

# ACCELERATE

IGNITING LIMITLESS POSSIBILITIES



**sentosa**<sup>TM</sup>  
where discovery never ends

**Annual Report**  
**2022/2023**



## Sentosa Development Corporation

# Annual Report 2022/2023

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### Financial Report









sentosa

# ORGANISATIONAL OVERVIEW



# 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. As 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.

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. It is a vibrant island resort with multi-faceted appeal catering to both leisure and business visitors.

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





## Sentosa Golf Club

Sentosa Golf Club (SGC) is recognised as one of the most established golf clubs in the world, with two world-class championship golf courses, excellent practice facilities and a contemporary clubhouse. Situated on the premier island of Sentosa, with a breathtaking backdrop of Singapore's iconic cityscape, the Club regularly receives world-class accolades and is enjoyed by 1,500 distinguished members. SGC is currently ranked within the *Top 100 World's Greatest Golf Courses* by Golf Digest and the *Top 100 in the World* list by Platinum Clubs of the World, and was voted *World's Best Eco-Friendly Golf Facility* for three consecutive years – 2020, 2021 and 2022 – at the World Golf Awards. The Club's two championship ready courses – The Serapong and The Tanjong – are considered to be amongst the most challenging and exciting golf courses in the region, with The Serapong occupying the top spot in Golf Digest's latest biennial list for *Singapore's Best Courses* and The Tanjong placing third. The Club has played host to several high-profile professional events, including the Singapore Open for a record 13 occasions, and is also home to the HSBC Women's World Championship, the marquee LPGA Tour event dubbed "Asia's Major". SGC was also the first golf club in the world to sign the United Nations Sports for Climate Action Initiative, and has continued to accelerate its sustainability credentials by becoming the world's first golf club to commit to carbon neutrality in 2022.



## Sentosa Cove Resort Management

Sentosa Cove Resort Management (SCRM) oversees the management of Sentosa Cove, a prestigious residential and commercial waterfront district which includes the ONE°15 Marina Club, W Singapore - Sentosa Cove and Quayside Isle, which offers a selection of specially curated restaurants, dining concepts from established groups and specialty retail stores



## Mount Faber Leisure Group

Mount Faber Leisure 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 concepts. The company's portfolio includes the Singapore Cable Car, Central Beach Bazaar, Wings of Time, SkyHelix Sentosa, Mount Faber Peak, Sentosa Island Bus Tour, Arbora Hilltop Garden & Bistro, Arbora Café, Dusk Restaurant & Bar, Good Old Days, FUN Shop, Singapore Cable Car Gift Shop and Faber Licence.

## 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

## STAR Values

Sentosa continually strives to enhance its level of service to offer our guests a memorable experience at the island where discovery never ends. The Sentosa STAR values reflect our commitment in providing service from the heart.

### STAR embodies:

#### SERVICE

Serve from the heart and enjoy it!

#### TEAMWORK

Care for one another & build trust and respect

#### ACTING WITH INTEGRITY

Be professional and 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 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.

## SHOW Service Values

**Service Vision: Having Fun, Creating Fun**

**Service Values: SHOW (Safe, Helpful, Outstanding, Welcome)**

### SAFE

- Ensure that safety is practiced by Sentosians and me
- Report any hazards or dangerous behaviours that could compromise guests and staff on the island

### HELPFUL

- Do my best to understand the needs of my guest, Sentosians and Island Partners
- Take the initiative to help others in need
- Constantly look for ways to deliver the One Sentosa Service Experience

### OUTSTANDING

- Create a fun and energetic work environment
- Go the extra mile to create a memorable experience for my guests and Sentosians
- Strive for competence in my job, so that I can serve my guests better

### WELCOME

- Smile and greet my guests and Sentosians positively
- Address the needs of my guests and Sentosians enthusiastically
- Make eye contact with guests and Sentosians whenever I am in a conversation with them

## Core Competency Framework

Unveiled in 2022, the Core Competency Framework directs our people towards delivering our Star Values and SHOW Service Vision, while fulfilling our Vision and Mission.

The framework translates our strategic priorities into clear expectations for our people and guides them on the key knowledge, skills and abilities required to be successful in their roles today and in the future. Our staff can utilise the framework to enhance their job performance, and facilitate their career planning and development.

The framework depicts our growth as One Sentosa through our People, who are Purposeful in driving Possibilities for the Organisation.

### PEOPLE

- Working as One Sentosa
- Inspiring performance

### PURPOSEFUL

- Connecting the dots
- Serving with passion and purpose
- Striving for excellence

### POSSIBILITIES

- Accelerating possibilities
- Leading into the future



# Board Members

01

## BOB TAN BENG HAI

CHAIRMAN

Sentosa Development Corporation  
Jurong Engineering Limited  
Ascott Business Trust Management Ltd  
Ascott Residence Trust Management Ltd  
SBS Transit Ltd

02

## THIEN KWEE ENG

CHIEF EXECUTIVE OFFICER

Sentosa Development Corporation

03

## ANG SHIH-HUEI

CHIEF EXECUTIVE OFFICER

Klareco Communications

04

## ANGELENE CHAN

CHAIRMAN

DP Architects

05

## GUNA CHELLAPPAN

COUNTRY GENERAL MANAGER FOR SINGAPORE

Red Hat Asia Pacific Pte Ltd

06

## ADRIAN CHUA

DEPUTY SECRETARY (INDUSTRY)

Ministry of Trade and Industry

07

## DIANA EE-TAN

INDEPENDENT DIRECTOR

Far East Orchard Limited

VICE-CHAIRMAN

SHATEC Institutes Pte Ltd

08

## EUGENE HO

REGIONAL MANAGING DIRECTOR

Deloitte Consulting SEA

CHIEF STRATEGY & INNOVATION OFFICER

Deloitte SEA & Deloitte Consulting Asia Pacific

09

## MARIAM JAAFAR

MANAGING DIRECTOR & PARTNER

Boston Consulting Group

10

## BENJAMIN STEWART KING

COUNTRY MANAGING DIRECTOR

Google Singapore

11

## KEVIN KWOK

INDEPENDENT DIRECTOR

Singapore Technologies Engineering Ltd

Standard Chartered Bank (Singapore) Ltd

12

## ANDREW LIM

PARTNER

Allen & Gledhill LLP

13

## GERALDINE LOW

DEPUTY SECRETARY, PLANNING

Ministry of National Development

14

## MICHAEL SYN

HEAD (EQUITIES)

Singapore Exchange Ltd

15

## KEITH TAN

CHIEF EXECUTIVE

Singapore Tourism Board



01



02



03



04



05



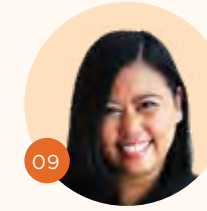
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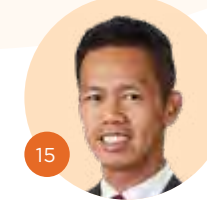
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15



# Senior Executive Team

01

## THIEN KWEE ENG

CHIEF EXECUTIVE OFFICER

02

## CHIN SAK HIN

ASSISTANT CHIEF EXECUTIVE  
& CHIEF FINANCIAL OFFICER

03

## MICHAEL MA

ASSISTANT CHIEF EXECUTIVE

04

## JACQUELINE TAN YI-PING

ASSISTANT CHIEF  
EXECUTIVE (FORMER)

05

## MIRA BHARIN

DIVISIONAL DIRECTOR,  
MARKETING AND GUEST  
EXPERIENCE

06

## CHAN BENG KIAT

DIVISIONAL DIRECTOR,  
ARCHITECTURE & LAND  
PLANNING

07

## CHEW TIONG HENG

DIVISIONAL DIRECTOR,  
BUSINESS AND EXPERIENCE  
DEVELOPMENT

08

## KOH PIAK HUAT

DIVISIONAL DIRECTOR,  
OPERATIONS

09

## LAM YUE KWAI

DIVISIONAL DIRECTOR,  
PROJECT DEVELOPMENT

10

## LEE CHEH HSIEN

DIVISIONAL DIRECTOR,  
PLANNING

11

## LINDA LEE

DIVISIONAL DIRECTOR,  
HUMAN RESOURCE &  
ADMINISTRATION

12

## GARY NG

DIVISIONAL DIRECTOR,  
INFORMATION TECHNOLOGY

13

## RAYMOND YEO

DIVISIONAL DIRECTOR,  
FINANCE & PROCUREMENT

14

## ANDREW JOHNSTON

GENERAL MANAGER,  
SENTOSA GOLF CLUB



04

We would like to thank Jacqueline Tan Yi-Ping, former Assistant Chief Executive, who has since left the organisation, for her service.



