



Sentosa  
Development  
Corporation

# ANNUAL REPORT 2017/2018

**sentosa**  
THE STATE OF **FUN**

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Sentosa Development Corporation  
**ANNUAL REPORT 2017/2018**

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# ORGANISATIONAL OVERVIEW



# ABOUT SDC



## 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 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 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 purse 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) 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, Sentosa Merlion, Faber Peak Singapore, Spuds & Aprons, 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 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  
favourite leisure  
and lifestyle resort  
destination

## MISSION



To create the Sentosa  
Experience through  
outstanding service  
and unique offerings

# VISION, MISSION & STAR VALUES

## STAR VALUES



Sentosa continually strives to enhance its level of service to offer our guests a memorable experience in 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

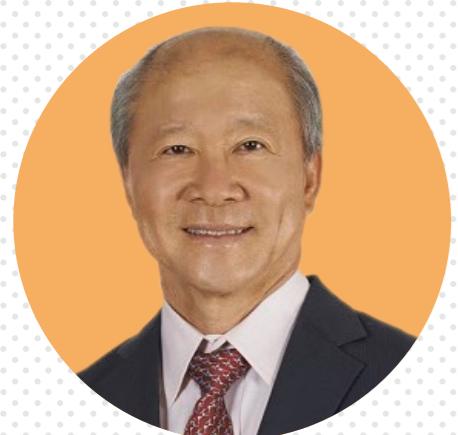
Be innovative & decisive to make things happen.

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 improve our processes both internally and for guests. The Sentosa STAR Values reflect that commitment we have made to our guests and 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 2018)



**MOSES LEE**

Chairman,  
Sentosa Development Corporation



**DIANA EE-TAN**

Chairman,

Mount Faber Leisure Group Pte Ltd



**DAVID HENG**

Advisory Senior Director,  
Temasek International Pte Ltd



**EUGENE HO**

Travel & Transportation Industry Leader,  
Deloitte South East Asia & Managing Director,  
Deloitte Consulting Singapore



**KOH-LIM WEN GIN**

Board Member, National Parks Board /  
Independent Director, Keppel Land Ltd



**EUGENE LEONG**

Chief Executive Officer,  
Early Childhood Development Agency



**LIM JOO BOON**

Chairman,  
Singapore Turf Club



**KEITH MAGNUS**

Chief Executive Officer &  
Executive Director,  
Evercore Asia (Singapore) Pte Ltd\*



**NGIAM SHIH CHUN**

Deputy Secretary (Industry),  
Ministry of Trade and Industry\*\*



**QUEK SWEE KUAN**

Chief Executive Officer,  
Sentosa Development Corporation



**RITA SOH**

Managing Director,  
RDC Architects Pte Ltd



**LIONEL YEO**

Chief Executive,  
Singapore Tourism Board

\* Completion of term on 31 March 2018.

\*\* Completion of term on 31 January 2018.

# SENIOR EXECUTIVE TEAM (SET) MEMBERS

(As at 31 March 2018)



**QUEK SWEE KUAN**

Chief Executive Officer



**CHIN SAK HIN**

Assistant Chief Executive  
& Chief Financial Officer



**JACQUELINE TAN**

Assistant Chief Executive



**LYNETTE ANG**

Chief Marketing Officer



**CHAN MUN WEI**

Divisional Director, Corporate Planning



**CHUA SIEW HWI**

Divisional Director, Finance



**THERESA LOW**

General Counsel



**SOH KENG TAAN**

Chief Information Officer



**MARY GERMAINE TAN**

Divisional Director, Human Resources  
& Administration



**WONG SHEAU FONG**

Divisional Director, Architecture &  
Land Planning



**ANDREW H JOHNSTON**

General Manager, Sentosa Golf Club



**KOH PIAK HUAT**

Divisional Director, Island Operations



# JOINT CHAIRMAN - CEO MESSAGE



## The next stage of growth

SDC embarked on several key initiatives in FY2017/18 as part of our continued efforts to realise our vision to become the world's favourite leisure and lifestyle resort destination.

Playing a crucial role in shaping the island's future will be the Sentosa 2030 Masterplan, which we have begun charting with a multi-disciplinary consultancy team and relevant stakeholders, as part of the Greater Southern Waterfront precinct. This is an exciting journey that will take Sentosa to 2030 and beyond. As part of the Masterplan, SDC will strengthen leisure experiences through the curation of world-class attractions, improving transport connectivity, and enhancing our popular beaches, all the while ensuring efficient land usage, and environmental sustainability.

These efforts also include the revamp of Sentosa's main north-south pedestrian thoroughfare. With design work currently in progress, development works are set to begin next year, and will be completed by 2021. Guests can look forward to scenic views and wider vistas, better accessibility to the beaches, and other fun features like photo points while strolling through the island.

We are firmly committed to providing our guests, both locals and tourists, stakeholders and residents with unique day-to-night leisure experiences.

## Laying strong foundations for fun

In the nearer term, we continue to lay strong foundations for Sentosa's growth, by collaborating with our island partners and other corporate partners to bring fun to a new level.

Last year, thrill-seekers got an adrenaline rush, with the arrival of the exhilarating AJ Hackett Sentosa Bungy Jump and Skyline Luge Sentosa's two new tracks. Marvel superhero fans meanwhile celebrated the launch of the Marvel 4D Experience at Madame Tussauds Singapore, which comes with the Marvel 4D cinema – the first of its kind in Asia!

