sentosa and The Barracks Hotel.

# NEW & REFRESHED SENTOSA OFFERINGS

## FAR EAST HOSPITALITY HOTELS OPEN DOORS

**With Far East Hospitality's new hotels in Sentosa, guests now enjoy three more distinct hotel experiences and another 839 keys in The State of Fun.**

### 01 VILLAGE HOTEL SENTOSA

From its Lazy River and Children's Play Pools to its family rooms and curated family welcome kits, Village Hotel Sentosa offers a differentiated experience that puts children and the young at heart at the centre of any vacation. First opened in April 2019, it is an expansion of the Village brand.



### 02 THE OUTPOST HOTEL SENTOSA

Catering to guests travelling without children, The Outpost Hotel Sentosa offers a romantic getaway exclusively for adults. In addition to its chic, modern interiors and carefully curated amenities and services, the hotel is also home to 1-V:U Restaurant and Day Club—Sentosa's first and only rooftop lifestyle destination—featuring a luxurious Day Club and luxe-casual restaurant helmed by Chef Ace Tan.



### 03 THE BARRACKS HOTEL SENTOSA

A beautifully restored colonial building from 1904 now houses 40 rooms for guests seeking timeless luxury and an ultra-exclusive experience.

Tastefully decorated with a mix of vintage and modern décor for a warm and timeless ambience, The Barracks Hotel Sentosa pampers guests with premium amenities and a highly personalised equerry service, so guests can spend less time planning to enjoy the moments that matter.



# NEW & REFRESHED SENTOSA OFFERINGS

## CLIMB, SLIDE, LEAP AND BOUNCE AT HYDRODASH—SINGAPORE'S FIRST FLOATING AQUA PARK

Singapore now has its first inflatable aqua playground — Hydrodash!

Designed for guests aged five and above, the new attraction features a thrilling floating obstacle course, including stairs, slides, slopes, bridges, and towers — all made trickier when on water.

Opened in March 2020, Hydrodash is situated at Palawan Beach.



## ONE FABER GROUP UNVEILS POLAND'S BELLS OF HAPPINESS

In celebration of 50 years of Polish-Singapore diplomatic relations, One Faber Group unveiled the newly-renamed Poland's Bells of Happiness on 29 October 2019, showcasing a second commemorative bell of the Polish "Dar Młodzieży" ship. The new bell marks the first anniversary of the vessel's port of call in Singapore in October 2018, and has been symbolically united with the existing Faber Peak's "Bell of Happiness" from the majestic Polish ship "Dar Pomorza".

A reflection of the two nation's maritime traditions, this new attraction at Faber Peak Singapore was unveiled in the presence of Mr Marek Gróbarczyk, Minister of Maritime Economy and Inland Navigation of the Republic of Poland, and Mr Khaw Boon Wan, Coordinating Minister for Infrastructure and Minister for Transport of Singapore.



# NEW & REFRESHED SENTOSA OFFERINGS

## MADAME TUSSAUDS SINGAPORE LAUNCHES NEW ULTIMATE FILM STAR EXPERIENCE

Madame Tussauds Singapore launched the Ultimate Film Star Experience on 4 April 2019. An exciting 2,500 sq ft interactive experience, it immerses guests in the glamorous world of the Indian film industry, replicating a star's journey through a film set.

Designed with a host of special effects and technology for a truly interactive attraction, it features well-loved Indian celebrities such as Kajal Aggarwal, Karan Johar, Varun Dhawan, and Shahid Kapoor, while taking guests through a journey featuring interactive holograms, augmented reality, audio visual effects and real-time camera captures.



## ONE°15 MARINA NEW EPICENTRE OF REGIONAL BOATING

ONE°15 Marina Sentosa Cove is now the only private marina in Singapore to offer the convenience of an in-house Customs, Immigration, Quarantine (CIQ) facility, strengthening Sentosa's position as a hub for boating activity.

The CIQ facility, which was officially launched by Senior Parliamentary Secretary for Home Affairs and National Development Sun Xueling on 2 August 2019, will facilitate travel between ONE°15 Marina Sentosa Cove and other marinas around the region.