# Joint Chairman & Chief Executive Officer Message

**Bob TAN Beng Hai**  
CHAIRMAN



Throughout 2022, we continued our celebrations as we marked our 50th birthday as Singapore's premier island resort getaway. Together with our Island Partners, we have upheld our mandate to create a world-class leisure destination, complete with a diverse array of fascinating experiences for visitors of all ages to discover.

Our celebrations also coincided with the reopening of the borders following the pandemic. Having ushered in a record 9.4 million local guests to the island in

FY2021/2022, we were delighted to also welcome international guests back to our shores in the second half of 2022. This contributed to a rise in visitorship for FY2022/2023 with a total of 13 million for the year, an increase of 38 percent against the previous year. With the return of large-scale events, as well as various refreshed and new offerings across Sentosa, the resulting crowds to the island demonstrate our continued relevance and attractiveness both locally and overseas, despite three years of pandemic restrictions.

## **Celebrating as One Sentosa**

Continuing our Golden Jubilee celebrations, we joined hands with our Island Partners, as well as stakeholders off the island, to infuse the second half of 2022 with bigger and more vibrant events and experiences. Under the banner "Discovery Neverending", the festivities were our way of thanking everyone who has supported us through the years.

The climax of our celebrations culminated in the Sentosa Golden Jubilee Dinner on 2 September 2022 at Siloso Beach, which saw our Island Partners, who have been an integral part of our success, joining in this momentous occasion. It was an absolute joy to celebrate our successes and our progress together as One Sentosa. At the event, our Fifty Views on Fifty Years commemorative book, which contains our guests' precious memories of the island, including local celebrities, was sealed in the Sentosa Golden Jubilee Time Capsule by our Guest-of-Honour, President Halimah Yacob. Madam President also received a cheque of over \$3.9 million on behalf of the President's

“  
Together with our Island Partners, we have upheld our mandate to create a world-class leisure destination, complete with a diverse array of fascinating experiences for visitors of all ages to discover.”

Challenge and the Community Chest, which was raised from the Sentosa Golden Jubilee Charity Golf to support their beneficiaries.

Our partners from the private and public sectors also played key roles in our signature offerings over the year. For instance, the inaugural Zentosa Fest 2022 was the first time that our Island Partners had come together in a concerted effort to provide guests the chance to rejuvenate themselves through more than 400 diverse wellness experiences. Set amid the scenic environment and well-loved island charm of Sentosa, our strong collaborative spirit led to one of the biggest wellness festivals in Singapore. Our signature events such as GrillFest also returned with even more businesses on the island collectively showcasing their delicious treats for guests to enjoy, under the inaugural Sentosa Food Fest. Meanwhile, our collaboration with homegrown brand Udders Ice Cream resulted in the creation of two



“

**The reopening of borders and easing of pandemic restrictions in the latter half of 2022 brought several opportunities which we were quick to capture, because of our collaborative One Sentosa approach.**

”

commemorative carbon-neutral ice cream flavours – Mango Siloso and Coco Palawan – that paid homage to Sentosa’s rich heritage.

In December 2022, we wrapped up our Jubilee on a sustainable note with Explorers of Sentosa, a series of larger-than-life sculptures by renowned recycling artist Thomas Dambo. Made from upcycled materials sourced from local corporations, the experience reinforces our commitment towards becoming a Sustainable Sentosa as we spread further awareness among our guests on the importance of sustainable practices to protect and conserve our planet.

#### **Re-engaging our guests**

The reopening of borders and easing of pandemic restrictions in the latter half of 2022 brought several opportunities which we were quick to capture, because of our collaborative One Sentosa approach.

On the international front, teams from Sentosa Development Corporation (SDC) attended major trade shows around the globe, signed 24 Memoranda of Cooperations in eight markets, and organised almost 100 familiarisation trips with the strong support of our Island Partners, spotlighting Sentosa as the ideal MICE and leisure destination for both business and leisure travellers.

2022 was also an opportune time to excite our guests on-ground with a slew of new and upcoming attractions across the island. Mount Faber Leisure Group’s Central Beach Bazaar presented guests with a new day-to-night carnival beach experience, while 7-Eleven and Tiger Beer launched the first beachfront convenience store on Palawan Beach. In May 2022, Resorts World Sentosa (RWS) broke ground for Minion Land at Universal Studios Singapore. The new attraction is a key part of RWS 2.0, a \$4.5 billion expansion plan for the integrated resort designed to enhance its entertainment offerings, boost visitor experiences and attract further tourists.

Amid the lifting of restrictions, our Island Partners worked hard to draw new, as well as repeat guests with refreshed offerings. While Village Hotel Sentosa and The Outpost Hotel Sentosa unveiled new stay packages, Universal Studios Singapore thrilled guests with the return of the popular Halloween Horror Nights, and Ocean Restaurant reopened its doors with a new look and menu. Asia’s longest running dance music festival, ZoukOut, also returned to dazzle our guests once again on Siloso Beach, after a three-year hiatus.

**THIEN Kwee Eng**  
CHIEF EXECUTIVE  
OFFICER



Additionally, we hosted a series of limited-time experiences with our Island Partners. These ranged from Van Gogh: The Immersive Experience at RWS and Burberry TB Summer Monogram Takeover at Tanjong Beach Club, to the Tequila Sunset Dinner Cruise on board the Royal Albatross, in celebration of Cinco De Mayo.

Keeping up the momentum of 2022’s celebrations and launches, we entered 2023 with the refresh of our brand identity, which features the new tagline “Where discovery never ends”. This is our renewed promise to provide full and fresh experiential moments for our guests, allowing them to connect with people and nature, or simply immerse themselves in various experiences on the island. For guests who have always sought our signature brand of fun on Sentosa, they can now look forward to that and more, through new and differentiated quality offerings. Embracing the new brand, our Island Partners have also supported us in

prioritising and providing quality new discoveries for our guests in their own ways, as One Sentosa.

### **Advancing Sustainability**

From food and beverage (F&B) and entertainment to lifestyle and accommodation, Sentosa's multiple businesses hail from diverse sectors, each with different priorities. United as One Sentosa however, we work hand in glove to reach new milestones, including driving whole-of-island efforts towards a more Sustainable Sentosa.

In 2022, Sentosa was awarded the Global Sustainable Tourism Council - For Destinations certificate, joining 23 other certified sustainable destinations around the world, which have been similarly acknowledged for their comprehensive social and environmental standards. This achievement was made possible by various businesses under our Sentosa Carbon Neutral Network, a carbon neutrality focused business alliance, who have worked closely with us towards the shared goal of preserving the island for future generations to enjoy.

Implementing new infrastructure for carbon mitigation, we partnered RWS to harness solar energy through a large-scale deployment of new photovoltaic cells across 18 sites on Sentosa. Furthermore, we carried out our first beach clean-up on the Southern Islands under the Sentosa Embraces Litter Free initiative on 12 January 2023, collecting over 56kg of trash.

Making headway in our quest to implement green transportation across the island, our Service A

buses are now fully electric, joining our Sentosa Express, beach shuttles and cable cars in providing transportation with zero tailpipe emissions. We also installed 10 electric vehicle charging stations at Beach Station.