We also curated a slew of iconic and new events that showcased Sentosa's prized beach assets to give our guests unique and enjoyable experiences.

# JOINT CHAIRMAN - CEO MESSAGE



Our golden beaches hosted Southeast Asia's biggest sand festival – Sentosa Sandsation, which featured larger-than-life sand sculptures, as well as the inaugural Siloso GrillFest and its array of barbequed delights during Feast at Sentosa, a campaign that showcased the island's diverse dining experiences.

Palawan Beach was transformed into an outdoor playground of mega inflatables and installations, giving the young and young-at-heart Mega Fun during the school holidays. The area was also the scene of much photo-taking in March, when more than 300 cute inflatables featuring characters from the wildly popular cartoon, We Bare Bears, made the beach their home.

And when the sun went down, we continued to have fun with hugely popular events such as the year-end Siloso Beach Party and ZoukOut, as well as fresh offerings like Bright Nights at Sentosa, which featured photo-worthy light installations during Pop

Up Nights. Pop Up Nights was in fact shortlisted as a Finalist in the 2018 Singapore Tourism Awards category of Best Marketing Idea!

Over at Sentosa Cove Village, we welcomed more than 14,000 guests during the Singapore Yacht Show, while the Sentosa Golf Club continued to be the choice venue for the world's best golfers, with Sergio Garcia and Michelle Wie winning the coveted SMBC Singapore Open and HSBC Women's World Championship titles respectively.

## Enhancing our connections with guests

Apart from enhancing our leisure offerings, we have improved our technology and transport solutions to make the guest experience even more enjoyable.

Our refreshed MySentosa App now comes with a GPS-enabled map with turn-by-turn directions, a customisable itinerary, facts about Sentosa's

attractions, and the option to beat the queue by purchasing tickets on-the-go. For guests who are more inclined to go off the beaten track, they can do so by trying out the Interactive Trails that allow them to win attractive prizes along the way. At the back end, the app allows us to gain insights on our guests' preferences and journeys, which enables us to further improve visitors' experience.

We have also improved inter- and intra-island connectivity. For a start, we have upgraded the Sentosa Express signalling system to allow an increase in train frequency and passenger capacity. SBS Transit's Bus Service 123 was also extended into Sentosa to directly connect central Singapore to Sentosa, and the Sentosa Gateway Tunnel was opened to improve vehicular traffic flow out of Sentosa. Together with the Ministry of Transport and ST Engineering Land Systems, we will soon pilot an autonomous mobility-on-demand service which will enhance intra-island connectivity for our guests.

## Our commitment to social responsibility

Underpinning all our initiatives is our commitment to social and environmental responsibility. This financial year saw the return of our signature community outreach programme, Sentosa Gives, for the seventh year. With the support of our island partners and staff volunteers, we brought 1,500 underprivileged children from 29 social services organisations into Sentosa for a day of fun.

We are also mindful of our responsibility towards environmental conservation. One of our various efforts was our participation in World Water Day, through a mesmerising blue light-up of our island. We also commemorated the third International Year of the Reef with non-profit conservation group, Our Singapore Reefs, and marine community platform, Celebrating Singapore Shores.

We are honoured that our environmental conservation efforts have been recognised at various platforms. The Marina Industries Association has re-certified Sentosa Cove as being Fish Friendly and a Clean Marina, and we clinched the Skyrise Greenery Award - Special Award (Public Infrastructure) for our Sentosa Express' vertical greenwall system!

## Note of Appreciation

It has been a fulfilling year, and on behalf of the Board and Management, we would like to take this opportunity to thank our former board members, Keith Magnus and Ngiam Shih Chun, for the invaluable contributions made during their tenure on the Board.

With Sentosa being named the Best Singapore Destination by TripZilla, and our ranking at the top spot among all Attractions in the Customer Satisfaction Index of Singapore for the second consecutive year, we would also like to express our gratitude to all Sentosians who have worked hard to entrench The State of Fun's position as the leisure destination of choice!

# YEAR IN REVIEW



# SIGNIFICANT MILESTONES

With the diverse array of unique leisure experiences and exciting developments in Sentosa, the island welcomed 19.1 million guests in FY2017/18. Fun is set to reach even greater heights in the coming years as SDC continues to build on past successes!



## Shaping Sentosa's Future

Guests can look forward to scenic views and wider vistas, better accessibility to the beaches, and other fun features like photo points while strolling through the island, when the rejuvenation of Sentosa's main north-south pedestrian thoroughfare is completed by 2021. Spanning some 12 hectares, the thoroughfare along Sentosa's spine is the key link between various transport nodes and attractions, bringing guests from Resorts World Sentosa all the way to the island's golden, sandy beaches. Expect a brand new experience with more intuitive wayfinding, enhanced accessibility, and wider vistas alongside refreshed design elements that are unique, fun, and interactive.

The redevelopment of the north-south pedestrian thoroughfare is a key near-term project that will pave the way for the island's next phase of growth. With Sentosa marking the milestone of its 45<sup>th</sup> anniversary last year, SDC has also embarked on developing the Sentosa 2030 Masterplan. The Masterplan will reinforce The State of Fun's position as a world-class leisure destination by enhancing the attractiveness of our various offerings and transport connectivity, while ensuring the efficient use of land and environmental sustainability.