# SIGNIFICANT EVENTS & PROGRAMMES

## SENTOSA HOSTS REGION'S FIRST POKÉMON GO SAFARI ZONE

Over 95,000 fans from around the world descended on Sentosa from 18 to 22 April 2019 for Southeast Asia's first-ever Pokémon GO Safari Zone.

The free event saw Pokémon GO "Trainers" covering a combined total of 441,000km on foot and catching 14.1 million Pokémons, including a range of rare "pocket monsters" such as Unown, Tropius and Shiny Shuckle, through the Pokémon GO app.



## FAMILY-FRIENDLY FUN AT POKÉMON CARNIVAL

Pokémons from the "Alola" region also visited Sentosa Cove Village between 15 and 30 June 2019—the first time in Asia where fans were able to see all 403 of them in one Pokémon Carnival!

The extravaganza saw a range of exclusive offerings, including the Pokémon Adventure which gave guests the chance to win a free Pokémon plushie, the popular Pikachu Parade, and screenings of Pokémon movies under the stars, among various experiences.



# SIGNIFICANT EVENTS & PROGRAMMES

## SENTOSA SANDSATION STRIKES BACK

Sentosa Sandsation: Star Wars Edition kicked off a three-year collaboration between SDC and The Walt Disney Company Southeast Asia.

From 31 August to 15 September 2019, Southeast Asia's largest sand sculpting festival leveraged on Sentosa's golden Siloso Beach to give guests a plethora of novel experiences, including Star Wars-themed sculptures, sculpting workshops, 'live' demonstrations, and Sentosa's International Sand Sculpting Competition.

To celebrate the school holidays, all Singapore residents also enjoyed free entry into Sentosa in conjunction with the event.



## SMBC SINGAPORE OPEN 2020

Sentosa's Serapong course played host to the SMBC Singapore Open from 16 to 19 January 2020. The tournament was one of the most competitive in its history with all three 2016 Rio Olympic medallists – Justin Rose, Henrik Stenson and Matt Kuchar – in attendance. The Olympians did not disappoint, with Matt Kuchar fending off the charge from Justin Rose to capture the 2020 trophy.



# SIGNIFICANT EVENTS & PROGRAMMES

## VALUE-FOR-MONEY GETAWAYS FOR NTUC UNION MEMBERS

As part of a three-year Partnership Agreement inked on 1 July 2019, National Trades Union Congress (NTUC) members can enter Sentosa for free all-day during weekdays and up to noon on weekends.

Grounded in SDC's belief in the importance of making time for loved ones, the strategic partnership aims to promote a balanced lifestyle among NTUC members with quality family and personal time.

It also offers other privileges like complimentary tickets to Sentosa's award-winning multisensory night show, Wings of Time; discounts to attractions and on-island cable car rides; and exclusive deals during Sentosa's signature events.

The Agreement was signed at NTUC's Family Day at Sentosa, organised by the United Workers of Electronics & Electrical Industries for some 2,500 union members and their families.



## DELOITTE ALL HANDS MEETING: A SEAMLESS MICE EXPERIENCE

Deloitte's FY2020 edition of their All Hands Meeting took place in November 2019 with a record number of 1,700 participants. Held over three days and two nights, the main event unfolded on the lively Siloso Beach, culminating in a street festival and after-party featuring local bands and DJs.

Working with Deloitte, SDC organised the event in four months, leveraging on strong relationships with Island Partners to provide an all-inclusive Sentosa programme — seamless and engaging guest experiences across all touchpoints, from accommodation to dining and transportation.

The event was a rousing success, bagging the SACEOS Inspiring Events award and reinforcing Sentosa's value proposition as a choice venue for novel MICE experiences.



# SIGNIFICANT EVENTS & PROGRAMMES

## ISLAND PARTNERS MARK ANNIVERSARIES IN SENTOSA

### 01 45 YEARS OF THE SINGAPORE CABLE CAR: SATAY NIGHT LIVE AND 'MAO' FABER DURIAN NIGHT

Gastronomical events with a local twist took centre stage as One Faber Group marked the 45th anniversary of the Singapore Cable Car.