### **Harnessing Technology and Innovation**

Across Sentosa, we leverage state-of-the-art technology to enhance efficiency, safety and guest experience. During the year, we introduced the refreshed MySentosa mobile app to equip guests with interactive maps, exclusive promotions and the Islander loyalty programme - all seamlessly connected with personalised options. We also sought to better manage trees and safeguard against tree failure with the installation of a weather station at Fort Siloso and smart systems, comprising 100 wireless tree tilt sensors, to detect potential issues.

To better engage the digital natives and community, we brought the Sentosa experience to the metaverse with the launch of SentosaLand in early 2023, where our guests, both local and international, could discover a reimagination of our iconic island. Our Golden Jubilee celebrations also entered the digital realm with the launch of our Discovery Neverending non-fungible tokens. In a collaboration with 15 local artists, the one-of-a-kind digital collectibles, each inspired by distinctive elements found on Sentosa, were made available for free to Sentosa Islander members.

### **Reaching New Heights**

Our efforts to do better as One Sentosa did not go unnoticed. Over the year, SDC and our Island Partners

garnered a slew of accolades on multiple fronts - from business, sustainability and service quality, to security, F&B and tourism.

Notably, in a recognition of the Sustainable Sentosa Framework, SDC clinched the gold award in the Borderless Award (Team) category of the Ministry of Trade and Industry's Going the Extra Mile Service and Commendations Awards. Meanwhile, Sentosa Golf Club became the world's first carbon neutral golf club in a testament to its drive to offset carbon emissions, while The Serapong golf course was ranked among the World's 100 Greatest Courses by Golf Digest.

At the ASA ESXA Awards 2022, SDC, Mount Faber Leisure Group, RWS and Madame Tussauds Singapore took home a total of 84 awards for service excellence. Beyond being the largest contingent at the event, this achievement demonstrates what we can achieve as One Sentosa.

### **Looking Ahead**

Our achievements serve as an impetus for us to do more for our guests in the road ahead. Building on our successes, we will continue to explore new avenues to engage our visitors and surround them with new discoveries and opportunities to connect with themselves and their loved ones. As we curate every single event and experience, we will actively seek out new audiences in the physical and digital realms to deliver an authentic, world-class One Sentosa experience, in our journey to becoming the world's best loved leisure and lifestyle resort destination.





# CELEBRATE

Over the year, we celebrated 50 years of neverending discoveries on Sentosa. Our Golden Jubilee was marked by a series of commemorative leisure experiences to thank our guests for their support throughout the decades.



# Celebrating Sentosa's Golden Jubilee

Having kicked off our Golden Jubilee celebrations in the previous year, we continued the festivities with the launch of 50 new experiences, including initiatives to thank our guests for their strong support over the last five decades. Themed "Discovery Neverending", the celebrations spotlighted Sentosa's diverse offerings and featured the island's journey from a fishing village and military base to one of the world's leading leisure destinations, complete with a variety of exciting experiences.

Specially curated for Singaporeans and tourists, the celebratory offerings included the SentoSights series of sustainability and heritage-themed tours, partnerships with local brands, a refreshed Sentosa Islander membership enhanced with attractive rewards, and a slew of new developments including Central Beach Bazaar, Scentopia, Southside and SkyHelix Sentosa.

In uplifting the community who has supported us since our early years, more than \$3 million was raised from the Sentosa Golden Jubilee Charity Golf, which was channelled to help beneficiaries under the President's Challenge and Community Chest.





# Zentosa Fest 2022

Zentosa Fest 2022, Singapore's first wellness island festival, was launched in celebration of Sentosa's 50<sup>th</sup> anniversary. Held from 3 to 30 June and comprising over 400 sessions spanning more than 50 varieties of wellness programmes, the festival welcomed guests with immersive experiences to allow them to relax and recharge, away from the pressures of life. Organised with various public and private sector partners, as well as numerous Island Partners, the activities ranged from inspiring workshops and masterclasses to beach-side glamping, healthy dining options and rejuvenating activities.



## Golden Jubilee Udders Ice Cream

On 14 June 2022, Udders Ice Cream joined in the celebrations with the launch of two unique ice cream flavours – Mango Siloso and Coco Palawan – created especially for our 50<sup>th</sup> anniversary. In a nod to Sentosa's rich heritage, the flavours were inspired by the fruits found on the island, which once hosted a pineapple plantation as well as coconut and mango trees planted by villagers.

## Sentosa Food Fest 2022



Inspired by previous editions of the popular Sentosa GrillFest, we unveiled the inaugural Sentosa Food Fest in the last quarter of 2022. Spanning 10 weeks from 21 October, the festival celebrated local and international cuisines, and featured the return of the iconic GrillFest as well as three new anchor events – Restaurant Trail, Food Truck Fiesta and Craft Beer Jamboree. Close to 200,000 locals and tourists arrived on Sentosa to savour various gastronomic delights.



## Sentosa Golden Jubilee Charity Golf

In giving back to the community, we collaborated with Sentosa Golf Club (SGC) and the Community Chest on the Sentosa Golden Jubilee Charity Golf to raise funds for the President's Challenge and Community Chest. The event, which took place at SGC over 27 and 28 August, was graced by Minister for Trade and Industry Gan Kim Yong and Minister for Social and Family Development and Second Minister for Health Masagos Zulkifli. We had also rallied every single Island Partner on Sentosa to come together to contribute and give back to the community. On the whole, Singapore Exchange Limited, Far East Organisation and Singapore Land Group were among the key donors who supported the tournament.



*Photo: Courtesy of Community Chest*



# Fifty Views on Fifty Years Commemorative e-Book

To commemorate our Golden Jubilee, we came up with an e-book – *Fifty Views on Fifty Years* – that chronicles Sentosa’s transformation from a fishing village and military base into a premier leisure destination. Featuring the experiences of 50 personalities as they reminisce about island life, the joint effort between Sentosa Development Corporation (SDC) and Epigram include the memories of local lifestyle influencers as well as homegrown celebrities and talents across the fields of music, arts and sports. From renowned Singaporean singer JJ Lin and composer Dick Lee, to sand sculptor JOOheng Tan, artist Benjamin Kheng and artistic director of Pangdemonium Theatre Company Adrian Pang, the publication also featured illustrations by graphic designers Kim Nguyen and Shian.

[CLICK HERE TO VIEW THE BOOK!](#)



## Sentosa Golden Jubilee Time Capsule

Marking the 50<sup>th</sup> anniversary of Sentosa, a time capsule was curated with items and souvenirs that reflect Sentosa’s history and development. These included the Sentosa Heritage Trail booklet which features 30 heritage sites on the island, the Sentosa Islander membership card and a news article about the launch of the Sustainable Sentosa strategic roadmap. It was sealed by President Halimah Yacob at the Sentosa Golden Jubilee Dinner after she added in the final item – a physical copy of the *Fifty Views on Fifty Years* e-book.

[CLICK HERE TO CHECK OUT WHAT’S IN OUR TIME CAPSULE!](#)



## Sentosa Golden Jubilee Dinner



Our Jubilee celebrations culminated in the Sentosa Golden Jubilee Dinner on 2 September 2022. Held on Siloso Beach, the dinner was attended by key partners and guests from various sectors, with President Halimah Yacob gracing the event as our Guest-of-Honour. Throughout the evening, participants were treated to a showcase of Sentosa's journey over the last half a century.

During the event, SDC Chairman Bob Tan presented a cheque of \$3,908,888.88 to President Halimah, who accepted it on behalf of the President's Challenge and the Community Chest. The ceremony was witnessed by Minister for Trade and Industry Gan Kim Yong, Minister for Social and Family Development and Second Minister for Health Masagos Zulkifli, SDC Chief Executive Thien Kwee Eng, Community Chest Advisor Phillip Tan and Community Chest Chairman Chew Sutat.