## Entering Sentosa is Now as Easy as (Bus) 123!

It is now even easier to access Sentosa, following the extension of SBS Transit's Bus 123 into the island's Beach Station transport hub since July 2017. Connecting guests directly to The State of Fun from multiple points in central Singapore, including major MRT stations, Bus 123's passengers need only pay the prevailing distance-based fare for these bus rides. Bus 123 adds to the myriad of travel options for guests visiting Sentosa, who can also choose to hop on the Sentosa Express, stroll in for free, cycle, drive or even fly in via the cable car. Once on the island, guests enjoy free rides on the Sentosa Express, Beach Trams and Sentosa Buses.

# SIGNIFICANT MILESTONES



## A Smoother Journey

As part of various collaborations with partners to ensure smooth traffic flow around Sentosa, the Sentosa Gateway Tunnel was opened by the Land Transport Authority in April 2017. The tunnel is a one-way route that connects outbound traffic from Sentosa directly to Keppel Road and Lower Delta Road. With its opening, guests, residents and stakeholders now enjoy smoother journeys as they exit the island.



## Resorts World Sentosa Remains at the Top

Attesting to its top position in the region, Resorts World Sentosa was named the Best Integrated Resort in Asia Pacific for the seventh consecutive year at the 28<sup>th</sup> TTG Travel Awards in 2017. In the TripAdvisor Travellers' Choice awards, Universal Studios Singapore was also ranked as Asia's best amusement park for the fourth year running, while Adventure Cove Waterpark was voted among the Top 10 Waterparks in Asia for the third year in a row. Universal Studios Singapore's marquee event, Halloween Horror Nights, clinched the Best Leisure Event award at Singapore Tourism Awards 2017 for the third consecutive year.

# SIGNIFICANT MILESTONES



## Siloso Beach Resort Strengthens Commitment to Sustainability

Siloso Beach Resort's (SBR) environmental credentials received a further boost when it was conferred the Asia Responsible Entrepreneurship Award (Green Leadership Category) in June 2017. The award adds another feather in the cap for SBR, which has kept Sentosa's flag flying high with various environmental awards and certifications recognising the hotel's efforts to preserve its surroundings and the natural habitat. As part of its community outreach, SBR has also signed a Memorandum of Understanding with the Institute of Technical Education to strengthen their collaboration on sustainability projects.



## Mega Adventure Park Displays Mega Excellence

Mega Adventure Park has received its fifth consecutive TripAdvisor 2017 Certificate of Excellence award, which celebrates businesses that have consistently delivered exceptional customer service.

# SIGNIFICANT MILESTONES



## ONE°15 Marina Club Celebrates a Decade of Making Waves

ONE°15 Marina Club commemorated its 10<sup>th</sup> anniversary on 10 September 2017 with a carnival that attracted close to 2,000 guests. Marking the milestone, guests were treated to a variety of activities, including yacht rides, a six-metre-tall water blob tower, pool floats and loungers, balloon sculpting, and a bouncy castle. Accompanying the carnival, too, was a marketplace packed with an exciting range of food, fashion, and artisanal products.



# NEW OFFERINGS IN THE STATE OF FUN

Eat, Play, Explore and Indulge at Sentosa and Faber Peak Singapore with the diverse array of unique leisure offerings!



## Dusk Restaurant & Bar Debuts at Faber Peak Singapore

Singapore's dining scene reached new heights in December 2017 with the launch of One Faber Group's Dusk Restaurant & Bar. Located 100 metres above sea level at Faber Peak Singapore, Dusk Restaurant & Bar is surrounded by lush rainforest and offers a view of splendid sunsets. While there, guests can savour food created by Executive Chef Kenny Yeo, who has over 30 years of French culinary experience, as well as modern European tapas and a curated selection of wines and signature cocktails.



## Panamericana Sizzles at Sentosa Golf Club

With a strong focus on quality produce, Panamericana brings to life the rich diversity of cultures and cuisines found in the 14 countries along the sprawling 50,000km of the Pan-American Highway, which stretches through the North, Central and South Americas. Located in the lush surroundings of Sentosa Golf Club, the 6,000 sq ft restaurant began welcoming diners in April 2018 with its bright open space and rustic "colonial chic" vibe, as well as a breezy terrace and garden with sweeping panoramic views.



# NEW OFFERINGS IN THE STATE OF FUN



## TEPPAN by Chef Yonemura Wows Diners at Resorts World Sentosa

The diverse array of dining options in Sentosa continued to expand with the unveiling of TEPPAN by Chef Yonemura at Resorts World Sentosa in December 2017. Headlined by Celebrity Chef Masayasu Yonemura who is renowned for his innovative French-Japanese cuisine at his iconic Michelin-starred restaurant in Kyoto, TEPPAN by Chef Yonemura wows diners with a brand new three-in-one theatrical dining concept that combines the artistry and showmanship of teppanyaki, cocktail mixology and flambé desserts.



