



**TOGETHER,  
POWERING AHEAD  
AS ONE SENTOSA**  
ANNUAL REPORT 2020/2021





# YEAR IN REVIEW

## Sentosa Development Corporation **ANNUAL REPORT 2020/2021**



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### **MAKING THE BEST OF A CHALLENGING YEAR**

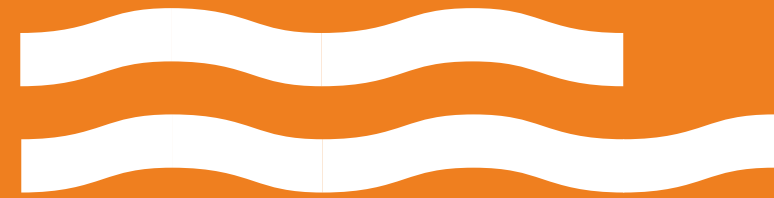
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# ORGANISATIONAL OVERVIEW



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## ABOUT SDC

### Sentosa Development Corporation

Sentosa Development Corporation (SDC) was established on 1 September 1972 as a Statutory Board under the Ministry of Trade and Industry. Its charter since inception has been to oversee the development, management, marketing and promotion of the island of Sentosa as a resort destination for locals and tourists.

Sentosa is a unique leisure and lifestyle destination with an exciting array of themed attractions, award-winning spa retreats, lush rainforests, golden sandy beaches, resort accommodations, world-renowned championship golf courses, exclusive waterfront residences, and a deep-water yachting marina. 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 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 (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.



### Sentosa Golf Club

Reputed as one of Asia's most exclusive golf clubs, Sentosa Golf Club (SGC) is a brand synonymous with allure and prestige. As one of the most established golf clubs in Singapore, SGC has some 1,500 members, many of whom are prominent personalities. The Club manages two award-winning 18-hole, par-72 championship golf courses on the island; The Serapong and The Tanjong. SGC hosts the SMBC Singapore Open, where international star players and world-class golf professionals from Asia, Europe and the USA compete for the prize of Singapore's national tournament. It is also home to the HSBC Women's World Championship, a marquee women's golf event that has been dubbed as 'Asia's Major'.



### Mount Faber Leisure Group

Mount Faber Leisure Group (One Faber Group), a subsidiary of SDC, operates a suite of leisure and lifestyle services including attractions, guided tour experiences, management of event venues, souvenirs and lifestyle merchandise, as well as F&B operations. The company's portfolio includes the Singapore Cable Car, Wings of Time, Mount Faber Peak, Sentosa Island Bus Tour, Gai Gai Tour, Arbora Hilltop Garden & Bistro, Dusk Restaurant & Bar, Good Old Days Food Court & Western Grill, FUN Shop, Singapore 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 across the island to its western end at Siloso Point.

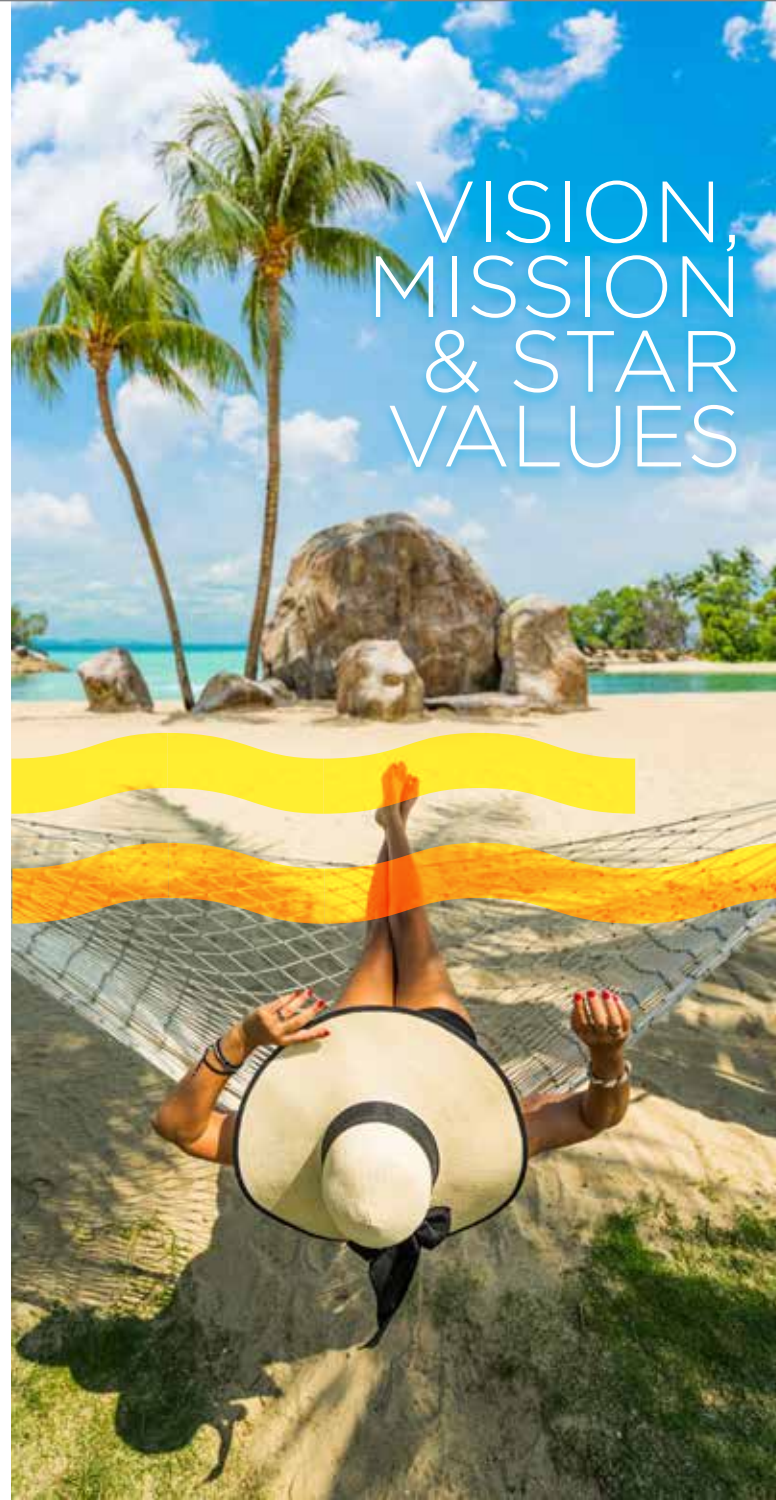


## | VISION

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

## | MISSION

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



# VISION, MISSION & STAR VALUES

## | STAR VALUES

Sentosa continually strives to enhance its level of service to offer our guests a memorable experience at The State of Fun. The Sentosa STAR values reflect our commitment to providing service from the heart.