Raised through the Sentosa Golden Jubilee Charity Golf, the donation represented the culmination of our Golden Jubilee efforts to give back to the Singapore community. The funds will go to agencies supported by the President's Challenge and the Community Chest to aid children with special needs, youth-at-risk, adults with disabilities, persons with mental health conditions as well as seniors and families in need of assistance.

In line with SDC's sustainability goals, the alfresco event was also carbon-neutral, incorporating aspects such as zero use of disposables, no serving of red meat, as well as the use of wooden structures made from Forest Stewardship Council certified materials.



# Explorers of Sentosa by Thomas Dambo

Not forgetting our sustainability-themed installations, we wrapped up our Jubilee Year celebrations with Explorers of Sentosa, an experience that emphasises the message of circularity and the importance of upcycling. SDC worked with Danish recycling artist Thomas Dambo and non-profit organisations and volunteers to create four larger-than-life giants out of upcycled materials. The giants and the stories behind them raise awareness about the importance of upcycling sustainable materials. Additionally, the experience reinforces our image as Sustainable Sentosa – Asia's first island to achieve the Global Sustainable Tourism Council certification. Explorers of Sentosa will call Palawan Beach home until 2025.







# ELEVATE

Together with our Island Partners, we are committed to providing excellent service to our guests. Working as One Sentosa, we welcome visitors by exciting them with world-class offerings for them to discover and experience.



# PARTICIPATING IN INTERNATIONAL TRADE SHOWS



In our quest to boost tourism recovery, we have been actively reaching out to the meetings, incentives, conventions and exhibitions (MICE) market since Singapore relaxed travel restrictions in April 2022.

During the year, Sentosa Development Corporation (SDC) participated in major global trade shows such as the IMEX 2022, SATTE 2022 and ITB Asia 2022, and visited eight countries on 13 trips. The participating team took the opportunity to update travel partners on our latest and upcoming offerings, such as year-round festivals, Scentopia, Central Beach Bazaar, SentoSights tours, SkyHelix Sentosa, Southern Islands, Topsy Unicorn Beach Club, The Palawan @ Sentosa, Southside, Far East Hospitality's suite of accommodations, Sentosa Sensoryscape, and Resorts World Sentosa (RWS) 2.0. Apart from attracting business and leisure travellers from these countries to Sentosa, the team also inked 24 Memoranda of Cooperations with travel agents across eight markets to ensure Sentosa was promoted as soon as border restrictions were lifted.

In addition, we organised about 100 familiarisation trips for the Singapore Tourism Board (STB), key opinion leaders, both local and international media as well as corporate clients with the support of our Island Partners. Through this, SDC and our Island Partners showcased Sentosa as a desirable destination for post-pandemic travellers, offering refreshed indoor and outdoor experiences, immersive tours with engaging storytelling and seamless integration of MICE opportunities.

Creating a unified marketing approach, SDC worked with the STB, online travel agents, airlines and banks to raise awareness in key markets by promoting content and deals. Our initiatives included STB India's "Enjoy Your Family Times Now in Singapore" campaign where we offered a 50 percent discount off the admission price to various attractions on Sentosa, and special deals on airline boarding pass privileges for Philippines Airlines, Singapore Airlines and Jeju Airlines, among others. We also created dedicated destination landing webpages on travel portals such as Expedia and Ctrip to better drive visibility.

# HOSTING LARGE-SCALE EVENTS

## YEAR 2022



## Singapore MX Beach Race

On 24 June, the Singapore MX Beach Race, organised by Pablo Fitness and Cycosports, attracted 300 motocross riders from around the world. The competition, held on a wild, fully enclosed beach circuit at Siloso Beach, saw motocross and enduro racers showcasing their skills on jumps, whoop sections and high-speed corners.

## MetLife Korea Incentive Trip

In the first large-scale incentive event since borders reopened, global insurance giant MetLife organised an incentive programme for their Korean office in Sentosa. Over five days and four nights in November, 1,000 employees and their families stayed at Sentosa's hotels, enjoying the island's attractions and food and beverage options as they fostered bonds through the team-building experience. Together with Shangri-La Rasa Sentosa, SDC arranged the dinner on their final night on Siloso Beach, which came complete with a pyrotechnic display.



Photo: Courtesy of Zouk Singapore

## ZoukOut

Spanning two days on 2 and 3 December from dusk to dawn, music festival ZoukOut, organised by Zouk and AEG, returned to Siloso Beach after a three-year hiatus. With "The Futuristic City of Dreams" as its theme, the event featured DJs Tiesto, Zedd, Armin Van Buuren and Gryffin as the main acts and attracted some 30,000 partygoers.



# YEAR 2023

## SB20 Asian Grand Slam and Asia Pacific Championships

Taking place at ONE°15 Marina Sentosa Cove from 26 to 29 January, the SB20 Asian Grand Slam and Asia Pacific Championships 2023 was organised by the Singapore Sailing Federation and the SB20 Association of Singapore, with 22 teams across Asia and Europe competing over 12 intense races.



Photo: Courtesy of Donovan Ho



## HSBC Women's World Championship

The 15th edition of the HSBC Women's World Championship was held from 3 to 6 March at our world-class championship golf courses at the Sentosa Golf Club. The event attracted the participation of 17 of the world's top 20 female golfers, including the top five. Returning champion Jin Young Ko defended her championship title and won US\$270,000 out of the US\$1.8 million prize purse.

# UNVEILING NEW ATTRACTIONS YEAR 2022



## Minion Land

In May last year, Minion Land at Universal Studios Singapore held a groundbreaking ceremony. An immersive and sustainability themed zone, Minion Land will harness renewable energy and smart energy systems to power its array of rides, themed shops and restaurants. Among these will be one of the world's first original rides exclusive to Universal Studios Singapore, as well as the introduction of Despicable Me Minion Mayhem, an immersive motion-simulator 3D ride.

Minion Land is part of RWS 2.0, a \$4.5 billion expansion plan that was unveiled in 2019. Under the plan, a mix of new attractions, entertainment and lifestyle offerings will infuse the destination resort with exciting visitor experiences that are expected to boost Singapore's tourism sector and attract more international visitors.

## 7-Eleven x Tiger Beer's Beachfront Store

7-Eleven and Tiger Beer teamed up to open the first beachfront convenience store on Palawan Beach. As part of its opening celebrations on 25 and 26 June, the store offered various promotions and special treats to families, youths and tourists. Decked in colourful murals and graffiti artwork, the store serves Tiger Beer on reverse tap, Nitrotea and Arctic Coke as well as 7-Eleven's classics such as Slurpee, Mr. Softee and 7CAFÉ. On the sands, the 7-Eleven x Tiger Beer alfresco area gives customers a chillout place to enjoy their drinks, snacks and meals.





# YEAR 2022

## Central Beach Bazaar

Opened by the Mount Faber Leisure Group on 15 September, Central Beach Bazaar is a new day-to-night carnival beach experience at the heart of Sentosa's beaches. Offering new and immersive sights, scents and sounds, the family-friendly and lively beach destination located near the Sentosa Express Beach Station hosts attractions such as the Sentosa SkyJet, the tallest fountain in Southeast Asia at 80 metres; the daytime Sentosa Musical Fountain; the multi-concept International Food Street; as well as Wings of Time, a multi-sensory night show.



## GoGreen Eco Adventure at St. John's Island

GoGreen Eco Adventure launched their first bicycle and kick scooter rental shop on St John's Island on 14 October. Its unique, off-grid concept allows visitors to discover the island on two wheels and appreciate its beauty in a different way – the first rental shop on the island to do so.

In enhancing the island experience and ensuring visitors enjoy their time there, the store also carries a variety of items from beach tents and picnic mats to sports kites, giving visitors the opportunity to get active and have fun outdoors.

# YEAR 2022

## Soi Social and CHIFA! at RWS



RWS welcomed Soi Social in November. Opened by Thai Celebrity chef Ian Kittichai, the restaurant serves modern recreations of popular classics from Thailand’s four different culinary regions amid an atmosphere of a vibrant food street.