## AJ Hackett Sentosa Thrills Adrenaline Seekers

With the opening of AJ Hackett Sentosa in November 2017, Sentosa has become one of the rare destinations in the region to offer thrill-seekers a combination of adrenaline-pumping activities like bungee jumping and duo giant swings. Home to Singapore's first and only bungee tower, which stands at 50 metre-tall along Siloso Beach, AJ Hackett Sentosa also allows guests to experience height without the need for a harness – just walk on its 42 metre-long Skybridge with see-through sections. Plus, with the al-fresco AJ's Bar and Beach Dining, AJ Hackett Sentosa offers a unique F&B experience and a variety of food including tapas, mains, and drinks. AJ's Bar and Beach Dining further comes with a chill-out area on the ground floor where guests can grab a pint and cheer their friends on as they take the plunge from up above.

# NEW OFFERINGS IN THE STATE OF FUN



## New Tracks at Skyline Luge Sentosa

Rolled out in October 2017, Skyline Luge Sentosa's two new tracks and a second Skyride have become the scene of more excitement in The State of Fun. In addition to the first two Jungle and Dragon trails, guests can now dive into fresh hairpin corners and exciting slopes as they zoom down the 658 metre-long Expedition and 638 metre-long Kupu Kupu (which means butterfly in Malay). Spanning 315 metres and suspended up to 16 metres above ground, the new Skyride also offers riders a bird's eye view of Sentosa.

## Madame Tussauds Singapore Offers New Star-Studded Experiences

Madame Tussauds Singapore has launched three new exciting experiences that will leave fans starry-eyed: the International Indian Film Academy (IIFA) Experience, Virtual Reality (VR) Racing Experience, and Marvel 4D Experience.

- The IIFA Experience was created in collaboration with the IIFA, and its launch in April 2017 saw Bollywood legend Anil Kapoor unveiling his own wax figure in Sentosa. Bollywood fans can now immerse themselves in the glitz atmosphere of the iconic awards ceremony and join their favourite stars at the special zone. Not only can guests walk the green carpet and accept an award on stage, they can even dance to the beat in front of a screen, in augmented reality!
- Introduced in July 2017, the VR Racing Experience features two life-size racing cars, which come with VR Head Mounted Display technology and a motion seat system that offers an exhilarating race experience. Thanks to its realism, fans and racing aficionados are now able to see the race through the eyes of their favourite Formula One stars!
- The immersive Marvel 4D Experience is now home to Marvel's beloved Super Heroes! Launched in December 2017, the experience introduces Spider-Man, Iron Man and Captain America within highly interactive and innovative sets. It also includes Asia's first Marvel 4D movie, which transports guests into the heart of an action-packed feature, where the heroes take on the cunning Doctor Doom in Singapore.

# NEW OFFERINGS IN THE STATE OF FUN



## Reality Gets Augmented at Trick Eye Museum Singapore

With the launch of its new Augmented Reality (AR) application in May 2017, Trick Eye Museum Singapore became the first three dimensional art museum in the country to fully integrate its visitor experience with AR technology. Art exhibits viewed through the “TrickEye-Singapore” app now come alive with AR graphics, animation and sound effects. Not only are visitors able to take photos with amazing 3D optical illusions, they also have the added option of making videos while interacting with AR characters!



# NEW OFFERINGS IN THE STATE OF FUN



## Singapore's History Comes to Life at Surrender Chambers

The revamped Surrender Chambers at Fort Siloso reopened with a refreshed exhibition in June 2017, marking the 75<sup>th</sup> anniversary of the fall of Singapore during World War II. Among various highlights, the refreshed exhibition features interactive story-telling through enhanced graphics, visual and audio elements integrated with the iconic waxworks of Japanese and British soldiers at the surrender ceremony in 1942. Admission to the Surrender Chambers – and Fort Siloso – is now free!

## Revamped Maritime Experiential Museum Opens

Resorts World Sentosa has unveiled the newly-refurbished Maritime Experiential Museum. Welcoming guests since December 2017, the revamped museum features brand new interactive hands-on exhibits and multi-media edutainment content across 15 thematic and immersive galleries.

# SIGNIFICANT EVENTS & PROGRAMMES



## Feast at Sentosa with The Inaugural Siloso Grillfest

Siloso Grillfest, Singapore's only beachside food street, hit Sentosa's shores in April 2017, offering some 1km worth of food and beverage stalls along Siloso Beach, including Singapore's longest brick BBQ pit. Guests enjoyed a spread of classic and contemporary BBQ creations and international cuisine from various F&B operators based within and beyond Sentosa. With live music performances to boot, Siloso Grillfest delighted guests over two weekends. It was the key event in the inaugural Feast at Sentosa campaign that highlighted the island's array of F&B offerings.



## Resorts World Sentosa Presents RWS Street Eats, The GREAT Food Festival and MICHELIN Guide Street Food Festival

By seamlessly integrating food and entertainment, Resorts World Sentosa (RWS) pioneered a gourmet visitor experience with three successful lifestyle events: MICHELIN Guide Street Food Festival, RWS Street Eats and The GREAT Food Festival in April, August and September 2017 respectively. Featuring an array of award-winning cuisines from celebrity chefs in RWS and around the world, as well as street food from renowned hawkers in Southeast Asia, the events attracted more than 120,000 guests, distinguishing RWS as a leading dining destination in the Asia Pacific.

# SIGNIFICANT EVENTS & PROGRAMMES



## Having Mega Fun at Sentosa

The family-friendly Palawan Beach was transformed into an outdoor playground of mega inflatables and installations as Sentosa celebrated the June 2017 school holidays! Part of the Mega Fun at Sentosa campaign, guests thoroughly enjoyed themselves by bouncing on giant inflatables, diving into a mega ball pool with more than 200,000 balls, wandering through an inflatable maze, as well as challenging themselves on the traversing wall and balancing beam while having lots of water fun – all for free!



