

Sustainability findings from Sentosa Survey Report April 2023 - March 2024

Sources:

Monthly surveys (sample size n=500) conducted at inner Sentosa locations (n=275) & RWS locations (n=225).

Executive Summary – Sustainability findings from Survey

Findings reported are derived from surveys conducted for the **period of April 2023 to March 2024**. **Monthly surveys with a sample size of 500** were conducted at locations within Sentosa (and outside Resorts World Sentosa; n=275) and at locations within Resorts World Sentosa (n=225).

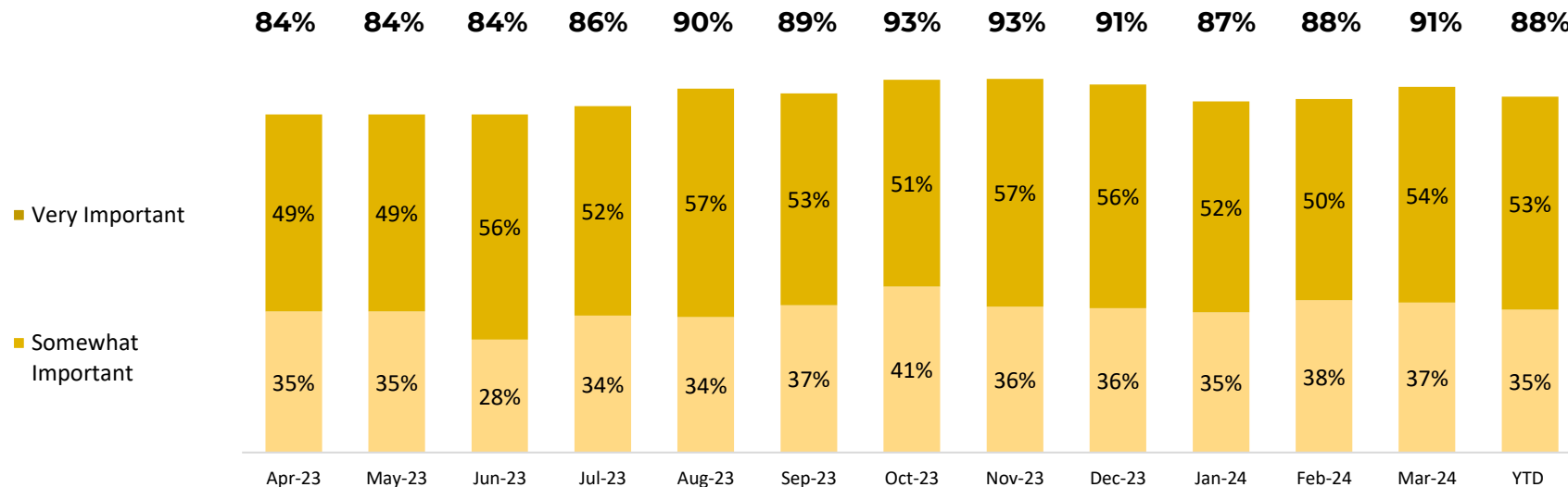
Key Findings



- Close to **9 in 10 survey respondents** found **environmental sustainability in attractions/ destinations** to be **important**
- **3 in 10 survey respondents** were aware of **Sentosa's sustainability efforts**
- **Perception of Sentosa's sustainability efforts had improved** *(+9% from previous year)*
- The greatest improvement in perception is seen in **businesses' adoption of green practices** *(+13% from previous year)*
- Based on the recommendations for improvement, more survey respondents believe that Sentosa should **increase efforts in creating more awareness for its sustainability initiatives** compared to previous year.

9 in 10 respondents prioritise environmental sustainability in attractions/destinations

Importance of Sustainability Efforts



Unweighted, composite
Q167. On a scale of 1 to 5, where 1 is "Not important at all" and 5 being "Very important", to what extent do you find it important for attractions/destinations to be environmentally sustainable?

Base:

Mar24

Total: n=500

Locals: n=186

Tourists: n=314

Apr23-Mar24

Total: n=6,000

Locals: n=2,457

Tourists: n=3,543

3 in 10 respondents were aware of Sentosa's sustainability initiatives

Among the various initiatives, respondents were most aware of Sentosa's initiatives in reducing plastics and waste recycling.