### 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 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.

# BOARD MEMBERS As at 31 March 2021



- 1 BOB TAN BENG HAI**  
Chairman  
Sentosa Development Corporation  
Jurong Engineering Limited  
Ascott Business Trust Management Ltd  
Ascott Residence Trust Management Ltd
- 2 THIEN KWEE ENG**  
Chief Executive Officer  
Sentosa Development Corporation
- 3 ANG SHIH-HUEI**  
Chief Executive Officer  
Klareco Communications
- 4 ANGELENE CHAN**  
Chairman  
DP Architects
- 5 GUNASEKHARAN CHELLAPPAN**  
Country General Manager for Singapore  
Red Hat Asia Pacific Pte Ltd

- 6 ADRIAN CHUA**  
Deputy Secretary (Industry)  
Ministry of Trade and Industry
- 7 DIANA EE-TAN**  
Independent Director  
Far East Orchard Limited
- 8 EUGENE HO**  
Regional Managing Director  
Deloitte Consulting SEA
- 9 MARIAM JAAFAR**  
Managing Director & Partner  
Boston Consulting Group
- 10 KEVIN KWOK**  
Independent Director  
Singapore Exchange Ltd

Vice-Chairman  
SHATEC Institutes Pte Ltd

Chief Strategy & Innovation Officer  
Deloitte SEA & Deloitte Consulting Asia Pacific

- 11 EUGENE LEONG**  
2 Deputy Secretary  
Ministry of Sustainability and the Environment
- 12 ANDREW LIM**  
Partner  
Allen & Gledhill LLP
- 13 RITA SOH**  
Managing Director  
RDC Architects Pte Ltd
- 14 MICHAEL SYN**  
Head (Equities)  
Singapore Exchange Ltd
- 15 KEITH TAN**  
Chief Executive  
Singapore Tourism Board



# SENIOR EXECUTIVE TEAM

As at 31 March 2021

**1 THIEN KWEE ENG**

Chief Executive Officer  
Sentosa Development Corporation

**2 CHIN SAK HIN**

Assistant Chief Executive  
(Corporate & Marketing Group) &  
Chief Financial Officer  
Sentosa Development Corporation

**3 JACQUELINE TAN YI-PING**

Assistant Chief Executive  
(Integrated Infrastructure Group)  
Sentosa Development Corporation

**4 MICHAEL MA**

Assistant Chief Executive  
(Technology & Place Management Group)  
Sentosa Development Corporation

**5 ALEX ANG**

Chief Information Officer  
Sentosa Development Corporation

**6 MIRA BHARIN**

Divisional Director, Marketing & Guest Experience  
Sentosa Development Corporation

**7 CHEW TIONG HENG**

Divisional Director,  
Business & Experience Development  
Sentosa Development Corporation

**8 ANDREW JOHNSTON**

General Manager  
Sentosa Golf Club

**9 KOH PIAK HUAT**

Divisional Director, Operations  
Sentosa Development Corporation

**10 LAM YUE KWAI**

Divisional Director, Project Development  
Sentosa Development Corporation

**11 LEE CHEH HSIEN**

Divisional Director, Planning  
Sentosa Development Corporation

**12 LINDA LEE**

Divisional Director, Human Resource & Administration  
Sentosa Development Corporation

**13 WONG SHEAU FONG**

Divisional Director, Architecture & Land Planning  
Sentosa Development Corporation

**14 RAYMOND YEO**

Divisional Director, Finance & Procurement  
Sentosa Development Corporation



# CHAIRMAN & CHIEF EXECUTIVE JOINT MESSAGE

It would be an understatement to say that FY2020/2021 was a challenging year for Sentosa and the leisure industry, as we continued our fight against COVID-19.

Yet, it was also a year in which we saw many silver linings. In particular, we have been very encouraged by the continued strong support from local guests, with an 84% increase in our local visitorship compared to the previous FY, bringing our Total Island Visitorship to 8.6 million for FY2020/2021. We are also immensely proud of how all Sentosians have come together, working tirelessly behind the scenes to give our guests a safe One-Sentosa Experience. This puts us in a strong position to welcome the return of international tourists at a later stage.

## New leisure experiences despite the pandemic

Many will recall that the year had started on a sombre note. We were confronted with the start of Singapore's 'circuit breaker' in April 2020, implemented to arrest the rising number of COVID-19 cases. Like the rest of Singapore, our usually bustling island fell quiet for about two months with the closure of almost all our offerings, including beaches, attractions, and dine-in experiences.

Despite this, we saw Sentosians rising to the challenge and bringing Sentosa into guests' homes instead. Together with our Island Partners (tenants), we rolled out the award-winning Virtual Sentosa on the popular Nintendo Switch game, Animal Crossing: New Horizons, as well as video conferencing backgrounds featuring scenes of Sentosa, among other initiatives to keep us in the hearts and minds of guests.

Such initiatives have illustrated the importance of continually thinking out of the box, and set the tone for our offerings over the year. For instance, the first Home Edition of our beachside Sentosa GrillFest, and our partnership with Brewerkz to launch the Islander Brew, Singapore's first leisure destination-inspired carbon neutral beers, similarly brought the Sentosa experience beyond our physical island.

As Singapore progressively reopened, we launched the landmark Make Time for a Holiday campaign – with over 50 offerings to encourage locals to take a break and explore Sentosa's hidden gems – and increased the frequency of smaller-scale offerings such as Yoga by the Beach. These were augmented by our collaboration with the Singapore Tourism Board and Enterprise Singapore on the SingapoRediscovered campaign.

A key consideration in our efforts to curate these various offerings is ensuring that guests continue to enjoy a great experience, while observing Safe Management Measures. These include the launch of Singapore's first beach reservation process for weekends and public holidays, as well as "safety rings" on the beach, ensuring peace of mind for our guests. We are also pleased to share that 100% of Sentosa's premises have been certified SG Clean, illustrating our collective commitment to ensuring the wellbeing of guests.

## Moving ahead as One Sentosa

Such unprecedented initiatives show how the pandemic has accelerated changes in the leisure and tourism industry. This means we must stay agile, continue to deliver top notch guest experiences, and continue investing in our growth to ensure that Sentosa's value proposition remains strong.

To strengthen the Sentosa community's collective delivery of the One-Sentosa Experience, we have made good use of the downtime and collaborated with our Island Partners to refresh the island's Service Values, known now as SHOW (Safe, Helpful, Outstanding, Welcome), to drive the actions of all of us on Sentosa. To prepare for the return of business events, we have also participated in trials to host them safely, and continued engaging our international partners via virtual tradeshows and webinars.

Technology has been a key enabler and an important pillar in our efforts to engage guests. Over the past year, teams from across SDC put the final touches to our new Sales, Distribution & Fulfilment (SDF) system, developed as part of our long-term efforts to deliver seamless guest experiences. Among various enhancements, SDF would harmonise the diverse ticketing mechanisms of businesses on Sentosa, and help Sentosians perform our roles more efficiently while streamlining back-end operations. It was great to end the year with the completion of SDF, which was then launched on 1 April 2021.

As we look ahead and celebrate Sentosa's Golden Jubilee in 2022, we are also excited about our new offerings in the pipeline, such as Oasia Resort Sentosa, Raffles Sentosa Resort & Spa, Sentosa Sensoryscape, SkyHelix Sentosa, Southside, amongst many others.