## FunFest with We Bare Bears

During the March 2018 school holidays, both the young and young-at-heart got up close and personal with the wildly popular characters from Cartoon Network's We Bare Bears! A sea of more than 300 We Bare Bears inflatables and a 50-feet tall "Bearstack" welcomed guests, filling up the entire stretch of Palawan Beach next to mega inflatables and installations in another edition of Sentosa FunFest.

# SIGNIFICANT EVENTS & PROGRAMMES



## Party On at Siloso Beach

Despite a downpour, over 13,000 revellers partied into the night and ushered in 2018 at the 11<sup>th</sup> Siloso Beach Party, amid an enthralling display of fireworks, awe-inspiring pyrotechnics, and 12 hours of non-stop dance hits and entertainment. Meanwhile, the annual ZoukOut returned for the 17<sup>th</sup> year from 8 to 9 December 2017 and attracted over 40,000 partygoers, who danced to the tunes of world-renowned DJs including Marshmello, Axwell Ingrosso, and Flume.



## Ola Beach Club Hosts Inaugural JetSurf SEA Launch Party

Ola Beach Club and JetSurf Southeast Asia jointly hosted Singapore's first-ever motorised surfboard race in August 2017. With the world's JetSurf heavyweights pitted against each other in a grueling sea circuit to clinch the coveted championship, Lukas Zahorsky from Czech Republic emerged victorious. The celebrations culminated at a rave party powered by renowned headliner DJ Showtek from Holland, along with an exciting line-up featuring DJ Otto Knows of Sweden, EDM sensation Djivy of Korea, and popular local band 53A.

# SIGNIFICANT EVENTS & PROGRAMMES



## Singapore Yacht Show 2017 Attracts 14,000

### Southeast Asia's Largest Sand Festival Hits Sentosa's Shores

The State of Fun welcomed Southeast Asia's biggest sand festival, Sandsational Fun at Sentosa, over a three-week period in September 2017. Its anchor event, Sentosa Sandsation 2017, featured more than 30 intricately-carved and larger-than-life sand sculptures of some five metres in height. Spread across 2,400 square metres on Siloso Beach, the exhibition comprised three zones showcasing different experiences, including uniquely Singaporean sand sculptures. Sentosa Sandsation 2017 also hosted 14 world-renowned sand masters from 13 nations, who competed against each other to create sand works around the theme of 'Imagination'. Portugal's Pedro Mira was crowned the winner of the Sentosa International Sand Sculpting Championship, clinching the Golden Shovel Award and cash prize of USD 5,000. Meanwhile, Togo's Bob Atisso and Poland's Wiaczeslaw Borecki were presented with the Silver Shovel Award (USD 2,500) and the Bronze Shovel Award (USD 1,500) respectively.

The seventh edition of the Singapore Yacht Show in April 2017 welcomed more than 14,000 visitors, highlighting Sentosa's and Asia's growing importance in the global yachting and boating industry. Over a four-day period, Asia's leading yacht and luxury show at ONE°15 Marina Club featured the world's finest superyachts and international yacht brands. It also treated guests to a glamorous programme of supercar parades, fashion shows, yacht parties, gourmet food stalls and an array of pop-up bars.

# SIGNIFICANT EVENTS & PROGRAMMES



## Natural Treasures of Sentosa

With 40 hectares of protected nature areas, more than 20 heritage trees, over 100 recorded bird species, and a variety of walking and cycling trails on the island, Sentosa is a haven for nature lovers. To bring guests closer to the island's hidden gems, a slew of free nature activities was launched over the year, including the inaugural Siloso Headland Intertidal Programme. The guided programme explores Tanjong Rimau – one of Singapore's last remaining coastal cliffs and rocky shores. Home to corals, seagrass and a wide variety of marine wildlife, Tanjong Rimau also boasts beautiful landscapes with an original and age-old rock outcrop.



## World's Top Golfers Descend on Sentosa Golf Club

Golfing enthusiasts were in for several treats over the year as Sentosa Golf Club became the battlefield for the prestigious SMBC Singapore Open 2018, HSBC Women's Championship 2018 and first-ever Women's Amateur Asia-Pacific Golf Championship titles.

- Held in January 2018, the SMBC Singapore Open boasted a stellar field including reigning Masters champion Sergio Garcia from Spain, South Africa's Louis Oosthuizen, Japan's Ryo Ishikawa and the United States of America's Pat Perez. Sergio Garcia eventually emerged victorious with an exquisite final round 68 to win the prestigious title by a comfortable five strokes. The SMBC Singapore Open was played at the Serapong course, ranked No. 79 among the World's 100 Greatest Golf Courses by Golf Digest in 2018.
- Sentosa Golf Club was also the scene of the first-ever Women's Amateur Asia Pacific golf championship in February 2018. Held on the New Tanjong course, the tournament saw 15-year-old Thai player, Athaya Thitikul, secure a dramatic victory by winning a four-way playoff. An emerging golfing star, Athaya is the youngest player to have won on the Ladies European Tour. As the winner, Athaya was invited to play in the HSBC Women's Championship 2018, the ANA Inspiration and the Ricoh Women's British Open.
- The HSBC Women's World Championship 2018 in March 2018 featured all of the world's top-ten ranked players including China's Feng Shanshan, South Korea's Park Inbee and Ryu So Yeon, United States of America's Lexi Thompson and Michelle Wie. Michelle Wie eventually put up a sensational performance to win the title at the New Tanjong course.