Satay Night Live debuted on 8 June 2019, transforming Faber Deck into a throw-back era with familiar aromas of charcoal-grilled satay and a line-up of old-school entertainment and activities.

Continuing the celebrations was 'Mao' Faber Durian Night, a Mao Shan Wang durian experience held on 10 August 2019 over the long National Day weekend.



### 02 TANJONG PARADISCO—A 10-YEAR CELEBRATION

Tanjong Beach Club celebrated a decade in Sentosa with 4,000 guests at Tanjong Paradisco from 10 to 11 August 2019. The first day was a family-friendly one with yoga by the beach, a Bottomless Brunch with fresh seafood, charcuterie and cheese, a festival marketplace with Craft Workshops, and an All-Day Tiki Party with a line-up of local DJs. Day two featured international acts, headlined by Bondax and Grammy award-winning RAC.

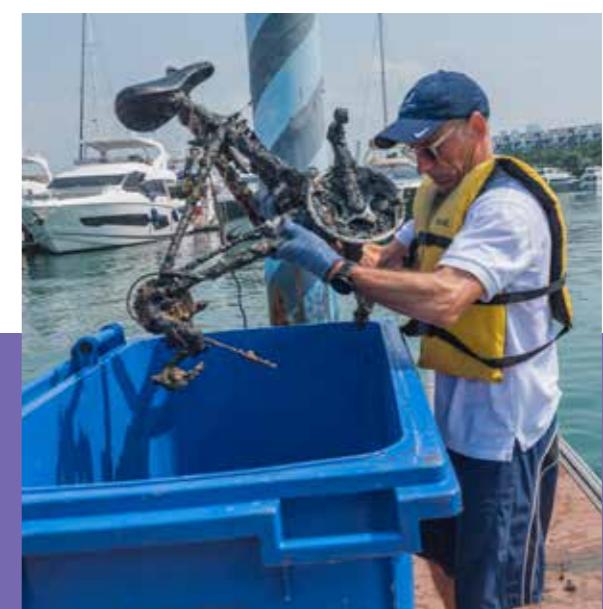


### 03 ONE°15'S ANNUAL MARINA CLEAN UP AND ECO-DAY CARNIVAL

ONE°15 Marina celebrated its 12th anniversary on 8 September 2019 with its annual Marina Clean-up and Eco Day Carnival, reaffirming its commitment to environmental conservation.

Over 100 volunteers, including divers, reeled in some 68kg of metal and plastic waste. Divers from the National University of Singapore's Tropical Marine Science Institute also planted corals, building marine biodiversity in the waters of the marina.

The carnival featured game booths, eco-friendly and sustainable product vendors, Impossible™ menus, upcycling workshops, and a 10-metre obstacle course in the pool for the little ones!



# SIGNIFICANT EVENTS & PROGRAMMES

## WINING AND DINING AT RESORTS WORLD SENTOSA

### 01 THE GREAT WINE AND DINE FESTIVAL; INAUGURAL WINE PINNACLE AWARDS

A landmark three-day event, the inaugural Wine Pinnacle Awards 2019 organised by RWS featured the world's first nomination-based wine awards, with the rigorous voting process culminating in a prestigious black-tie gala dinner where deserving wines, outstanding winemakers and personalities in 27 award categories were honoured for their contributions to winemaking.

Held in tandem was The GREAT Wine & Dine Festival which also featured saké breweries from Japan. Wine lovers and collectors had the opportunity to taste over 400 labels of wine and saké, paired with food and desserts specially curated from RWS' celebrity chef restaurants.



### 02 RWS STREET EATS

RWS Street Eats returned for the third time in May 2019, showcasing new eats and lip-smacking authentic hidden gems from the region. More than 20 signature dishes from street stalls across Asia were featured in this food extravaganza.