### Our commitment to sustainability

For the longer term, we will continue to safeguard Sentosa for future generations, with sustainability being a critical pillar and key principle of our next phase of growth. We announced in March 2021 that we will transform Sentosa into a carbon-neutral destination by 2030, and that SDC would be collaborating with various partners, including Temasek and its network of companies, in studying and testbedding sustainability solutions.

With Sentosa being home to various business establishments, Sentosa Golf Club (SGC) and our Island Partners will also play a key role in achieving our climate goals. For instance, in 2020, SGC was the first golf club in the world to join the United Nation's Sports for Climate Action Initiative, and was named World's Best Eco-Friendly Golf Facility at the World Golf Awards.

As a signal of our firm commitment to sustainability, SDC's inaugural Sustainability Report, which features more details on these initiatives, has been integrated into this Annual Report. In our journey ahead, we will continue to study more technological solutions, and expand our knowledge and technical partnerships, as we ensure a Sustainable Sentosa.

### Recognition for Sentosa's offerings

We are deeply honoured that Sentosa's outstanding service and novel offerings have been recognised, in spite of the difficult year. Virtual Sentosa on Animal Crossing, for instance, garnered a slew of accolades, including a Silver Pencil at The One Show, one of the advertising, design and digital marketing industry's most prestigious awards. We are also proud that Magical Shores at Siloso has been named Best Landscape Lighting Scheme (Spaces) at the [d]arc awards, which recognise excellent lighting design projects globally.

These achievements would not have been possible without the contributions and dedication of all in Sentosa. We would like to express our gratitude to Sentosians, especially our frontliners, for their contributions over the challenging year.

Last but not least, we would also like to thank Mr Eugene Leong and Ms Rita Soh for their guidance and support during their tenure as Board members, and welcome new Board members Mr Benjamin Stewart King and Mdm Low Jun Ya Geraldine. We look forward to working closely with the Sentosa community and are confident that we will emerge stronger than before.



**BOB TAN BENG HAI**

| Chairman



**THIEN KWEE ENG**

| Chief Executive Officer





# MAKING THE BEST OF A CHALLENGING YEAR

The implementation of Singapore's 'circuit breaker' at the start of the year epitomised the challenges that Sentosa and its leisure industry colleagues faced in FY2020/2021. However, this also gave rise to a range of innovative offerings that set the tone for the rest of the year.

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## THE BIG SENTOSA STAYHOMECATION

To engage guests at home and provide relief from cabin fever, SDC launched the Sentosa Stayhomecation campaign in April 2020, featuring an unprecedented range of free virtual initiatives and online art-and-craft for kids, to ensure Sentosa remained top of mind as a leisure destination.

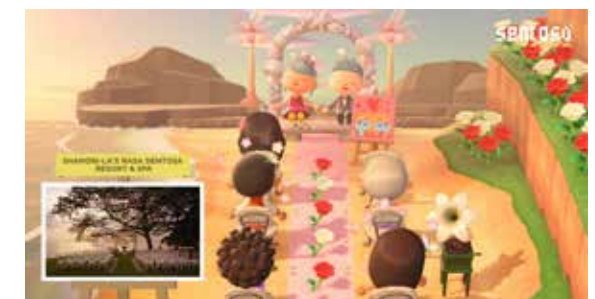


### Virtual Sentosa on Animal Crossing: New Horizons

In a first for the industry, a Virtual Sentosa was recreated in the popular Nintendo Switch game, Animal Crossing: New Horizons in May 2020, garnering global attention. It was the first time that a virtual island getaway was developed by a Singapore brand.

Players could explore the digital reimagination of Sentosa - from beach bars to nature trails and even a spot for some yoga by the beach. Slots to visit the virtual island were quickly snapped up by guests from across the world, with SDC even hosting a virtual wedding for a Singaporean couple whose wedding ceremony was postponed due to the pandemic.

Virtual Sentosa has clinched several top awards, including Gold in the 'Excellence in Interactive Marketing / AR & VR' category at the Marketing Excellence Awards 2020.







## From Sentosa into guests' homes

SDC also “stole the show” by bringing scenes of Sentosa to our guests.

A range of virtual backgrounds for video conferences were launched in April 2020. During calls with colleagues, friends or family, one could slip into beachwear and appear with a scenic shot of Palawan Beach or Rumours Beach Club in the background.

For guests to decompress from their daily stresses, there were also regular Sunset Therapy sessions, featuring weekly online doses of beach sunset views and home-spa ideas, as well as weekly Yoga by the Beach: Stay Home Edition sessions with instructor Kathy Gabriel.

Those missing beach parties and dancing to their favourite tunes, meanwhile, could boogie in the comfort of their own homes with Sentosa Beats, featuring curated playlists from deejays such as DJ Matty Wainwright, DJ Jason T, and DJ KFC – regulars who have performed at venues such as Sand Bar, 1-V:U, Rumours Beach Club, and Tanjong Beach Club.

To augment these offerings, the Sentosa Cocktail Club was the answer to guests looking to amp up their virtual house parties, as resident bartenders from Sentosa's beach bars served up tutorials on how to make a range of yummy concoctions. The first episode of this 'spirited' series saw Panamericana's Julian Serna impressing viewers with a “Red Snapper”, his twist on the classic Bloody Mary.

SDC also leveraged its new Telegram channel – @sentosaisland to further guest outreach. Launched in July 2020, Telegram complements Sentosa's Facebook and Instagram presence, engaging guests through fun content such as quizzes, gifs, and sticker packs.



Nursuhailah Binte Ahmad and Gaddafi Anwar getting the attraction shipshape for reopening

## SETTING THE COURSE FOR SAFE REOPENING

In the lead up to Singapore’s phased reopening in June 2020, there was much work behind the scenes to ensure that guests continue to have a safe and enjoyable Sentosa experience. From guest touchpoints at Sentosa’s offerings, to preparing for the future return of leisure and business travel, a range of measures have been put in place across the island over the past year.

Two Sentosians from one Island Partner, Madame Tussauds Singapore, give a glimpse of the preparations that went on.

Like Sentosians across the island, Admissions Manager Nursuhailah Binte Ahmad and her team spent days preparing for Madame Tussauds Singapore’s reopening after the ‘circuit breaker’. Thinking back, she said, “Reopening was hard work, yet fulfilling because we could finally welcome guests back. We set up temperature screening checkpoints, placed decals to manage queues, and cleaned the premises and our workstations. We have also been very mindful to ensure the safety and cleanliness of high-touch points such as our 3D glasses, which are sanitised before and after every use.”

Her colleague, Gaddafi Anwar, or Gadd as he is known by his teammates, added, “To ensure that our guests continue to be safe, we also made sure we adhered to a range of measures. However, it was rewarding to be able to see guests coming back to Sentosa and at our attraction, enjoying themselves in this new normal that we’re living with.”

He said Madame Tussauds Singapore received “amazing help” from SDC staff in implementing these measures. While visitor traffic was initially slow, it did pick up eventually. Speaking of the future, Gadd, said, “We have to adapt and ride through this storm.”



Nursuhailah Binte Ahmad





Over at Resorts World Sentosa, which was accredited as SG Clean even before the 'circuit breaker', anti-microbial coatings were applied on the high-touch surfaces, among various Safe Management Measures. Plasma Cluster Ionisers were deployed across the integrated resort, and High Efficiency Particulate Air (HEPA) filters were installed in the air exchange system for cleaner air and minimise the risk of transmission.