# SIGNIFICANT EVENTS & PROGRAMMES



## Sentosa Hosts Singapore's First South East Asian Beach Volleyball Championships

Sports fans had even more to look forward to in September 2017 when Singapore hosted the South East Asian Beach Volleyball Championships for the first time at Palawan Beach. The tournament saw a total of 30 teams, comprising both women's and men's pairs from eight countries, vying for the coveted gold medal. Indonesia eventually pulled off stunning victories in the final showdowns to make a clean sweep of both the men's and women's titles.



## Singapore Fashion Awards 2017 at W Singapore - Sentosa Cove

W Singapore - Sentosa Cove and the Textile and Fashion Federation jointly hosted the Singapore Fashion Awards 2017 in November 2017. With a diverse range of creative fashion heavyweights, the Singapore Fashion Awards was not only a platform to acknowledge the accomplishments and hard work of local talents, but also a purposeful step in placing Singapore on the fashion global map.

# SIGNIFICANT EVENTS & PROGRAMMES



## Tanjong Beach Club Hosts Singapore's First-Ever Silent Cinema

The inaugural Peroni Sunset Cinema on Tanjong Beach, the first-ever open-air silent cinema event in Singapore, was a truly memorable experience for guests in May 2017. Apart from an Instagram-worthy tropical beach setting, the unique movie experience came complete with award-winning films, DJs, coastal cuisine and sunset drinks.



# COMMUNITY ENGAGEMENT & SUSTAINABILITY EFFORTS



## Sentosa Gives 2018

More than 1,500 underprivileged children and their families enjoyed a fun-filled Sentosa Experience in March 2018, following the launch of Sentosa Gives 2018, SDC's signature community outreach programme. Into its seventh year, Sentosa Gives 2018 treated beneficiaries from 29 social service organisations to a fun day out at some of Sentosa's most popular attractions, including KidZania Singapore, Madame Tussauds Singapore and Skyline Luge Sentosa, accompanied by over 100 hosts from SDC and island business partners.



## Hair for Hope 2017

Standing in solidarity with childhood cancer patients and their families, SDC once again participated in Hair for Hope, the Children's Cancer Foundation's signature head-shaving event that raises funds and awareness of childhood cancer. Thanks to the generous efforts of staff, SDC raised \$17,376 for Hair for Hope 2017 in July 2017.

# COMMUNITY ENGAGEMENT & SUSTAINABILITY EFFORTS



## S.E.L.F Programme

Over the year, more than 300 Sentosians, island partners and non-governmental organisations such as the Public Hygiene Council and International Coastal Cleanup Singapore, participated in SDC litter-free initiative, the Sentosa Embraces Litter Free (S.E.L.F) programme. The regular programme aims to cultivate a strong sense of environmental ownership and culture of keeping Sentosa litter-free amongst stakeholders, as part of the 'Keep Clean, Singapore!' movement. Held in June 2017, September 2017, and March 2018, the voluntary S.E.L.F programme saw staff going out of the office and making the effort to pick litter at Siloso Beach, Imbiah Nature Trails, and Tanjong Rimau.



## World Water Day

To mark World Water Day on 22 March 2018, the island's iconic landmarks such as the Sentosa Merlion, Sentosa Gateway Towers, Resorts World Sentosa and Sentosa Boardwalk were lit up in blue as a show of Sentosa's commitment towards water sustainability and its support for water conservation. The United Nations has designated 22 March as World Water Day to focus global attention on the importance of water, a critical resource that should be cherished and protected.

# COMMUNITY ENGAGEMENT & SUSTAINABILITY EFFORTS



## Protecting Endangered Hawksbill Turtles

SDC is proud to have played a key role in contributing to the world's population of endangered Hawksbill turtles, following the discovery of a nest at Tanjong Beach in November 2017. In line with SDC's commitment to environmental sustainability, various measures were put in place to ensure the safety of the Hawksbill turtle nest, to protect the eggs from natural predators like monitor lizards and crabs. SDC further worked closely with the National Parks Board to monitor the eggs daily during their incubation period. In January 2018, 111 endangered hawksbill turtles emerged from the nest and made their way into the waters!



## The Fun Odyssea: Sentosa Celebrates the International Year of the Reef

To raise awareness for marine conservation and to encourage such efforts, 26 marine interest groups, conservation and research organisations including Our Singapore Reefs and Celebrating Singapore Shores linked up with SDC to jointly celebrate the third International Year of the Reef in Sentosa. Held at the Palawan Pirate Ship from 17 to 18 March 2018, The Fun Odyssea was a free celebratory event that offered insights into Singapore's shores, marine biodiversity and environmental issues through hands-on activities, interactive booths, and movie screenings. The opening ceremony was graced by Guest-of-Honour, Mr Andrew Tan, Chief Executive of Maritime and Port Authority of Singapore. Guests at the event also had the chance to sign up for the free guided intertidal tours to the unique Siloso Headland, which is home to corals, seagrass, and a wide variety of marine life.