# SIGNIFICANT EVENTS & PROGRAMMES

## WINING AND DINING AT RESORTS WORLD SENTOSA

### 03 RWS SUMMER MATSURI

In June 2019, RWS brought a touch of Japan to the shores of Singapore with its inaugural RWS Summer Matsuri. The four-day festival captivated guests with an authentic line-up of food, snacks and cultural performances specially brought over from different regions and prefectures in Japan.



### 04 ART AT CURATE

Organised quarterly since 2016, RWS' successful Art at CURATE dining series continued with Series 14 through 16 in 2019, welcoming guest chefs from Michelin-starred restaurants outside Singapore in a year-round showcase of French-Japanese cuisine, including:



# SOCIAL & ENVIRONMENTAL SUSTAINABILITY INITIATIVES

## MAKING A BALD STATEMENT FOR HOPE

Sentosians once again made a ‘bald’ statement for Hair for Hope 2019, raising a total of S\$8,493 for 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.

This marks the sixth year that SDC has been a satellite partner of CCF.



## PROMOTING BIODIVERSITY AND CONSERVATION IN SENTOSA

In line with SDC’s commitment to environmental sustainability, SDC partnered Conservation International (CI) to conduct biodiversity surveys in Sentosa with the participation of 19 SDC staff and 102 students. Participants helped identify and count birds and butterflies using field methods, enabling them to learn about fieldwork’s contribution to Sentosa’s nature conservation efforts, and providing potentially useful data for future environmental planning.



# SOCIAL & ENVIRONMENTAL SUSTAINABILITY INITIATIVES

## ENDANGERED HAWKSBILL TURTLE EGGS HATCH AGAIN AT TANJONG BEACH

On 3 September 2019, more than 100 hawksbill turtle eggs hatched again in Sentosa, marking the fifth hatching since 1996 and the third in just two years.

As part of SDC's commitment to conserving island wildlife, measures were put in place to protect the eggs from predators and potential disturbances when they were discovered in July 2019. SDC also worked with the National Parks Board to conduct regular checks to ensure that the nest was safe until the hatchlings emerged.



## SGC'S GAME ON AGAINST CLIMATE CHANGE

In January 2020, Asian Tour players joined Sentosa Golf Club for a spot of beekeeping as the club unveiled a new sustainability campaign, GAME ON, at the SMBC Singapore Open, designed to unite the global golf community in addressing the growing concerns of climate change. It aims to help golf clubs around the world to better prepare for climate change by introducing modern sustainability practices to reduce their own environmental footprint.

The campaign is closely aligned with The R&A's 2030 Golf Course Initiative

that considers the impacts, both positive and negative, of the changing climate, resource constraints and regulation on course condition and playability.

As part of its environmental campaign, SGC has implemented various sustainability initiatives, such as banning single-use plastic water bottles on the golf course, converting all golf carts to use rechargeable lithium batteries, and introducing colonies of stingless bees on the course to boost the world's declining bee population.



# SOCIAL & ENVIRONMENTAL SUSTAINABILITY INITIATIVES

## RWS RECEIVES TOP SINGAPORE PACKAGING AWARD

Resorts World Sentosa (RWS) has received the Top Achievement Award at the Singapore Packaging Awards for the second consecutive year for its efforts to reduce single-use plastics. Starting with the elimination of all plastic straws two years ago, RWS has since continued to phase out single-use plastic bottles, while implementing alternatives such as refillable glass carafes and water dispensers.



## ANYONE CAN FLY AT iFLY SINGAPORE

In celebration of its eighth anniversary, iFly Singapore partnered AWWA School in May 2019 to create a new Guinness World Record. A team of 80 performed 300 continuous tandem skydives within four hours, breaking the world record and raising some \$50,000 for the second AWWA school. Among the participants was Speaker of Parliament Tan Chuan-Jin, who clocked in the 300<sup>th</sup> flight.

As part of its community engagement efforts, iFly Singapore also invited RSVP Singapore The Organisation of Senior Volunteers for a day of flying in July 2019. The participants thoroughly enjoyed themselves, showing spunk and will that defied age.