### Contributing to Whole-of-Government COVID-19 operations

SDC joined hands with fellow public agencies to contribute to the Whole-of-Government response to COVID-19, with some 120 SDC staff deployed to support agencies across a range of roles between April 2020 and July 2020. SDC's contributions included being part of the Airport Operations team led by the Singapore Tourism Board (STB) - which oversaw the

safe movement of overseas returnees from Changi Airport to Stay-Home Notice (SHN) dedicated facilities - managing the needs of SHN guests at the STB-led SHN Command Centre, and managing business queries on Safe Management Measures at the Enterprise Singapore Call Centre, among others.





Eugene Liow and Desmond Chong

### SDC team from across hierarchies and divisions go on-ground

It was a whole-of-SDC effort to implement prevailing Safe Management Measures and ensure that all guests enjoy Sentosa's offerings comfortably, with peace of mind.

For instance, SDC's management team was deployed as Sentosa's Safe Distancing Enforcement Officers (SDEOs). This provided SDC's leaders with deeper insights into on-ground requirements and challenges, thereby facilitating a smooth and efficient roll-out of Safe Management Measures across Sentosa and SDC's Island Partners. One such SDEO is Sandra Chan, Deputy Director of Community Relations at Sentosa Cove Resort Management (SCRM). Being on the ground has helped her and the SCRM team foster closer collaboration with business establishments in

the precinct, through a deeper understanding of the operational challenges and their solutions. She added: "Carrying out my SDEO duties in the residential precinct provided me with an invaluable opportunity to meet with and interact with residents, many of whom appreciate our effort to keep the community safe."

Working alongside the various SDEOs is SDC's team of Safe Distancing Ambassadors (SDAs), who regularly patrol the island to advise guests on the necessary Safe Management Measures. Team members include Choy Shu Ting, Desmond Chong and Eugene Liow.

It is not always an easy job, with a minority of guests requiring reminders on the measures. However, said Shu Ting: "Most people are genuinely appreciative of what the SDAs are doing, and I have picked up many soft skills, as I am dealing with people of all walks of life on a daily basis."

Desmond also takes the occasional brickbat in his stride. "By explaining how the regulations safeguard the safety of everyone on the island, many guests heed our advice and some even apologise for their conduct," he said.

Eugene, who started off as an SDA in September 2020, has even gone a step further, by becoming a Sentosa Ranger. He said, "As an SDA, I had the chance to work closely with Sentosa Rangers and was inspired by how they contributed to creating a safe environment where guests can enjoy themselves."

All three SDAs agree that the role has allowed them to do their part to keep Singapore, and Sentosa, safe for all. "I felt that I was doing a service for Singapore," added Eugene.





2020 IEEE International Conference on Computational Electromagnetics

### Preparing for the return of business events

Despite prevailing travel restrictions, SDC has continued to prepare for the return of business events through Sentosa's participation in event trials, as well as the continued engagement of international partners via virtual tradeshows and webinars.

One such partnership was with the Singapore Tourism Board to trial Safe Business Events, which included the pilot 2020 IEEE International Conference on Computational Electromagnetics. Held at Equarius Hotel in Resorts World Sentosa from 24 to 26 August 2020, the pilot allowed Resorts World Sentosa to showcase its capabilities in running safe and sustainable meetings, incentives, conventions, and exhibitions (MICE) of the future.

SDC has also built on its strong relationships with global partners through various events and platforms, including the International M.I.C.E. Showcase 2.0, held virtually on 11 and 12 September 2020, as well as TravelRevive 2020 on 25 and 26 November 2020, the first international travel tradeshow to take place physically in the Asia Pacific during the COVID-19 pandemic. At these two events for example, Chin Sak Hin, Assistant Chief Executive, SDC, discussed with other industry leaders the way forward for the leisure and MICE sector.





### Beach reservations during peak periods

Sentosa's various efforts to enhance guest experience and safety also include the launch of Singapore's first beach reservation system in October 2020.

Put in place on Saturdays, Sundays and public holidays, the roll out of beach reservations meant that guests could reserve their entry into Palawan, Siloso and Tanjong beaches or beach courts, before they even set foot into Sentosa. The reservation-only entry is aimed at giving guests peace of mind by facilitating safe management measures as well as reducing queues and waiting time. Novel 'safety rings' have also been deployed on the beaches to encourage guests to observe safe distancing by indicating spots where groups guests may gather.

Meanwhile, technological solutions such as drones have been deployed to monitor crowd density at Sentosa's popular beaches, as part of various efforts to ensure guest safety.








### Signs of the times

To encourage and remind guests to stay safe by adhering to the prevailing Safe Management Measures, SDC rolled out a series of catchy “Sentosa-style” puns and wordplay on signages across the island. Stilt walkers were even brought in to convey the safety messages to guests in an engaging manner.

### Sentosa is 100% SG Clean certified

100% of Sentosa island’s premises have also been certified SG Clean as of 22 December 2020, reaffirming Sentosa’s collective commitment to the wellbeing of guests. Launched in February 2020, the SG Clean campaign has rallied stakeholders and the public to adopt good personal habits and social responsibility, to raise standards of cleanliness and public hygiene in Singapore and safeguard public health.





# DEEPENING SENTOSA'S **ENGAGEMENT** **WITH LOCALS**

Being a leading destination for getaways and learning journeys, Sentosa has been a key leisure island for locals since 1972, with Singapore's residents forming a good base of visitorship over the decades. Thus, with Singapore's reopening, the Sentosa community took the opportunity to further deepen the island's engagement with locals through the roll out of diverse leisure experiences and year-long free admission into Sentosa island.





## Sentosa partners the SingapoRediscovered campaign

SDC, Enterprise Singapore and the Singapore Tourism Board jointly launched SingapoRediscovered in July 2020, a nationwide campaign to support local lifestyle and tourism business and encourage Singaporeans and residents to explore different sides of Singapore.

As part of the SingapoRediscovered campaign, SDC teamed up with its Island Partners to curate attractively-priced 'Singapoliday' staycation packages, featuring itineraries themed around Island Life, Heritage Discovery, Wellness Escape, and Nature Adventure. These tours gave guests insights into the workings of Sentosa's attractions and the stories behind Sentosa's flora and fauna, among other experiences.



## Inviting Singaporeans to Make Time for a Holiday in Sentosa

Augmenting the national effort to encourage local tourism, SDC joined hands with the industry in October 2020 to launch Sentosa's landmark campaign, Make Time for a Holiday. Featuring over 50 diverse new offerings, the campaign's launch came after a survey by SDC found that 56% of respondents had not seen the need to take leave from work while working from home. This was even though 90% of them understood that taking regular breaks to unwind and relax allows one to be more productive.