In January 2023, Peruvian-Chinese restaurant CHIFA! opened its doors, featuring the unique blend of traditional Peruvian gourmet elements and Chinese epicurean influences.

## Singapore Biennale

From 18 October 2022 to 19 March 2023, we partnered the Singapore Art Museum to bring three unique installations to Sentosa Cove for the Singapore Biennale. These included a visitors’ centre in Sentosa Cove Village (SCV), fermentation houses at the Butterfly Garden and artist Jeamin’s Maneuver in Place at public restrooms within SCV. By scanning a QR code on their mobile devices, visitors could view a short film about each installation. Guests could also take a ferry from SCV to Lazarus Island to explore additional installations.





# REFRESHING OUR OFFERINGS

## Sentosa's Brand Identity

Following our 50<sup>th</sup> anniversary celebrations, Sentosa leapt into 2023 with a fresh brand identity and tagline that embodies our dedication to creating exciting experiences for both our local and international guests. The new tagline "Where discovery never ends" draws inspiration from the island's many unexpected sights, sounds and experiences, and conveys a promise of the myriad of offerings and sense of renewed self for our guests to discover and experience with every visit.

The new brand identity also highlights the island's natural attributes and hidden gems, such as our Serapong Trail, Magical Shores and Sentosa Nature Discovery.

The refreshed brand is anchored in four new brand values:

- **Island Soul** - A celebration of the natural, physical attributes of the island, including the sun, sand, sea and nature.
- **Island Connection** - Enabling the creation of experiences for guests to form new connections and strengthen existing ones with loved ones and themselves.
- **Island Discovery** - Igniting curiosity and desire to explore and discover new sides of Sentosa or to use Sentosa as a gateway to new experiences, perspectives and destinations.
- **Island Future** - Commitment to sustainability and social responsibility towards preserving and invigorating the island for the enjoyment of future generations.



## Sentosa Islander Programme

Following a successful revamp, the new Sentosa Islander membership programme was launched in April with the aim of building closer connections with locals. Formerly a paid membership programme, the Sentosa Islander Programme is now a loyalty programme that recognises our guests as they come back to enjoy themselves, and rewards them with perks and privileges as a symbol of our thanks for their support. As of 2023, our membership base has grown by more than 100 percent to almost half a million members under the refreshed programme.



## Village Hotel Sentosa and The Outpost Hotel Sentosa

Guests at the Village Hotel Sentosa and The Outpost Hotel Sentosa by Far East Hospitality have been treated to exciting experiences since the resorts reopened their doors in September and November respectively.

At the family-friendly Village Hotel Sentosa, younger guests can participate in the Mini Hotelier brand experience under the new Village Playcation stay package. Through the experience, they get to discover different hotel professions by role-playing an artist, housekeeper, engineer and chef, among other job functions.

Meanwhile, The Outpost Hotel Sentosa introduced the Outpost Xperience in November 2022. This range of adult-centric experiences allows guests to personalise their stay with a selection of minibar items, fitness sessions, workshops and thrilling activities. In addition, the adults-exclusive hotel's latest stay package, Coast-to-Coast, offers them three ways to discover Sentosa - by land on a tandem bicycle, by sea on a high-speed military boat, or by air on a cable car.

## Halloween Horror Nights

After a two-year hiatus due to the pandemic, Universal Studios Singapore's Halloween Horror Nights returned with new, terrifying thrills. From 30 September to 5 November, the 10th edition of the event delighted fans with three original haunted houses, two scare zones, a laser-tag challenge as well as the Die-ning with the Dead and the Monsters & Manifestations experiences.





## Ocean Restaurant

Featuring a fresh look, the iconic underwater dining destination Ocean Restaurant reopened in June with celebrity chef Olivier Bellin at its helm. The chef-owner of two Michelin-starred L'Auberge des Glazicks in France created a new menu that reflects RWS' dedication to sustainability – one that customers can savour while surrounded by over 40,000 marine animals in the S.E.A. Aquarium's Open Ocean Habitat.



## Madame Tussauds Singapore

Guests at Madame Tussauds Singapore were greeted by three new additions to its collection of celebrity wax figures. On 5 October, Indonesian singer, songwriter, dancer and actress Agnez Mo joined the attraction's walk of fame – the first Indonesian celebrity to do so. 50 lucky fans received an exclusive preview as well as a fan meet-and-greet session, where they met Mo in person.

Another debutant was Lee Chong Wei. The former world No.1 badminton player unveiled his wax figure in person on 13 October which was clad in his official jersey from his final Olympics appearance in Rio 2016. His figure was on display until mid-February 2023.

The attraction also launched the first Marvel Loki figure in Asia at Singapore Comic Con on 10 December. Decked in his iconic headpiece, a glowing sceptre and a green and gold cloak, it joins Madame Tussauds Singapore's growing collection of Marvel Superheroes.

# ENCOURAGING REPEAT VISITS WITH LIMITED-TIME EXPERIENCES

## Van Gogh: The Immersive Experience at RWS

Making its Southeast Asian debut at RWS in March 2023, Van Gogh: The Immersive Experience lets visitors explore more than 300 of Vincent Van Gogh's works in a 360-degree multisensorial immersive digital art experience that has captivated Europe and the USA. With over five million visitors since 2017 and ranked as one of the top 12 best immersive experiences by CNN, the Instagram-worthy showcase features two exclusive segments for the Singapore experience. These comprise a display of traditional Japanese woodblock stamps and prints that influenced Van Gogh as well as live demonstrations of an authentic Japanese matcha tea ceremony.





## S.E.A. Aquarium: Interactive Programmes and Thematic Experiences

Home to over 100,000 marine animals spanning 1,000 species, S.E.A. Aquarium seeks to instil the desire in visitors to safeguard the world's oceans through a series of interactive programmes and thematic experiences. From May to August, Ocean Fest kept visitors engaged with art installations, upcycling workshops and beach clean-ups, in a fitting celebration of World Ocean Day. Over Halloween, Deep Boo Sea took visitors on a trick-or-treat trail around the aquarium as they learnt interesting facts about marine animals.

S.E.A. Aquarium also revealed the new Junior Ocean Protector programme, which took place from 28 May to 26 June. Created for children, the initiative brought them closer to marine life and raised their awareness of marine conservation through enriching activities.



*Photo: Courtesy of Burberry*

## Burberry TB Summer Monogram Takeover at Tanjong Beach Club

Following its journey from Saint Tropez to Busan, the Burberry TB Summer Monogram takeover made its way to Singapore. The brand continued its series of immersive takeovers at luxury holiday destinations by making its mark on Tanjong Beach Club from 14 to 27 July. Kicking off the event was a lively beach party, which was followed by two weeks of Instagram-worthy parasols and daybeds for guests to lounge on as well as a pop-up store that catered to fans of the luxury brand.



## Hendrick's Sunset Cinema

With Hendrick's Gin as its new title sponsor, Asia's open-air cinema returned to Tanjong Beach from 23 June to 10 July after a two-year break. 11 acclaimed films including House of Gucci and A Quiet Place II were screened. Tanjong Beach Club also provided delicious light bites for guests to enjoy while they watched the movies under the stars.

## Royal Albatross: Tequila Sunset Dinner Cruise - Cinco De Mayo



The Royal Albatross celebrated Cinco De Mayo on 5 May in a memorable night for guests, most of whom came dressed in bright Mexican colours. Among them was the Mexican ambassador who joined the Tequila Sunset Dinner Cruise as its Guest-of-Honour. The themed evening included free-flow Tequila and festive sombreros as well as a complimentary Tequila cocktail and an exclusive Tequila tasting event in the Grand Salon. Gourmet chefs prepared a special five-course dinner and a Mexican-inspired welcome platter and dessert to mark the occasion.