Awareness of Sentosa's Sustainability Efforts

	Apr'23	May'23	Jun'23	Jul'23	Aug'23	Sep'23	Oct'23	Nov'23	Dec'23	Jan'24	Feb'24	Mar'24	YTD FY23	YoY (Mar 23)	YTD (FY22)
Aware of at least one Sentosa Sustainability effort	25%	28%	36%	32%	35%	31%	33%	37%	32%	35%	30%	35%	32%	-1%	-25%
Reduction of disposables/one-time plastics use in F&B outlets	12%	11%	13%	12%	18%	12%	11%	19%	16%	15%	12%	17%	14%	-1%	-8%
Waste recycling including food waste digestion, reverse vending machine, recycling bins	4%	7%	8%	6%	14%	10%	12%	12%	10%	14%	14%	14%	10%	-8%	-12%
Electric vehicle charging points at Sentosa carparks	8%	9%	13%	13%	9%	8%	10%	10%	9%	9%	9%	9%	10%	+4%	-1%
Using solar power to generate electricity for the island	10%	8%	13%	11%	6%	7%	8%	9%	6%	7%	5%	8%	8%	+2%	-1%
Nature and heritage trails in Sentosa	5%	5%	7%	7%	11%	6%	11%	10%	8%	9%	8%	10%	8%	-6%	-8%
Tapping on local food sources and farm-to-table offerings in selected F&B outlets	8%	12%	14%	12%	3%	5%	7%	6%	6%	6%	4%	5%	7%	+4%	+1%
Electric transportation on Sentosa including trials of e-buses, electrified beach trams	2%	5%	2%	4%	11%	12%	12%	12%	7%	7%	5%	7%	7%	-7%	-1%
Carbon neutral attractions	7%	8%	10%	10%	5%	3%	4%	4%	4%	4%	6%	4%	6%	+2%	-1%
Sustainability-themed Sentosa signature tours	4%	4%	7%	6%	5%	4%	5%	8%	7%	8%	7%	8%	6%	+3%	+2%
Preservation of heritage buildings and nature habitats	3%	3%	3%	5%	7%	5%	6%	8%	6%	10%	4%	6%	6%	0%	-1%

Unweighted, composite, Apr'23-Mar'24 Total: n=6,000
Q159. Which of the following sustainability initiatives are you aware of?

Base:

Mar24

Total: n=500

Locals: n=186

Tourists: n=314

Apr23-Mar24

Total: n=6,000

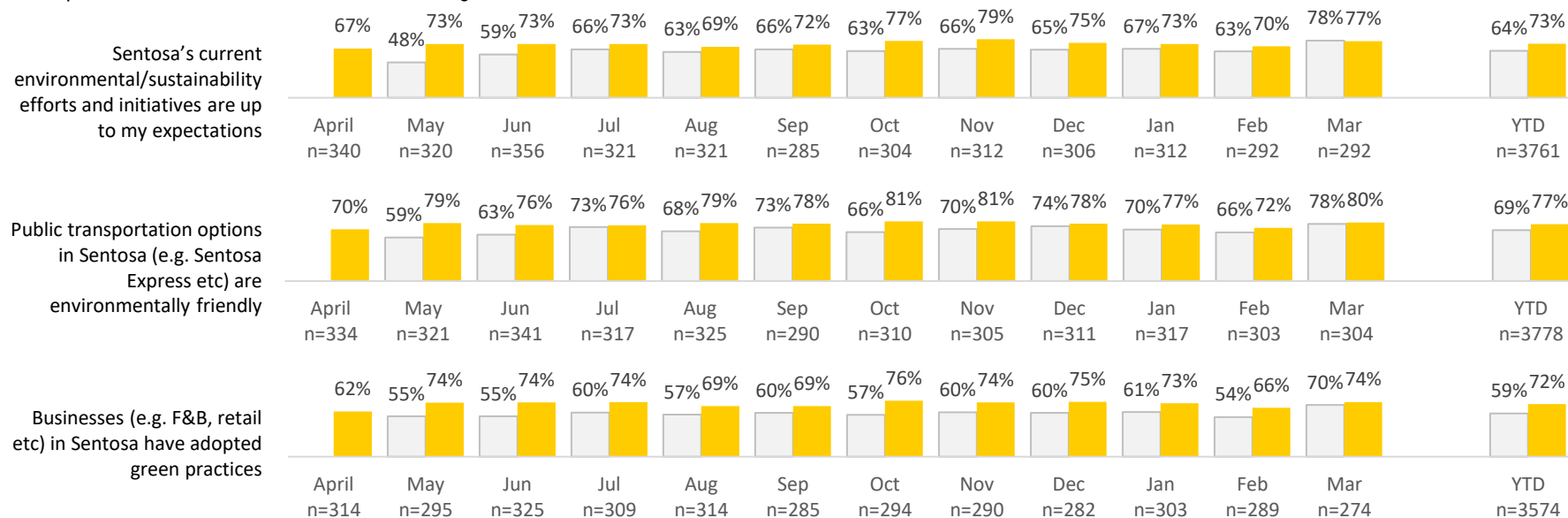
Locals: n=2,457

Tourists: n=3,543

Respondents' perception regarding sustainability efforts has improved (+9%) compared to previous year

The greatest improvement in perception is seen in businesses' adoption of green practices (+13% from previous year).