New getaway ideas under Make Time for a Holiday have included:

#### **Sentosa Insider Tours**

Together with its Island Partners, SDC introduced a series of Sentosa Insider Tours, designed to showcase a different side of Sentosa. The tours took guests behind-the-scenes at Sentosa's attractions, as well as offered hands-on experiences that brought guests closer to the island's nature and heritage. These included Behind the Magic by Madame Tussauds Singapore, where guests could go behind the scenes with wax artists and try their hand at wax painting and even do hair insertions, among various other highlights from establishments such as AJ Hackett Sentosa, Mount Faber Leisure Group, and Royal Albatross.

#### **Sentosa \$100 Getaway Deals**

A range of holiday packages attractively priced in denominations of \$100, bundling various leisure experiences with discounts of up to 50%, was also launched. For example, for \$100, a couple could enjoy a fun and thrilling date, with rides at HeadRock VR Sentosa and a 5-in-1 Madame Tussauds Singapore experience, complete with a complimentary treat at Co+Nut+Ink.

#### **Guided tours, in partnership with travel agents**

As part of a tie-up with the National Association of Travel Agents Singapore, SDC, together with travel agents, also curated a range of guided tours featuring Sentosa's diverse leisure offerings, including attractions, nature and heritage experiences, as well as various dining options.

#### **Learning how to do-it-yourself from the experts**

In addition, to get tips on how to create the Sentosa experience on their own, guests could attend Masterclasses offered by SDC's Island Partners. At these Masterclasses, participants garnered insights on how to whip up a risotto and gnocchi dish at Trapizza - the beach-side casual Italian restaurant at Shangri-La's Rasa Sentosa Resort & Spa - and found out the secrets behind signature cocktails at Tanjong Beach Club.





## Celebrating Sentosa's rich heritage

### Rediscovering Fort Siloso

Tapping on the interest of many to rediscover Singapore, SDC organised the Fort Siloso Rediscovery Tour with the National Heritage Board from 20 February to 14 March 2021.

Tour participants were granted special access to historic installations, including what is left of the former Siloso Pier and its neighbouring machine gun casement. Participants also had a chance to view the Coastal Search Light stations that were used by British troops to look out for enemy vessels, as well as a submarine mine defence casement, which was used to prepare and inspect mines in the defence of Singapore's southern coast during World War II.

**Fort Siloso - The Quest for Lost Gold**

Co-created with local game specialist, Lockdown.SG, Fort Siloso - The Quest for Lost Gold was launched in December 2020 and called on players to solve puzzles, hunt for treasures and explore Singapore's only preserved coastal fort. With two different game modes, there were 'real-world' prizes to be won.

In the 'freeplay' game mode, Finders Keepers, visitors could hunt for a "treasure", as they got transported to a fictional period when pirates ruled the waters. Guests stood a chance to win prizes including Sentosa Fun Passes.

In the facilitated game play, Lost Treasure of Sarang Rimau, players worked as a team to decipher hidden clues, solve puzzles, and navigate through a 360-degree virtual recreation of Fort Siloso.



**History comes alive with the Barracks Heritage Experience**

As The Barracks Hotel Sentosa resumed staycations during Singapore's Phase 2 reopening, it also enhanced its Barracks Heritage Tour in August 2020. Army veterans Winston Wong and Khor Sing Hong, who used to serve and stay at the former military barracks, now guide the tour where hotel guests can discover the history of Sentosa's heritage buildings and colonial era Singapore. With abundant stories to share, the history of Sentosa has been brought alive through the guides' personal experiences as they walk guests through the island's transformation from its military origins to today's world-renowned resort destination.





### New dining experiences

#### Sentosa F&B Fun Deals

With dining at food and beverage (F&B) establishments resuming after the end of the 'circuit breaker', SDC launched the Fun Deals campaign in June 2020 to thank guests for their support, while also encouraging visits to the various F&B outlets in Sentosa. The campaign featured various mouth-watering deals, not only for guests dining in, but for delivery and takeaway too. Examples include Bones N' Barrels' one-for-one deal on house-pour spirits and pasta, and a delectable one-for-one farm-to-table menu at Shutters restaurant, located at Amara Sanctuary Resort & Spa Sentosa.

#### Takeaways from The Beach Shack

Expanding beyond the limited capacity for dining-in, Tanjong Beach Club launched its new takeaway concept, The Beach Shack, in July 2020, offering the Club's bestselling bites for guests to enjoy across Sentosa's beaches. Featuring beach favourites like fish and chips, acai bowls, and cocktails by the pitcher, it made grab-and-go easy for guests as they enjoyed their day out.





### Sentosa GrillFest returns - to homes

The inaugural Home Edition of the iconic beachside food festival, Sentosa GrillFest, served up tasty delights from 29 October to 29 November 2020. Foodies indulged in over 80 mouth-watering grilled treats from various dining establishments in Sentosa, as well as creations by Singapore's well-known chefs as part of SDC's partnership with the Singapore Chef Association for the event. Guests could choose to enjoy these tasty treats at participating dining establishments in Sentosa, or dine at home by taking advantage of the Singapore-wide delivery service.

In another first, Sentosa GrillFest also collaborated with Lazada to bring exciting treats to guests at home through LazLive - including online cooking classes, flash deals, discount vouchers, and hot gourmet bundles. Guests could catch talk shows with the chefs of Sentosa GrillFest and pick up tips on ingredients, cooking and dish presentation, and more.







**Southeast Asia's first underwater dining experience**

Resorts World Sentosa also rolled out a unique underwater dining experience in September 2020 - Aqua Gastronomy at S.E.A. Aquarium. The immersive experience gave diners the chance to feast on cuisines featuring 100% sustainably sourced seafood, against the stunning backdrop of one of the world's largest viewing panels. Eight beautifully decorated dining pods created intimate dining spaces while taking centrestage at S.E.A. Aquarium's breathtaking Open Ocean Habitat. Befitting this theatrical experience was a four-course modern Asian culinary journey designed by the chefs of Ocean Restaurant and Forest森.

Aqua Gastronomy, which was the first and only underwater dining experience in Southeast Asia, received overwhelming response, with additional festive-themed editions launched for Christmas and the Lunar New Year.



**Round the world culinary adventures on the Singapore Cable Car**

In a unique partnership between Mount Faber Leisure Group (MFLG) and Singapore Airlines (SIA) to feature their respective 'flights', KrisFlyer members got the chance to enjoy special SIA First-Class meals on board the Singapore Cable Car from November to December 2020. Guests were treated to Australian, French, or Japanese menus — usually served on SIA flights to these destinations — curated by three world-renowned chefs from SIA's International Culinary Panel.

MFLG also launched a series of destination-themed Sky Dining experiences in December 2020, starting with Fly Me to Italy!, which offered 'in-flight' Italian cuisine on the Singapore Cable Car, to give guests a taste of international leisure travel even though many borders remained closed.



**Sentosa's Islander Brew**

Singapore's first leisure destination-inspired beers - the Islander Brew - hit retail shelves in November 2020, under a partnership between SDC and Brewerkz. Four exciting flavours were inspired by edible plants found in Sentosa — cacao, lime, jasmine, and nutmeg - and named after Sentosa's landmarks - Siloso Beach, Tanjong Rimau, Bukit Manis and Fort Siloso. The Islander Brew is also Singapore's first carbon neutral beers, in line with SDC's broader decarbonisation roadmap for Sentosa and Brewerkz's aspirations to create increasingly sustainable products in its business activities. The four brews were subsequently available as a Lunar New Year gift set, which came with a commemorative beer glass.