# ORGANISATIONAL EXCELLENCE

AWARD-WINNING OFFERINGS

**35**

ENVIRONMENTAL AWARDS

**36**

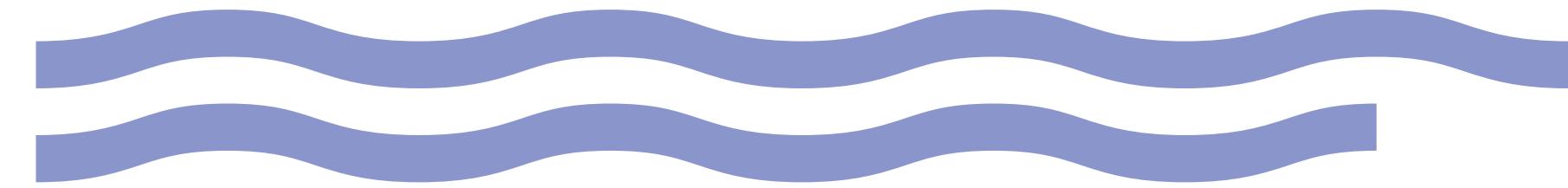
GUEST SATISFACTION AWARDS

**37**

MARKETING & PR AWARDS

**39**

# AWARD-WINNING OFFERINGS



## AWARD-WINNING SENTOSA GOLF CLUB

Sentosa Golf Club (SGC) was crowned World's Best Golf Club at the World Golf Awards in October 2019, in recognition for strengthening Singapore's position as a hub for international tourism, showcasing the city's worldwide appeal, and playing a vital role in growing the game. This accolade was made even sweeter, as the iconic The Serapong course was also named Singapore's Best Golf Course for the second year running.



In other accolades, The Serapong jumped 20 places to #59 in one of golf's most prestigious rankings lists, Golf Digest's World's 100 Greatest Golf Courses. Both The Serapong and The Tanjong have also been ranked #1 and #2 respectively in Golf Digest's biennial rankings for Singapore's Best Golf Courses.

## TRAVEL EXCELLENCE ACCOLADES FOR SENTOSA

For the third year running, Sentosa has been recognised as Best Singapore Destination at the TripZilla Excellence Awards – a testament to Sentosa's service excellence, outstanding business practices and innovative travel experiences.

These Island Partners also received Tripzilla accolades for giving guests great experiences:

- AJ Hackett Sentosa: Best Attraction for Adrenaline Junkies (Singapore)
- Universal Studios Singapore: Best Theme Attraction (Singapore)
- TrickEye Museum: Best Family Attraction (Singapore)
- W Hotel Singapore Sentosa Cove: Best for Staycation (Singapore)
- Village Hotel Sentosa: Best for Families (Singapore)

Meanwhile, Sentosa once again clinched the title of Best Attraction at the Travel Weekly Asia Readers' Choice Awards 2019, which recognises diversity and

excellence in the travel industry. Resorts World Sentosa also went home with two awards: Best Integrated Resort — Asia Pacific, and Best Theme Park for Universal Studios Singapore.



**TRAVEL WEEKLY ASIA  
READERS' CHOICE  
AWARDS**

# ENVIRONMENTAL AWARDS

## SENTOSA GOLF CLUB CLINCHES THE GLOBAL ENVIRONMENT STEWARDSHIP AWARD

Sentosa Golf Club picked up the 'Global Environmental Stewardship' Award by Golf Inc —the world's only magazine for golf course developers, owners and management company executives — for leading the way in promoting environmental stewardship, conservation

concepts and sustainability in the golf industry. Mr Andrew Johnston, General Manager and Director of Agronomy of the club received the award while attending the inaugural Golf Saudi Summit in February 2020 as one of its headline speakers.



# GUEST SATISFACTION AWARDS

## OUTSTANDING ACHIEVEMENTS AT NATIONAL DAY AWARDS 2019

Three SDC staff have been recognised in the 2019 National Day Awards for their merit and service to Singapore.