## Dining by Chef Henrik Jyrk at Mount Faber Peak

For its fifth anniversary, Dusk Restaurant & Bar teamed up with award-winning chef Henrik Jyrk to feature his first culinary showcase outside of Denmark. One of the country's top chefs, the two-time guest judge on MasterChef Denmark designed exclusive four-course festive menus centred on his signature Nordic-Asian cuisine. Guests at Dusk Restaurant & Bar and Cable Car Sky Dining were able to taste his creations from December 2022 to March 2023.



A vibrant, low-angle photograph of a tropical forest. Sunlight filters through the dense canopy of green trees, creating a dappled light effect. In the center, a small waterfall cascades over several large, dark, mossy rocks. A person in a red shirt and blue shorts stands on one of the rocks, looking towards the camera. The word "ADVOCATE" is overlaid in large, bold, orange letters across the middle of the image.

# ADVOCATE

We are forging ahead in our Sustainable Sentosa journey. As we infuse sustainability throughout our operations, we continue to embrace our heritage and preserve our island for future generations.

*More information on our sustainability initiatives will be covered in the SDC Sustainability Report.*



# Achieving GSTC-D Certification

August 2022 saw Sentosa becoming Asia's first island destination to receive the *Global Sustainable Tourism Council - For Destinations* (GSTC-D) certificate. Made possible through the collective and collaborative efforts of Sentosa Development Corporation (SDC), island stakeholders and partners, this certification is in line with the goals of our Sustainable Sentosa strategic roadmap.

With this accolade under our belt, Sentosa joins the list of 23 other certified sustainable destinations globally, such as Colorado and Iceland, which have been internationally recognised for their compliance with comprehensive social and environmental standards.



# Harnessing Solar Energy with Resorts World Sentosa



From June 2022, SDC and Resorts World Sentosa (RWS) embarked on a large-scale deployment of new photovoltaic cells to harness solar energy across 18 sites across Sentosa. As part of the deployment, SDC launched a tender for installation at 7 locations including Palawan Kidz City, Beach Station, as well as the three Sentosa Line cable car stations. This marked the first time that rooftops with varying tenures were being consolidated into a single tender in Singapore.

Meanwhile, RWS began the installation of new photovoltaic cells at 11 rooftops on its premises, including Universal Studios Singapore and Hard Rock Hotel Singapore as well as RWS' warehouse at Pandan Gardens. Once completed in 2023, the solar panels will quadruple its current solar network, which is one of the largest in Singapore's hospitality sector.



# Encouraging Ecotourism on Lazarus Island

In collaboration with local company Big Tiny, installations began for the launch of five compact ecotourism cabins on Lazarus Island. As part of the Sustainable Sentosa Strategic Roadmap, this initiative ties in with SDC's initiative to transform the island into a "light touch" destination for visitors to experience its rustic charm while minimising their impact on the environment.

Made from sustainable composite building materials, these low carbon "tiny houses" measure about 150 sqft each and will be powered mainly by solar energy. Additionally, they come with high-tech food waste recycling systems, biodegradable shampoo and body wash to help guests embrace sustainable practices while living on the island.



## Going Litter Free at the Southern Islands



Since 2014, we have been actively supporting the Clean and Green Movement through Sentosa Embraces Litter Free (S.E.L.F.) – a quarterly series of events designed to inspire our people, Island Partners and guests to adopt green practices and a sustainable lifestyle.

The first instalment of the programme in 2023 was carried out at our Southern Islands. On 12 January 2023, over 100 employees and partners joined in a beach clean-up, collecting 56kg of trash in total. This was followed by a talk on marine ecology and conservation at The Glasshouse on Lazarus Island. Helmed by Lee Kong Chian Natural History Museum, the discussion covered the intertidal organisms that thrive around Singapore's offshore islands and the importance of conserving our marine ecosystem.

## Greening Our Transportation

Having completed our electric bus trials with ComfortDelGro in 2021, Sentosa's Service A buses now offer visitors more sustainable transportation with zero tailpipe emissions. In early 2023, we attained another milestone under our Sustainable Sentosa Green Transport Plan with the completion of 10 electric vehicle charging stations at Beach Station – demonstrating our dedication to the environment while bringing us closer to our target of becoming carbon neutral by 2030.



## Showcasing Sentosa's Heritage

To commemorate the 81<sup>st</sup> anniversary of the historic Battle of Singapore, SDC collaborated with the National Heritage Board to grant the public exclusive access to Fort Connaught for the first time. Over three weekends from 11 to 26 February 2023, the 2.5-hour Fort Connaught Rediscovery Tour delved into the history of the former military site that dates back to the 1870s, and gave visitors special access to the restricted area. Joining Fort Siloso, one of Singapore's National Monuments, as well as Fort Serapong, the tour showcased yet another aspect of Sentosa's storied past and rich heritage.



## Supporting Marine Conservation

Held at ONE°15 Marina Sentosa Cove from 3 to 6 November 2022, the first Blue Water EduFest 2022 brought together people who care deeply about the conservation of marine and coastal ecosystems. Organised by ONE°15 Events Management, a subsidiary under SUTL Enterprise, the event saw participants exchanging ideas to promote sustainability and the blue economy while forming new connections and collaborations. In addition to a two-day educational conference named The Ocean Collective Summit, it featured an awards ceremony to honour eco heroes, networking cocktail parties and a marina clean-up on the last day.



# ENHANCING SUSTAINABILITY AT RWS



## Renewal of GSTC Destination and Industry (Hotel) certifications

In 2021, RWS became the world's first destination to meet both the GSTC-D Criteria and GSTC Industry Criteria for hotels. The integrated resort successfully renewed its certifications in 2022, demonstrating its ongoing commitment to promote sustainable tourism in tandem with the long-term sustainability plans of SDC and the Singapore Tourism Board.

Adopting a holistic and systematic approach to sustainability, RWS strives to boost its energy efficiency and harness innovative technologies while championing local sourcing and supporting biodiversity conservation and research.

# PROMOTING CONSERVATION AT SHANGRI-LA RASA SENTOSA, SINGAPORE

## Refreshed Mascot and Green Ambassador, Toots

Shangri-La Rasa Sentosa, Singapore unveiled a new look for Toots, its mascot and green ambassador, amid Children's Day celebrations in October 2022. Toots is an Asian tree frog, a species indigenous to Sentosa. As the resort's Green Ambassador, he actively promotes the conservation of natural habitats, with a special emphasis on protecting endangered species. Visitors can observe Toots participating in various corporate social responsibility initiatives throughout the resort, including beach clean-ups and other events in collaboration with the resort's chosen beneficiary. Armed with the motto "Green and good vibes only", Toots welcomes guests of all ages, poses for photos with them and offers hugs in the resort's lobby.



## First Dedicated Meat-Alternative Restaurant in a Singapore Hotel

In June 2022, Shangri-La Rasa Sentosa, Singapore became the first local hotel to launch a dedicated meat-alternative restaurant. Nestled at level 3 of the resort, Casserole serves an array of vegan and vegetarian options amid lush greenery that reflects its meat-free concept. These include delicacies from diverse cuisines ranging from Asian to Indian and Western, such as banana leaf dry-braised beef rendang, Middle Eastern spiced kebab and falafel, casserole fried rice and charcoal grilled satay.

Complementing this is a beverage selection with organic wines and inventive cocktails as well as garnishes that are grown in-house. In addition, the restaurant has a rotating menu of hearty casseroles on its list of chef's specials which are ideal for sharing.





# INNOVATE

We are constantly innovating and integrating our operations and offerings with the latest technologies, reaching new audiences and enhancing visitor experience throughout Sentosa.

# EMPOWERING SENTOSA THROUGH TECHNOLOGY



## Arboriculture Smart Systems

Trees make invaluable contributions to our environment. By absorbing greenhouse gases and emitting oxygen, they play a crucial role in combating climate change. Furthermore, trees provide shade, enhance our surroundings and house numerous organisms. However, they can pose a hazard if they fall in areas with human traffic, which can result in severe or even fatal consequences.