# COMMUNITY ENGAGEMENT & SUSTAINABILITY EFFORTS



## Ensuring Guests' Safety and Wellbeing

With some 19 million tourists and locals visiting Sentosa annually, the safety and wellbeing of guests is of paramount importance to SDC. As such, over the past year, SDC continued to work closely with various state agencies and its island partners to ensure that the island stands ready to respond to any emergency.

- To reinforce the importance of bringing businesses in the community together during emergencies and to boost incident preparedness and response during peacetime, SDC, the Singapore Police Force and Singapore Civil Defence Force participated in Exercise Heartbeat in January 2018. The exercise involved more than 200 people from the various agencies responding to a simulated attack at KidZania Singapore.



## Ensuring Guests' Safety and Wellbeing

- Exercise Heartbeat was an example of SDC's collaborations with various government agencies to enhance the island's resilience against emergencies, in line with the national SGSecure movement that sensitises, trains, and mobilises the community to prevent and respond to threats. SDC's participation in such exercises are part of the Sentosa Resilience Framework, which was introduced in 2011 to continuously strengthen the island's emergency preparedness through structured drills and training for staff of SDC, island partners, and other stakeholders. (*continues on next page*)

# COMMUNITY ENGAGEMENT & SUSTAINABILITY EFFORTS



## Ensuring Guests' Safety and Wellbeing

- The seventh edition of SDC's annual crisis management exercise, Exercise Merlion, was held in September 2017 as part of continuous efforts to strengthen SDC's incident preparedness under the Sentosa Resilience Framework. The exercise involved all levels of the organisation including senior management, who underwent drills to validate robust frameworks and skills on crisis management. The exercise also saw the participation of state agencies and major island partners.



## Sentosa Golf Club Contributes to Charity and Sustainability

As one of the most established golf clubs in Singapore, Sentosa Golf Club (SGC) has continued to play an active role in supporting the disadvantaged and contributing to environmental sustainability over the past year.

- SGC raised a total of \$200,000 for the beneficiaries of Arc Children's Centre and Assisi Hospice in a charity fundraising drive organised in conjunction with the opening of the New Tanjong course. The funds were presented to the two charities in May 2017, following a fundraising effort that encompasses several activities. These included the sale of charity golf games, auction of limited edition golfing paraphernalia, as well as donations from corporate partners, with the objective of garnering support for the patients under the care of the two charity organisations.
- SGC's year-long golf sustainability effort #KEEPITGREEN kicked off in January 2018 to raise awareness among young people in Singapore and Asia to the need for sustainable practices in golf. In conjunction with the Singapore Golf Association, SGC also donated a free round of golf to local youngsters for every 'Green in Regulation' that Asian Tour No. 1 golfer, Gavin Green, hit throughout the week of the SMBC Singapore Open 2018.

# ORGANISATIONAL EXCELLENCE



# ORGANISATIONAL TRANSFORMATION



## Organisational Transformation to Achieve Greater Excellence

As part of continued efforts to realise the vision for Sentosa to become the world's favourite leisure and lifestyle resort destination, SDC re-organised and established stronger synergies across its different corporate and business functions with effect from 1 April 2017, sharpening its focus on corporate strategies, enhancing guest experiences and welcoming more guests to Sentosa.

The re-organisation has brought about the formation of a new Corporate and Marketing Group (CMG) comprising the Finance, Corporate Planning, Legal, Information Technology, Human Resources and Administration Divisions, as well as the Sentosa Golf Club. The CMG also includes a new integrated Marketing Division that has brought together SDC's branding, communications, business promotion, guest services, sales & marketing, as well as events & programming functions, which will together collaborate with island partners to provide a more streamlined, guest-centric approach in promoting the various offerings across Sentosa.

Besides the CMG, SDC's Island Investment, Property & Projects Development, as well as Island Operations Divisions, have been grouped together under the new Infrastructure, Investment and Island Operations Group (III), which also includes Sentosa Cove Resort Management. The formation of III has paved the way for SDC to achieve higher planning and operational efficiencies, thereby bringing greater value to Sentosa's guests and partners.

At the same time, SDC's commercial activities have been consolidated under the One Faber Group (1FG). Operating as an autonomous entity reporting to its own Board of Directors, 1FG manages Faber Peak Singapore, the Singapore Cable Car Sky Network, Sentosa Merlion, Wings of Time, membership programme Faber Licence, as well as retail and F&B businesses at Mount Faber and Sentosa.

# AWARD-WINNING OFFERINGS



## Sentosa Bags Tripzilla Excellence Awards 2017

Sentosa has scored multiple wins at the prestigious TripZilla Excellence Awards 2017. Not only was Sentosa named the Best Singapore Destination, two attractions on the island - AJ Hackett Sentosa and Butterfly Park & Insect Kingdom - were named Best New Attraction and Best Nature Encounter respectively, while the Amara Sanctuary Resort Sentosa hotel was named Best For Staycation. The prestigious TripZilla Excellence Awards honours the industry's best travel companies and organisations for service excellence, outstanding business practices, and for bringing innovative travel to consumers.

# AWARD-WINNING OFFERINGS



## Sentosa Cove Gets Recognised With 5 Golds

Sentosa Cove has once again been accredited as a 5-Gold Anchor facility by the Marina Industries Association of Australia. This prestigious distinction marks yet another milestone for the 117-hectare waterfront residential precinct since it first achieved the accolade in 2011 as the world's first 5-Gold Anchor Residential Canal Estate Marina.



