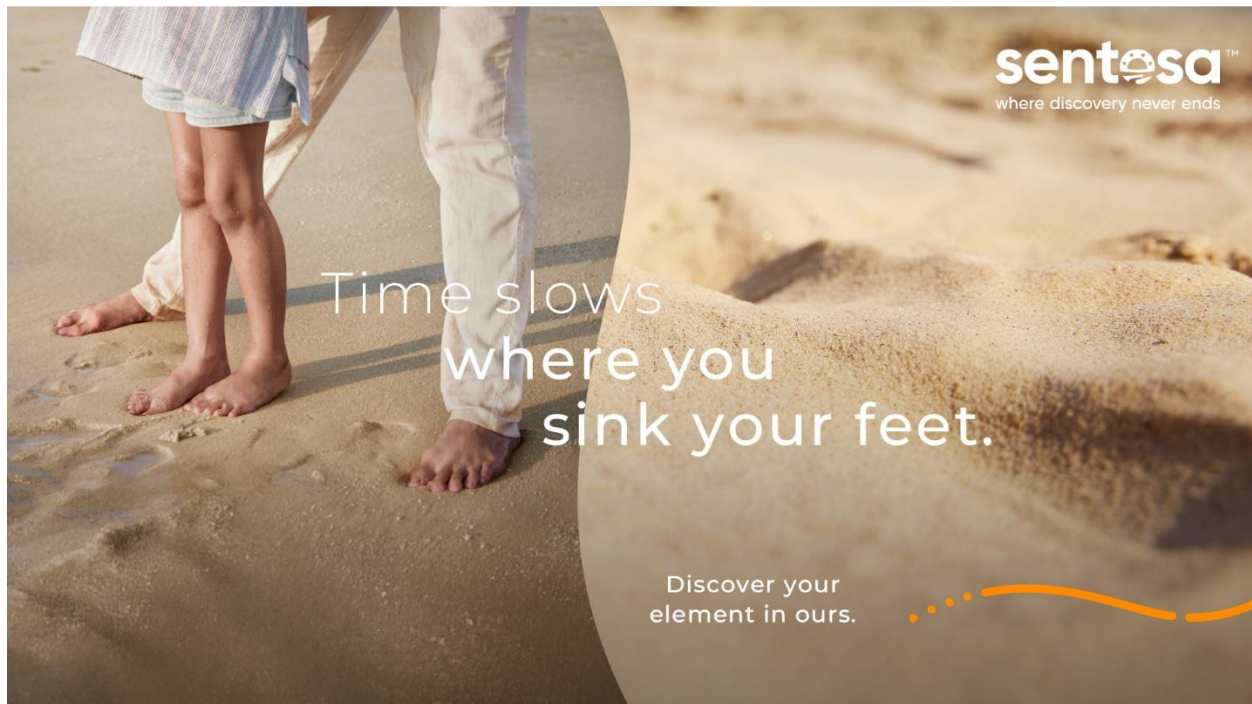


FOR IMMEDIATE RELEASE

Sentosa launches new brand campaign to inspire guests to refocus on their wellbeing through nature-inspired elements

The evolved brand direction, “Discover your element in ours”, further strengthens Sentosa’s brand strategy to tap into the wellness travel boom, by positioning itself as the antidote to Singapore’s always-on work culture.



SINGAPORE, 21 Oct 2025 – Building upon the island’s brand tagline “Where Discovery Never Ends”, Sentosa Development Corporation (SDC) today unveiled “Discover your element in ours”, an evolved brand direction that invites guests to reconnect with themselves through the island’s natural elements of sun, sand, sea, nature, and biodiversity.

The campaign explores the concept of “discovery” for visitors, particularly those from a time-stretched, hyperconnected generation. Upon arrival in Sentosa, guests are able to immerse in a natural island environment, spanning 500 hectares.

As global wellness tourism surges beyond \$1 trillion¹, and demand for mindful experiences reshapes travel behaviour, Sentosa is staking its ground as Singapore’s most accessible

¹ Sands, R. (2025) *Global Wellness tourism surges toward the \$1 trillion mark*, *Forbes*. Available at: <https://www.forbes.com/sites/rogersands/2025/01/16/global-wellness-tourism-surges-toward-the-1-trillion-mark/> (Accessed: 13 October 2025).

island sanctuary, where guests can experience the restorative effects of nature just 15 minutes from the city centre.