To address this concern and better manage trees on the island, SDC implemented a smart system on 8 June 2022 by installing 100 wireless tree tilt sensors on important and prominent trees across Sentosa. Additionally, a weather station was erected at Fort Siloso, enabling the team to monitor weather patterns and receive early warnings of potential tree failures – especially the trees with significant importance or impact on the environment. These sensors detect any tilting in trees with substantial girth, which indicates possible health or physical issues.

Looking ahead, we aim to expand the sensor network to cover a larger number of trees across Sentosa, in light of the increased frequency of rainfall and stronger winds experienced in Singapore, particularly during heavy rains.

## Discovery Neverending NFTs

To better engage the digital native community, SDC launched our own collection of non-fungible tokens (NFTs), named Discovery Neverending, which featured 15 local digital artists' digital collectible artworks, inspired by the island's unique elements. Launched as part of our Golden Jubilee, 1,972 NFTs, a number chosen for the year when SDC was established, were distributed on 17 October 2022 to Sentosa Islander members for free.





## SentosaLand



In line with our refreshed brand positioning centred on discovery, Sentosa made its first foray into the metaverse for the first time on 10 January 2023 with SentosaLand. Hosted on gaming platform Roblox, the virtual space allows visitors to explore a fantastical reimagination of the island and join in gravity-defying quests. Through SentosaLand, a new community of guests are able to acquaint themselves with our offerings virtually before eventually discovering authentic experiences on the island, complete with redeemable physical rewards.

## Refreshed MySentosa App

Advancing our commitment to drive guest experience, we unveiled our latest innovation, the revamped MySentosa mobile app in March 2023. Revolutionising the way guests discover Sentosa, the app offers a seamless, tailored experience of the island with interactive maps, exclusive promotions and discounts. This includes as well as an e-pocket that conveniently stores all purchased QR codes and vouchers that will be used for redeeming various attraction tickets and merchandise on Sentosa.

One of its key benefits for guests is the integrated access to the Islander loyalty programme. Created to reward guests for their island activities and visits, the programme allows them to accumulate points for every dollar they spend on attractions, dining and retail outlets. The points can be redeemed for exclusive rewards and experiences. The app also gives guests a comprehensive overview of their transactions and makes it easy to book tickets, thus facilitating their future visits.

Looking ahead, guests can expect new features and more personalisation options as we continuously enhance the MySentosa app to elevate their enjoyment of the island's offerings.





An aerial photograph of Sentosa Island, Singapore, showing lush greenery, a sandy beach, and turquoise water. In the background, the Singapore city skyline is visible across the water. The word "ACCENTUATE" is written in large, bold, orange capital letters across the center of the image. A large orange shape is in the bottom right corner.

# ACCENTUATE

Our collective effort to do better as One Sentosa has earned us notable recognition on multiple fronts, reinforcing our commitment to become the world's best loved leisure and lifestyle resort destination.



# ACHIEVING EXCELLENCE AS ONE TEAM YEAR 2022

## Awards received at the MTI Firefly Symposium 2022

The Ministry of Trade and Industry (MTI) gives out the *Going the Extra Mile Service (GEMS)* and *Commendation Awards* to honour outstanding officers at the ministry and its statutory boards in guest service, alongside other awards, at the MTI Firefly Symposium. This year, the Sustainability team from Sentosa Development Corporation (SDC) won Gold in the *Borderless Award (Team)* category for this annual award, a recognition of our island-wide Sustainable Sentosa Framework, which supports the Singapore Green Plan and promotes green practices on Sentosa. These solutions are developed jointly with Island Partners, public agencies and industry experts, and contribute towards advancing MTI's mission of fostering economic growth and creating employment.

At the same event, Lee Cheh Hsien, Divisional Director, Planning, was presented with the Silver *Exemplary Firefly Award (Sustainability)* for championing innovation, collaboration, perseverance and risk-taking. As a testament to our excellent services rendered to our guests, Danial Lukman, Island Operations, was also recognised with the GEMS award while the *GEMS Commendation Award* went to Abigail Jansen, Abu Baker Hassan, Muhammad Zaki Mohd Ali, David Hui, Mohd Yazid Nasre, and Puspanathan S/O Sundanasamy.



## ASA EXSA Awards 2022

The *Excellent Service Award (EXSA)*, organised by the Association of Singapore Attractions (ASA) and Enterprise Singapore, celebrates individuals who uphold service quality and excellence in their respective sectors. The 2022 edition of the ASA EXSA Awards held on 2 February 2023 saw SDC bagging 84 awards - 12 Gold, 67 Silver and five in the top-tier STAR category. Together with the Mount Faber Leisure Group (MFLG), Resorts World Sentosa (RWS) and Madame Tussauds Singapore, we formed one of the largest contingents at the awards ceremony.



## YEAR 2022



## Singapore Tourism Awards 2022

The Singapore Tourism Awards recognises the achievements of individuals and organisations in the tourism industry for creating exceptional experiences and showcasing enterprise excellence. Organised by Singapore Tourism Board, the event improves the sector's competitiveness and encourages the creation of compelling experiences and adoption of best practices. At the awards ceremony on 24 May, SDC's Abigail Jansen clinched the *Customer Service Excellence for Attractions Award*.

## Travel Weekly Asia Reader's Choice Award

In a testament to our success in driving business, innovation and guest services, Sentosa topped the Travel Weekly Asia Readers' Choice Awards 2022's *Best Island Destination - Asia Pacific Category*. The accolade is a recognition of the unwavering support from our guests and our Island Partners, with whom we continue to shape memorable experiences and discoveries for our guests.





# YEAR 2022

## Safety and Security Awards

During the year, our efforts in upholding safety and security garnered SDC two prestigious awards – the Outstanding Individual National Safety & Security Watch Group (SSWG) Award and the Outstanding Threat-Oriented Person Screening Integrated System (TOPSIS) Award, awarded by the Singapore Police Force. Together, these validate the robustness of SDC’s Resilience Framework and serve as a testament to the unwavering dedication and vigilance displayed by all members of SDC in ensuring the safety and security of both staff and guests.

Established in 2003, the SSWG initiative serves as a collaborative platform between the Police and building owners to enhance the security of their premises against potential terrorist threats. The Outstanding Individual SSWG Award is conferred to businesses that actively enhance their preparedness and readiness to counter terrorist attacks. The attainment of this award reflects SDC’s commitment to maintaining a high level of security in our premises.

Separately, the Outstanding TOPSIS Award is presented to business entities that have demonstrated a consistent commitment in sustaining their TOPSIS programmes. Since 2009, the gradual implementation of TOPSIS has played a crucial role in bolstering the nation’s aviation and border security. Over the years, TOPSIS has expanded its scope to enhance the security of organisations operating in other domains such as tourism, transport, energy, education and religion.



## Pro-Enterprise Panel - Singapore Business Federation Awards

Sentosa’s Go!Mama lactation pods were spotlighted at the Pro-Enterprise Panel – Singapore Business Federation Awards on 29 November, where they garnered the Pro-Enterprise Suggestions (Supporting Agency) Award. As part of a 2021 pilot project, the pods offer breastfeeding mothers clean, private and safe spaces on the island, such as at the Beach Station and Emerald Pavilion, to nurse their infants.

We are pushing ahead in our quest for a smart Sentosa. Harnessing platforms including Enterprise Singapore’s Sustainability Open Innovation Challenge and STB’s Singapore Tourism Ambassador, we will continue to work hand in glove with our local partners to create new practical and sustainable offerings and cement our status as an inclusive, family-friendly destination.



## YEAR 2022



### CEO Star Awards

At the 2022 instalment of our annual CEO STAR Awards on 2 November, we honoured exceptional individuals from SDC and our Island Partners who have exceeded expectations in delighting guests. Abu Baker Bin Hassan from SDC, S Kalai Selvam D Subramaniam from Capella Singapore, Nur Khaliesah Binte Jamaludin from RWS, Amy Tan from MFLG and the team from Oasia Resort Sentosa were presented with the *STAR Experience Awards* for providing extraordinary guest experiences. Meanwhile, the Service Ambassador & Transport department was presented with the *Workplace Safety & Health Award*, while the Sentosa Golden Jubilee Celebration Committee, comprising SDC colleagues and Island Partners, and the Island Operations, Marketing & Guest Experience Divisions received the *STAR Collaboration Awards*.