## Sentosa Golf Club on a winning streak

Sentosa Golf Club has continued its winning ways by scooping up several wins in FY2017/18, reinforcing its top status among golf aficionados.

- The Serapong course was ranked 79<sup>th</sup> among the World's 100 Greatest Golf Courses by Golf Digest in 2018, and it remains the only Singapore golf course that has clinched a position in the prestigious ranking's history.
- In a rare double accolade for Sentosa Golf Club's golf courses, The Serapong and the New Tanjong have also been placed at 1<sup>st</sup> and 2<sup>nd</sup> spots in the 2017 Singapore Golf Course Rankings by Golf Digest. (*continues on next page*)

# AWARD-WINNING OFFERINGS



## Sentosa Golf Club on a winning streak

- Sentosa Golf Club scooped a major win at the Asian Tour's Annual Awards with the Serapong course, which was named Best Course of the Year for the 2017 season.
- Sentosa Golf Club was named the Best Golf Course in Singapore for the 11<sup>th</sup> consecutive year at the 2017 Asian Golf Awards.

# ENVIRONMENTAL AWARDS



## Sentosa Express Wins Skyrise Greenery Award

The Sentosa Express has clinched the Special Award (Public Infrastructure) at the 2017 Skyrise Greenery Awards. Conferred by the National Parks Board, the award recognises the innovative vertical greenwall system that is incorporated into the pillars of the Sentosa Express train track along the Sentosa Gateway. The vertical greenwall reduces the urban heat effect and blends in seamlessly with Sentosa's lush greenery and tropical environment, while also enhancing the biodiversity of the island.

# ENVIRONMENTAL AWARDS



## Best Happy Toilet of 2017

Among the 42 winners in the ninth edition of the Let's Observe Ourselves (LOO) Awards, the Sentosa Beach Station restroom was a cut above the rest – it has been accorded the status of Best Happy Toilet of the Year 2017 by the Restroom Association of Singapore (RAS). Apart from SDC's cleaning regime, Sentosa's restrooms are also built with green design and features in mind, which include the integration of indoor plants, cross-ventilation, half-flushes, accessibility installations, as well as child-friendly cubicles. Currently, seven toilets at the Beach Station, Imbiah Station, Imbiah Lookout, Wings of Time, and Palawan Kidz City are certified Happy Toilets. In 2017, SDC further improved on hygiene and the guest experience in restrooms by introducing new features such as an ozonated water mechanism that not only minimises water usage, but also removes odour and acts as a natural disinfectant. HEPA filtration hand dryers have also been introduced to reduce the usage of liquid hand soap, while achieving even better hygiene.

# GUEST SATISFACTION AWARDS



## Topping the Customer Satisfaction Index of Singapore Once Again

Sentosa has clinched the top spot at the Customer Satisfaction Index of Singapore (CSISG) for the second consecutive year, garnering a total of 74.9 points and surpassing the previous year's score of 74.3. Released in November 2017, this result marks Sentosa's best performance in the Attractions sub-sector of the CSISG and is testament to the dedication and commitment of Sentosa's staff in serving its guests.

# GUEST SATISFACTION AWARDS



## Excellent Service Awards 2017

Organised by the Association of Singapore Attractions and SPRING Singapore, the Excellent Service Award (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. A total of 133 staff from SDC were awarded the EXSA in 2017, including one Super Star winner, as well as 42 Silver, 51 Gold and 39 Star award recipients. Mark Anthony Alejo from One Faber Group was our Super Star award winner.



## Sentosa Goes the Extra Mile for Guests

To acknowledge Sentosians who have gone the extra mile to wow and delight Sentosa's guests, a total of 21 staff from SDC, One Faber Group (1FG) and other island partners were recognised at SDC's seventh CEO STAR Awards in September 2018. Among the recipients were 11 staff from SDC, 1FG, KidZania Singapore, Shangri-La's Rasa Sentosa Resort & Spa, and iFly Singapore, who were recognised in the Service STAR Individual & Team categories for their outstanding guest service. Another 10 staff from SDC, 1FG, Amara Sanctuary Resort Sentosa, and ONE°15 Marina Club received awards in the Safety & Security category for playing an integral part in making Sentosa safe and secure.

# GUEST SATISFACTION AWARDS



**Going the Extra Mile Service (GEMS) Award and Commendation Award**

The Ministry of Trade and Industry organises the GEMS and Commendation Awards annually, to recognise officers within the ministry and its statutory boards who have consistently achieved outstanding service standards in serving both internal and external guests. Pravina Nair D/O Revindran, Lead Ticketing Host, was one of 21 recipients who received the GEMS Commendation Award.

# SECURITY AWARDS



**Sentosa Conferred Gold Award for Keeping Island Safe**

SDC has received the Gold TOPSIS (Threat-Oriented Person Screening Integrated System) Organisational Award for its efforts in effective implementation of security measures on the island. The Gold Award is the highest accolade that the Ministry of Home Affairs (MHA) confers for outstanding contributions to TOPSIS implementations, which is a border-security programme that was first conceptualised in 2007 and developed by MHA. In 2014, SDC became the first non-checkpoint partner of the TOPSIS programme, which trains SDC's ground service staff to identify any suspicious persons, items or behaviour during their work.

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