"This is not wellness tourism in the sense of spa treatments and yoga retreats," said Chris Pok, Divisional Director, Marketing & Guest Experience, Sentosa Development Corporation. "It's about making restoration part of everyday life, and being in nature, which is almost a fundamental human need. Sentosa offers a space for regular micro-restorations that sustain our guests, long after they leave."

Rooted in neuroscience-backed understanding of nature's restorative effect on emotional and mental wellbeing², the campaign draws from five of the island's natural elements – grounding through sand, flowing with water, energising under the sun, and centring in the island's nature and biodiversity. Each element becomes a sensory pathway that invites visitors to rediscover balance in simple, intuitive ways.

"Singaporeans are increasingly seeking opportunities to slow down and reconnect," Pok explained. "Here at Sentosa, the experience begins once our guests step foot in the island, where they can experience a physical and mental reset, and feel alive as they immerse themselves in our natural island elements. We have also curated a new brand film that offers a glimpse at the beautiful memories made on the island every day, and we invite more of our guests to come and do the same."

This positioning also aligns with heightened public discourse on wellbeing and work-life balance, echoing Prime Minister Lawrence Wong's 2025 National Day Rally emphasis on supporting youth wellbeing through encouraging time spent outdoors and away from screens. This reflects a growing recognition that constant connectivity requires deliberate counterbalance.

The brand evolution will come to life through new creatives spanning a [brand film](#) and sensory-led campaign materials that shift Sentosa's storytelling to focus on moments of emotional and physical reconnection. These assets bring Sentosa's brand story to life in new ways, while reinforcing its position as an island destination that continues to evolve with its guests.

For more information about "Discover your element in ours", visit: <https://www.sentosa.com.sg/discoveryneverends>

² Weir, K. (2025) *Nurtured by nature*, *Monitor on psychology*. Available at: <https://www.apa.org/monitor/2020/04/nurtured-nature> (Accessed: 13 October 2025).

High-resolution visual assets can be downloaded [here](#). Photos to be credited to Sentosa Development Corporation.

END

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About Sentosa

Sentosa, where discovery never ends, is Asia's leading leisure destination and Singapore's premier island resort getaway, located within 15 minutes from the central business and shopping districts. The island resort is managed by Sentosa Development Corporation, which works with various stakeholders in overseeing property investments, attractions development, and operation of the various leisure offerings and management of the residential precinct on the island.

The 500-hectare island resort is home to an exciting array of themed attractions, award-winning spa retreats, lush rainforests, golden sandy beaches, resort accommodations, world-renowned golf courses, a deep-water yachting marina and luxurious residences – making Sentosa a vibrant island resort for business and leisure. Sentosa is also home to Singapore's first integrated resort, Resorts World Sentosa, which operates Southeast Asia's first Universal Studios theme park.

Situated on the eastern end of Sentosa Island is Sentosa Cove, an exclusive waterfront residential enclave bustling with more than 2,000 homes, quayside restaurants, retail and specialty shops. The island is also proud to be home to Sentosa Golf Club and its two acclaimed golf courses, The Serapong and The Tanjong. Sentosa Golf Club has hosted a number of high-profile professional and amateur tournaments, including the Singapore Open and HSBC Women's World Championship, welcoming international star players and world-class golf professionals from across the world.

Welcoming a growing number of local and international guests every year, Sentosa is an integral part of Singapore's goal to be a global destination to work, live and play. For more information, please visit: www.sentosa.com.sg.

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About Sentosa Development Corporation

Sentosa Development Corporation (SDC) was established on 1 September 1972 as a Statutory Board under the Ministry of Trade and Industry. As a master planner, 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.

SDC wholly owns its subsidiaries Sentosa Cove Resort Management Pte Ltd and Sentosa Golf Club. SDC also owns the Singapore Cable Car Sky Network, managed by Mount Faber Leisure Group Pte Ltd, a wholly owned subsidiary which operates as an autonomous commercial arm.

As a testament to its commitment to sustainability, SDC has been conferred the Global Sustainable Tourism Council – For Destinations (GSTC-D) certificate, making Sentosa the first island destination in Asia to receive this accolade.