**Gourmet Island Escapade with spectacular evening views**

Launched in March 2021, the two-month Gourmet Island Escapade conducted by Monster Day Tours treated guests to not only gastronomic delights from Sentosa's F&B establishments but also spectacular evening backdrops, bringing guests from Sentosa Golf Club to Fort Siloso, Trapizza and Arbora Hilltop Garden & Bistro. An exclusive dinner paired with great views, it gave guests the opportunity to interact with the natural beauty of Sentosa as they travelled from treat to treat, a truly immersive experience for foodies, families, and adventurous couples seeking a special night. Besides gourmet food and great views, guests could also enjoy insider stories and anecdotes from the tour guide.





## Launch of novel experiences

### Paradise in a day on Sentosa

Adding a twist to the concept of staycations, Shangri-La's Rasa Sentosa Resort & Spa launched its new Daycation package in July 2020, inviting guests for an island getaway without an overnight stay. Guests could chill out by the pool, or have a go at a range of sea sports such as stand-up paddle boarding and kayaking. The Daycation package also features dining credits that can be used at Siloso Beach Bar, which serves up beachside nosh and drinks.



### Madame Tussauds Singapore's K-Wave Zone

To soothe the wanderlust of locals, Madame Tussauds Singapore unveiled a brand-new K-Wave zone in January 2021. Guests can pose in front of 'hanoks' (traditional Korean houses) and blooming cherry blossom trees, and be instantly transported to South Korea via these historical and 'Instagram'-able scenes.

Besides the photogenic sets, wax figures of stars like Kim Woo-bin, Bae Suzy and Song Seung-heon also complete the trip. In particular, the figurine of actor Kim Woo-bin was specially brought in from Hong Kong for a limited period of time. Thereafter, 'The King' star Lee Min-ho arrived to join the rest of the K-Wave figures in March 2021.





**Yoga, Archery and Muay Thai by the Beach**

With restrictions on large-scale events, Sentosa rolled out a slew of smaller-scale experiences in January 2021, showcasing Sentosa’s golden beaches and picturesque views — Yoga by the Beach, Archery by the Beach, and Muay Thai by the Beach, with the latter being Singapore’s first Muay Thai mobile gym. Guests participating in special editions of Yoga by the Beach could also enjoy a healthy start to their day, with Sunrise Yoga at Ola Beach Club, or a laid-back evening with Sunset Yoga at FOC Sentosa, complete with meals.

**Students get a 'living classroom'**

SDC has also continued to partner educators in leveraging Sentosa's unique environment for educational enrichment. These collaborations include a learning kit co-developed with the PAP Community Foundation (PCF), which reaches some 40,000 pre-schoolers. Themed 'My Home' and launched in March 2021, the learning kit features resources such as a giant puzzle playmat with a map of Sentosa and flash cards that help develop pre-schoolers' cognitive and motor skills in the process of learning more about Sentosa.

For primary school students, SDC also launched a virtual learning journey in March 2021 that showcases Sentosa's rich bio-diversity and reiterates the importance of ensuring a sustainable future. In the form of a 20-minute video, the learning journey features the Imbiah Trail, with virtual reality elements and interactive quizzes.



**Kids Play Free**

To give families a school holiday treat and further support business establishments in Sentosa, SDC rolled out the Kids Play Free campaign in March 2021. Each child aged 12 and below could experience some of Sentosa's most popular attractions for free with a paying adult. Some offerings included the Teaser Package at iFly Singapore and the Giant Swing at SkyPark Sentosa by AJ Hackett, among others.



**New experiences on Mount Faber Peak**

Meanwhile, the iconic 'cable-car building' on Mount Faber has been renamed as Mount Faber Peak, from Faber Peak. Over the past year, the hilltop destination has offered a natural respite away from the city, with new wellness and lifestyle activities conducted in the open, such as 'Yoga and Brunch' sessions at Arbora Hilltop Garden & Bistro to promote healthy living, and floral art-jamming to cultivate a greater appreciation for nature.







## Extending the Sentosa getaway to Singapore's Southern islands and waters

### Singapore's first luxury yacht cruise itineraries

YachtCruiseSG, in collaboration with SDC and STB, has launched two new luxury yacht cruise itineraries in October 2020. On the Singapore Southern Islands Yacht Guided Tour with Cable Car Cruise, guests will learn about the history and stories of islands in Singapore's southern waters, before heading for a ride onboard the Singapore Cable Car. Meanwhile, the Sunset City Skyline Cruise is an opportunity for guests to bask on a luxury yacht against a breathtaking backdrop of the beautiful sunset and city skyline. Both cruises have been well-received, with sold-out bookings.

### Cycling on the Southern Islands

With a greater desire among Singaporeans to rediscover and enjoy the outdoors, SDC has also extended the Sentosa cycling experience to St John's Island and the adjacent Lazarus Island. SDC facilitated the opening of a pop-up bicycle rental store by its Island Partner, Gogreen Segway, on St John's Island in March 2021. Guests could rent bicycles or two-wheeled step-pedal bikes to explore the islands, while those looking to chill out by the azure waters could rent a beach tent and soak up the scenic views.



### A unique island-hopping retreat for Deloitte Consulting leadership

With Sentosa being just 10 minutes away from Lazarus Island, the SDC team curated a novel leadership strategy retreat for Deloitte Consulting, twinning the Sentosa and Southern Islands experience.

SDC collaborated with Island Partners such as ONE°15 Marina Sentosa Cove, Far East Hospitality, and Royal Albatross, to give Deloitte Consulting's leadership team a unique hybrid b-leisure (business and leisure) experience. Held on 26 March 2021, the strategy workshop session saw Deloitte Consulting's leaders across Southeast Asia attending either via Zoom or on-site at Lazarus Island, which featured a lunch cruise on the Tallship, as well as bicycle and walking tours.

This retreat was a useful pilot for exciting experiences that SDC plans to offer on the Southern Islands, leveraging the islands' close proximity and connectivity to Sentosa.



## Bidding farewell to 2020

### Island Lights with Sanrio characters

Guests strolled down memory lane at Sentosa's festive beach light-up, Island Lights with Sanrio characters, from 12 December 2020 to 10 January 2021. Featuring seven larger-than-life light installations on Siloso Beach, the fourth edition of Sentosa's signature light-up included favourites such as Hello Kitty, Pompompurin, My Melody and Little Twin Stars, as they whisked guests back to the past with classic icons from Sentosa over the years.

Visitors could snap a selfie with Hello Kitty at a stylistic recreation of the Sentosa Gateway arch, against a spectacular backdrop of heart-shaped lights, or they could reminisce about the times at Fantasy Island with Little Twin Stars, amidst an eight-metre-tall installation of the former attraction's colourful waterslides.