Perception of Sentosa's Sustainability Efforts



Unweighted, composite Q160. To what extent do you agree or disagree with the following statements?

Base:

Mar24

Total: n=500

Locals: n=186

Tourists: n=314

Apr23-Mar24

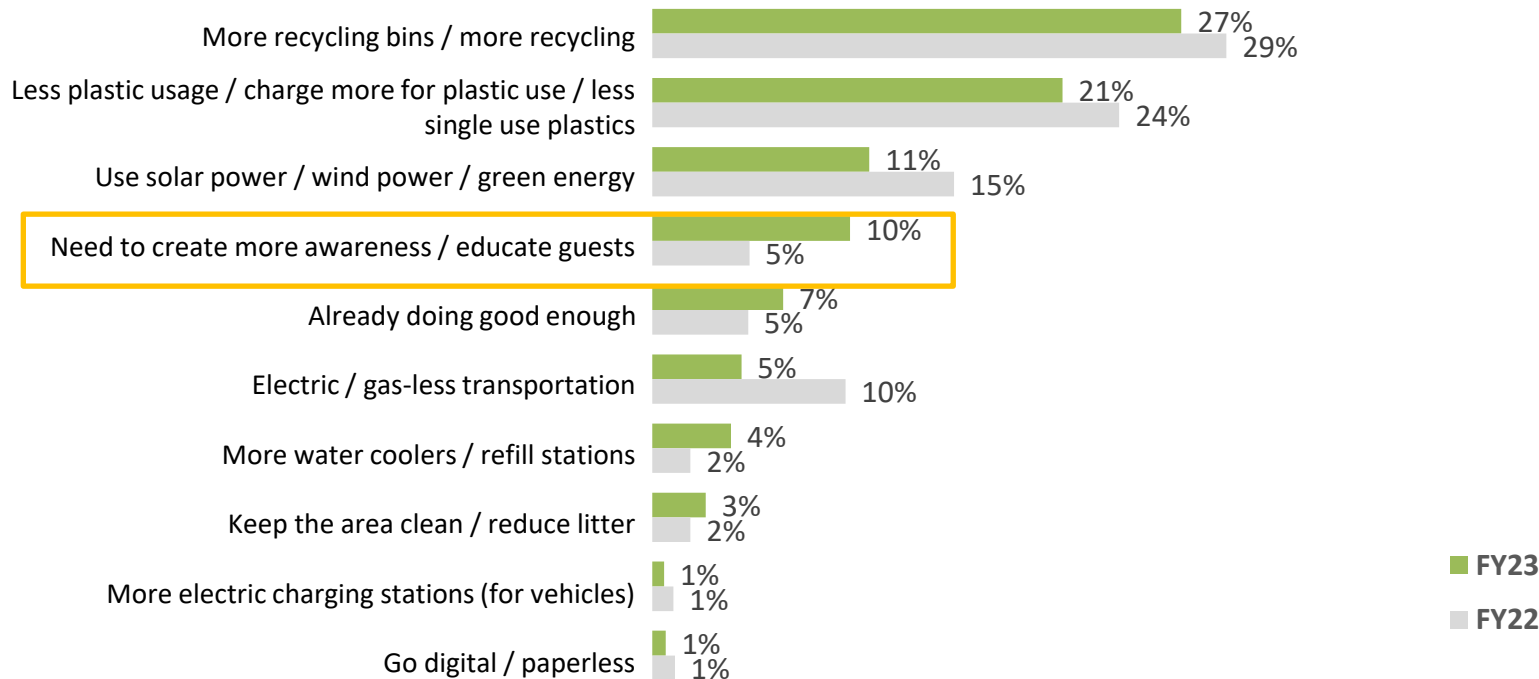
Total: n=6,000

Locals: n=2,457

Tourists: n=3,543

More respondents (+5%) believe that Sentosa should increase efforts in creating more awareness for its sustainability initiatives, compared to previous year.

Top 10 Areas of Improvement (Sustainability)



Unweighted, composite, FY24 (n=1,325), FY23 (n=1,396)

Q161. What are some other efforts or initiatives that Sentosa can adopt to further Sentosa's commitment of being environmentally friendly/sustainable?