### Golf Accolades for Sentosa Golf Club

In the latest edition of Golf Digest’s biennial *World’s 100 Greatest Courses* rankings, The Serapong golf course at the Sentosa Golf Club (SGC) climbed four spots to secure the 55th position, marking the highest rank it has achieved on the prestigious list. Notably, The Serapong emerged as the highest-ranked course in Southeast Asia and the seventh best course in Asia; it was also crowned *Best Championship Course in Asia Pacific*.

Adding to the accolades, SGC received the title of *Best Golf Course in Singapore* at the Asian Golf Awards ceremony held in Vietnam in November. The club’s accomplishments were further celebrated at the 9th annual World Golf Awards Gala Ceremony in Abu Dhabi held in the same month, where it was named *World’s Best Eco-Friendly Golf Facility* for the third consecutive year and *Asia’s Best Golf Course*.





# YEAR 2023

## ASEAN Public Toilet Award 2023-2024

On 5 February, SDC and MFLG received the ASEAN Public Toilet Award 2023–2024. This marks the second win for SDC, which last clinched the accolade during the 2019–2021 edition.

Open to all 10 ASEAN countries, this biennial award recognises public toilets that achieve standardised levels of Design and Environmental Management System, Amenities and Facilities, Cleanliness and Safety – for the purposes of tourism. SDC was among the five awardees from Singapore who were nominated by the Restroom Association Singapore based on their Happy Toilet programme’s five- and six-star toilet ratings.



## World’s First Carbon Neutral Golf Club

Honouring its 2021 sustainability commitment, SGC became the world’s first carbon neutral golf club in March. Following a carbon profiling exercise, SGC worked to complement ongoing carbon abatement efforts. As a result, it successfully offset 5,000 tonnes of CO<sub>2</sub> emissions – equal to emissions generated by a standard petrol-powered car being driven for 12.4 million miles or the annual energy usage of 630 homes.

# CELEBRATING OUR ISLAND PARTNERS' F&B ACHIEVEMENTS



## Singapore Food Agency's FTT Recognition Logo

SDC, along with the Sentosa Carbon Neutral Network (SCNN), a carbon neutrality-focused business alliance comprising 21 businesses and partners on Sentosa driving island-wide sustainability efforts, is a key supporter of the recently launched Farm-to-Table (FTT) Recognition Programme by the Singapore Food Agency (SFA).

The FTT Recognition Programme Logo acknowledges local food businesses in the Hotel, Restaurant and Catering sector that actively promote the use of locally sourced produce. It comprises three award tiers - Base, Mid and Highest - which recognise businesses that procure at least 15 percent of local produce in one, two, and three or more food categories respectively. During the year, 11 deserving food establishments received the Logo, with more than half of them operating on Sentosa island. These include:

- FOC Sentosa (Highest Tier)**
- RWS (Highest Tier)**
- Sofitel Singapore Sentosa Resort & Spa (Highest Tier)**
- Commonwealth Concepts (Base Tier)**
- ONE°15 Marina Sentosa Cove (Base Tier)**
- W Singapore - Sentosa Cove (Base Tier)**



The SCNN has been instrumental in reducing the carbon footprint of the supply chain and contributing to national food resilience by encouraging hotels, food and beverage outlets, and attractions on the island to source from local farms. By partnering SFA, actively promoting change and supporting local producers, SDC seeks to solidify Sentosa's position as a sustainable tourism destination and foster a more sustainable future.



# REACHING NEW MILESTONES AT ONE°15 MARINA SENTOSA COVE YEAR 2022



## Platinum Gold Anchor Award

On 1 June, ONE°15 Marina Sentosa Cove was bestowed the *Platinum Gold Anchor* accreditation by the Marina Industries Association. The Gold Anchor International Scheme is the sector's most prestigious recognition and serves as an industry-accredited programme aimed at aiding marina users in their selection process, while providing marinas with a customer-centric framework to continuously enhance their services. This scheme is specifically tailored to meet the requirements of boaters in the Asia-Pacific region.

## Travellers' Choice Award

For the second time, ONE°15 Marina Sentosa Cove received the Travellers' Choice Award. Organised by Tripadvisor, the accolade highlights accommodations that are consistently praised by travellers and are ranked among the top 10 percent of properties on the platform.



# YEAR 2023

## Superyacht Ready Accreditation

ONE°15 Marina is among the first seven marinas globally, and the first in Asia, to be awarded the prestigious *Superyacht Ready* accreditation in January. Aimed at assisting skippers and owners, the programme identifies marinas that possess the necessary capacity and capabilities to offer secure and suitable berthing for superyachts. It is open to marinas that have achieved the *Global Gold Anchor* accreditation and meet the programme's assessment criteria, which cover infrastructure suitability for accommodating superyachts, accessibility for superyachts, implemented security measures and the availability of services.



## Tatler Asia's Best of Singapore - Travel and Shopping (Yacht Charters) 2023

For the second consecutive year, ONE°15 Charters Luxury Yachting entered Tatler Asia's *Best of Singapore - Travel and Shopping (Yacht Charters)* list. Led by Singapore's renowned lifestyle guide, the listing celebrates the finest products and services in the country.



# SCALING NEW HEIGHTS AT RWS

- 31<sup>st</sup> Annual TTG Travel Awards 2022 (Named *Best Integrated Resort* for the 10<sup>th</sup> consecutive time)
- Events Industry Council 2022 Sustainable Events Standards for Venue (Platinum)
- Renewal of Global Sustainable Tourism Council Destinations Criteria and Industry Criteria for Hotels
- Singapore Association of Convention and Exhibition Organisers and Suppliers MICE (Meetings, Incentives, Conferences and Exhibitions) Sustainability Certificate (Intermediate Tier for Venue)
- Singapore Tourism Awards 2022 (*Special Award for Sustainability* for the 2<sup>nd</sup> consecutive year)
- SkillsFuture Employer Awards 2022 (Gold)
- NTUC May Day Awards 2022 (*Partner of Labour Movement Award*)

## Michelin Guide Singapore

Featuring modern European fine-casual dining, table65 successfully retained its place in the Michelin Guide Singapore 2022 with the award of a one Michelin star. This represents the third year in a row that the restaurant has received recognition from the iconic dining guide.



# ENVIRONMENTAL ACHIEVEMENTS FOR SOFITEL SINGAPORE SENTOSA RESORT & SPA



## Green Mark Certification

A testament to its commitment to environmentally sustainable practices, Sofitel Singapore Sentosa Resort & Spa was awarded *Green Mark* certification on 1 December 2022. Beyond implementing water-efficient fittings throughout the property to better manage water usage, the resort also installed LED lights and harnessed gas heating for its hot water heaters, which resulted in a reduction in energy consumption and improved energy savings.

In addition, it employs a duty cycle that allows its plant and machinery to be operated periodically as necessary and separates waste to ensure these can be easily recycled. The resort also eradicated the use of guest-related, single-use plastics as of end 2022 to reduce pollution caused by such material across all Accor properties worldwide.



# TOURISM ACCOLADES FOR MOUNT FABER LEISURE GROUP

## Singapore Tourism Awards 2022

Located on Mount Faber Peak, Arbora Hilltop Garden & Bistro emerged as the winner in the *Outstanding Casual Dining Experience* category at the Singapore Tourism Awards 2022. This award applauds the unforgettable dining experience provided by a casual dining establishment - from concept and ambience to service delivery and food quality. Drawing inspiration from the Latin word "Arbor", meaning tree, Arbora Hilltop Garden & Bistro offers all-day dining amid a hilltop garden, surrounded by lush greenery and panoramic views of HarbourFront, Mount Faber and Sentosa.





**sentosa**™

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