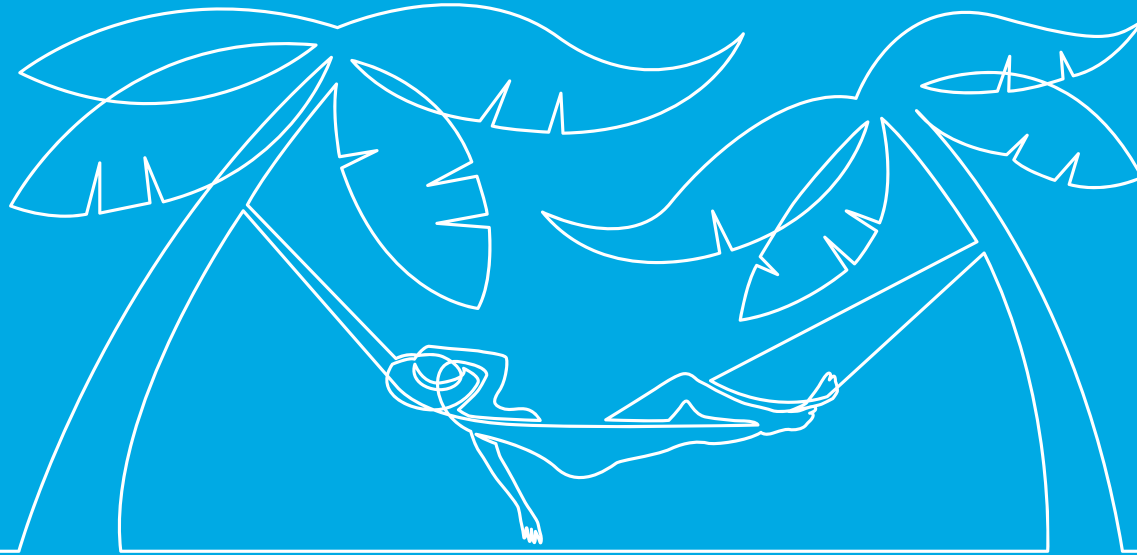


### Christmas by the waters

The year-end festivities extended to Quayside Isle and along the beachfront. Decked out in icy blue lights and glittery baubles matching the ocean's natural blue, Christmas at Quayside Isle, held from 20 November to 31 December 2020, was a mesmerising sight. Some diners even took home exclusive Paw Patrol themed mementoes.

Over at Tanjong Beach Club, guests celebrated a merry tropical Coastal Christmas complete with a beach barbecue, with families and their friends enjoying the fully-booked bottomless brunch over Christmas and Boxing Day. Christian Hartmann, General Manager, Tanjong Beach Club, even dressed up as Santa, bringing gifts and cheer to guests as everyone enjoyed the feast.





Despite the pandemic, the Sentosa community has come together to push ahead into the future, with the roll out of longer term initiatives over the past year to strengthen the island's resilience and ensure that Sentosa's value proposition remains strong for generations to come. These include the development of the refreshed Sustainable Sentosa roadmap to be unveiled in 2021 - with more details in the inaugural SDC Sustainability Report appended - as well as unique offerings and guest engagement initiatives.

# MOVING AHEAD AS **ONE** **SENTOSA**





Muhamad Nabil Mohamad Daud and Nur Danial Lukman Halimi

### SHOW-ing guests the One-Sentosa Experience

Sentosa launched the island's new Service Vision – "Having Fun, Creating Fun" – and its refreshed Service Values in September 2020. Called SHOW (Safe, Helpful, Outstanding, Welcome), the new Service Vision and Values embody the true spirit of a unified One-Sentosa Experience, with Sentosians from SDC and its Island Partners coming together in the co-creation journey. As part of Sentosa's commitment to creating great guest experiences, various Service Champions from SDC and its Island Partners have also been identified as role models who will continually inspire fellow Sentosians to reflect the new SHOW Values through actions.

One such Service Champion is Nur Danial Lukman Halimi from SDC's Recreational Nodes Unit. A friendly and helpful person by nature, Danial has received numerous compliments from guests over the course of his work.

Now, as a SHOW Service Champion, Danial is not only set to deliver more outstanding service, he will also play a key role in inspiring, encouraging, and recognising the efforts of his colleagues. Illustrating the value of such teamwork, Danial shared an anecdote on teammate Muhamad Nabil Mohamad Daud, who was interacting with guests during a guided tour of Fort Siloso one day. "Even though Nabil was wearing a mask, I could sense the genuine smiles from him, as well as the connection that he shared with the guests. At the end of the tour, I had the chance to chat with a guest who came with his son. They shared that Nabil was very engaging, knowledgeable and did very well. I am truly proud of him and am happy that we have brought our SHOW values to life in the work that we do."



Nur Danial Lukman Halimi







### Going beyond being a Beach Shuttle

In line with efforts to continually create great guest experiences, the team behind Sentosa’s Beach Shuttle service also intensified their focus on guests over the past year. Beach Shuttle captains underwent retraining and upskilling to provide a unique travel experience for guests – they are now a full-fledged Attraction Mobility Team who also provide proactive guest services and engage guests along the beach route, as well as live commentaries on board the Beach Shuttle. Since their deployment in November 2020, the team has received positive feedback from guests who complimented the experience.

In October 2020, 10 new eco-friendly Beach Shuttles were also commissioned, powered by electricity to reduce noise and exhaust pollution.



## Pushing ahead with new and novel developments

### Showcasing Sentosa's geological history and transformation

To bring guests closer to Sentosa's geological gems, which may not always be on the minds of visitors, SDC launched the new Geology Gallery in November 2020. Taking visitors on a journey through the earth, the gallery showcases the science behind Sentosa's land and rock formations, such as Siloso Headland, or better known as Tanjong Rimau, which is home to a natural coastline and rich biodiversity. Guests can also examine the elevations of Sentosa's landforms and landmarks through a three-dimensional topographic map of the island at the gallery. The Geology Gallery has been made possible through the support of valued partners such as the Earth Observatory of Singapore, and the Building and Construction Authority.



### Sentosa Golf Club revamps The Serapong

To bolster the position of The Serapong, currently ranked as 'Singapore's Best Golf Course' and one of the world's best, the course has undergone a revamp and reopened in December 2020. Led by Andrew Johnston, General Manager, Director of Agronomy & Resident Golf Course Designer, Sentosa Golf Club, the revamp has further strengthened The Serapong's key characteristics, including fast and challenging greens, as well as its trademark contours that have made it one of the region's most challenging courses. Among various enhancements, the extensive upgrades included a creative serrated edging style for each bunker, a fresh layer of Zoysia Matrella grass to improve draining infrastructure, and enhancement of the soil conditions of the greens.





**Ideas and solutions trialled in Sentosa**

The Sentosa X Enterprise scheme continued to elicit innovative ideas for the leisure industry, with the completion of another successful pilot in November 2020. The Wartime Food and Sustainability Workshop, curated by Edible Garden City, allowed guests to better understand issues such as food scarcity as well as the importance of food sustainability. The workshop also brought participants on a walkabout of Fort Siloso and the wartime staple garden there, shedding light on the rich military history of the Fort.