The Commendation Medal was awarded to Alvin Chia, Deputy Director, Asset Management, and Chiong Gee Khoon, Deputy Director, Planning & Architecture,

in recognition of their commendable performance and conduct, as well as significant efficiency, competence and devotion to duty, while the Efficiency Medal was awarded to Veronica Lee, Assistant Administration Manager, Human Resource & Administration, for her exceptional work ethic and dedication to duty.



# GUEST SATISFACTION AWARDS

## SENTOSA TOPS CUSTOMER SATISFACTION RANKINGS FOR FOURTH YEAR

For the fourth consecutive year, Sentosa clinched first place in the attractions sub-sector of the Customer Satisfaction Index of Singapore (CSISG) 2019, with an outstanding score of 76.5 — an increase

of 0.9 points from the previous year. The award recognises the strong commitment and service focus of all Sentosians, with everyone working together to provide first-class service to delight guests.



## OUR SHINING STARS AT THE CEO STAR AWARDS 2019

A total of six Sentosians and five teams received the Service Star and Safety & Security Awards at the eighth Sentosa CEO Star Awards for their outstanding contributions towards a safe and secure environment. This ceremony is held annually to celebrate and recognise

Sentosians who deliver excellent service and ensure peace of mind for guests, as One Sentosa.



# GUEST SATISFACTION AWARDS

## A UNITED SUCCESS AT EXSA 2019

Sentosa has received a total of 32 awards (4 Star, 13 Gold, and 15 Silver) across business units and corporate offices at the ASA Excellent Service Awards (EXSA) ceremony, held on 3 December 2019. EXSA, presented by Enterprise Singapore and the Association of Singapore Attractions (ASA), recognises individuals

who are committed to delivering quality service. Sentosians from Island Partners – Sentosa 4D AdventureLand, Mega Adventure Singapore, One Faber Group, Resorts World Sentosa, and Skyline Luge Sentosa—were also recognised for their excellent service at the awards.



## CELEBRATING OUR GEMS OF SERVICE

For delivering consistent exemplary service to internal and external guests, four Sentosians were recognised at the Ministry of Trade and Industry Go-the-Extra Mile for Service (GEMS) Award ceremony, held at the Firefly Symposium on 22 May 2019.

Mohamed Farham Mohamed Noh was conferred the GEMS Award, while Elangovamani S/O Sockalingam, Subahshini A/P Kanapa and Zuraidah Zulkifli received Commendation Awards.



# GUEST SATISFACTION AWARDS

## SDC ACHIEVES LOO (LET'S OBSERVE OURSELVES) AWARD 2019

SDC was the only public sector organisation to be awarded the LOO Award on 19 November 2019, which recognises organisations and individuals who have contributed to a world-recognised standard of restroom cleanliness. It was presented by Dr Amy Khor, Senior Minister of State for the Environment and Water Resources and Health.



# MARKETING & PR AWARDS

## SDC CLINCHES ACCOLADES FOR MARKETING AND PR CAMPAIGNS

2019 was an exciting year for SDC's publicity efforts, with wins at two prestigious industry awards.

In the Creative Circle Awards, SDC took Bronze in the category, Film & Branded Content—Film (Online), and was a finalist in the PR—Launch/Re-launch category for the "Make Time" brand campaign.

Over at the Singapore Media Awards, SDC took home the Best Use of Digital accolade for Pokémon GO: Safari Zone and Best Use of Search for Spreading the Island Sunshine, a search engine marketing campaign that successfully

increased Sentosa's share-of-voice across digital metrics such as impression shares and clickthrough rates.

As icing on the cake, SDC were also finalists in two public relations industry awards:

- PRCA Awards 2020: Consumer Award category for "Make Time", and
- Marketing Interactive's PR Awards: Best PR Campaign: Government/Public Services or Non-Profit for the unveiling of the Sentosa-Brani Master Plan; and Best Insights-Driven PR for the media launch of "Make Time".





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DEVELOPMENT CORPORATION

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