SDC also collaborated with the Singapore Tourism Board via the Singapore Tourism Accelerator, which pairs up companies with industry partners, to develop future-proof travel and tourism solutions. For instance, SDC successfully facilitated two testbeds in Sentosa, including an accessible tour itinerary for mobility-challenged guests, with detailed mapping and assessment of amenities and accessibility features, together with specialists Wheel the World. In another project, Culture Hint Ltd, a United Kingdom-based software company, analysed data to help identify drivers of guest satisfaction. One of the solutions created was a forecast model which identified spikes in guest flow at key transport nodes in advance, allowing SDC to optimise transport deployment.



### Exhilarating sails at ONE°15 Marina Sentosa Cove

ONE°15 Marina Sentosa Cove, meanwhile, hosted the first sailing event of 2021 for the "SB20" class of sailboats - the 2021 SB20 Asian Grand Slam and Asia Pacific Championship - from 4 to 7 February 2021. The competition had a tightly packed schedule of 12 races, set against a backdrop of the spectacular Singapore skyline. The Students Competition was also introduced to encourage participation from the local community, and it was the first time a student team clinched the trophy at the SB20 Grand Slam.

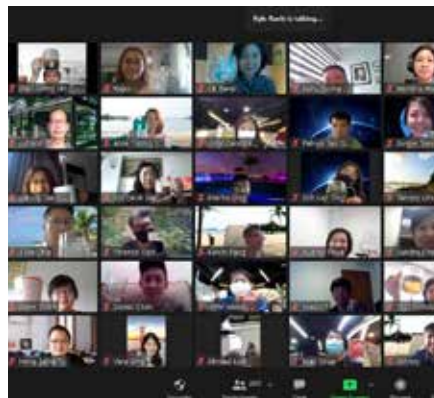




## Caring for Sentosians

### Sentosa Recreation Club's first-ever Virtual Year-End Get-Together

There's no stopping the Sentosa Recreation Club when it comes to celebrating everyone's hard work. The usual physical Dinner & Dance was redesigned to become a virtual get-together in March 2021, featuring a superhero theme befitting everyone's heroic moments as Sentosians worked together to triumphantly overcome 2020's challenges. With a virtual series of fun activities and quizzes, the event brought home the message that everyone is a superhero and that every hero counts.



### SentosaCARES: Staff appreciation goes digital

SentosaCARES, SDC's staff engagement initiative, has also gone digital amid remote working conditions over the past year. For instance, soon after the 'circuit breaker' was implemented, Thien Kwee Eng, Chief Executive, as well as SDC's Assistant Chief Executives, Chin Sak Hin, Jacqueline Tan, and Michael Ma, held live-streamed engagement sessions over May and June 2020, where they engaged and showed their appreciation to staff for their hard work.

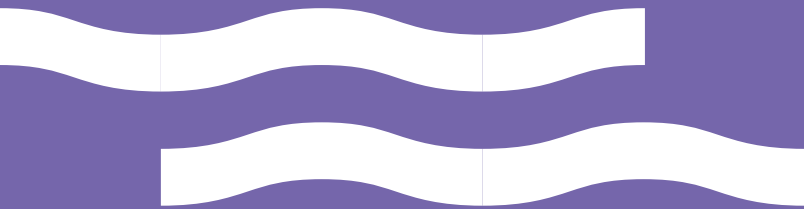
These engagements continued over the year, and also featured the virtual event, A Toast to the New Year, on 7 January 2021. With over 200 SDC staff members attending, the session featured magic performances, games and quizzes. The management team also took the opportunity to share their hopes for 2021 and well wishes.



# GLOBAL RECOGNITION



Sentosa bolstered its position as an industry leader over the year, clinching a range of destination awards and notable mentions for its world class offerings and outstanding service.





### Top honours at [d]arc awards

Magical Shores at Siloso has clinched the prestigious accolade of Best Landscape Lighting Scheme (Spaces) in the 2021 [d] arc awards, which celebrate the best in lighting design across the world. A multi-sensory experience that transforms Siloso Beach into an interactive light and sound spectacle after dark, the attraction hit Sentosa's shores in January 2020. Finalists for the awards were selected by an international jury of independent architectural lighting designers, with winning designs voted on by over 1,500 lighting design practitioners, architects and interior designers, making the [d]arc awards one of the truly peer-to-peer lighting design awards in the world.



### Virtual Sentosa makes splash

SDC's Virtual Sentosa in the popular Nintendo Switch video game, Animal Crossing: New Horizons, bagged two prominent industry awards in 2020. An effort to engage guests at home during the 'circuit breaker', Virtual Sentosa clinched the Silver Pencil for Public Relations: Innovation in Lockdown at The One Show, a prestigious award show in the global advertising, design and digital marketing industry. The award category recognised the flexibility, ingenuity and resilience of organisations that overcame planning, production and execution challenges in the face of a global health crisis.

Over in the Marketing Excellence Awards 2020, Virtual Sentosa was also awarded Gold for Excellence in Interactive Marketing / AR & VR category.

### Islander Brew goes places

The Islander Brew, the unique series of four carbon-neutral beers that has brought a taste of Sentosa into homes and retailers, has also clinched several international awards. Named after Sentosa's landmarks, the Tanjong Rimau and Fort Siloso brews clinched the Gold award in the Concours International de Lyon 2021, while the Siloso Beach and Bukit Manis beers were awarded Silver in the London Beer Competition 2021.



### Novel MICE destination recognised at Singapore Tourism Awards 2020

SDC has been named Best Meetings/Incentives Organiser in the Singapore Tourism Awards 2020. The award recognised the excellence that the SDC team displayed in creating a seamless, all-inclusive Sentosa experience for delegates at the Deloitte SEA Consulting FY20 All Hands meeting which welcomed some 1,700 regional attendees to Sentosa over three days in November 2019.





## Sentosa Golf Club garners slew of accolades

Sentosa Golf Club continues to shine bright on the world stage.

Globally recognised as one of the world's most sustainable golf clubs, the Club has implemented a series of environmentally friendly initiatives through its signature campaigns, #KeepitGreen and GAME ON. It also became the first golf club in the world to join the United Nations Sports for Climate Action in July 2020, with a commitment to be a carbon neutral facility by 2022.

The Club's dedication to offering top quality golf saw it clinching various accolades over the past year:

- Golf Digest's World 100 Greatest Golf Courses 2020-21: The Serapong – Ranked 59th
- Platinum Club Awards 2020: Sentosa Golf Club - Ranked 81st
- World Golf Awards 2020: World's Best Eco-Friendly Golf Facility
- Singapore Prestige Awards 2020: Golf Club of the Year
- Global Excellence Awards 2020: Singapore Golf Club of the Year
- Luxury Lifestyle Awards 2021: Singapore's Best Luxury Golf Club



## Sentosians continue to impress

### Recipients of National Day Awards 2020

Three SDC staff have been conferred National Day Awards 2020 for their outstanding performance. Cordelia Lee, Deputy Director, Corporate Planning, and Hendriaty Binte Husni, Senior Manager, Brand & Marketing were awarded the Commendation Medal for their excellent performance, conduct, as well as efficiency, competence, and devotion to duty. Gary Zhu Zhixin, Assistant Manager, Infrastructure & Operations, also received the Efficiency Medal for his exceptional ability and devotion to his role.



Chief Executive Officer Thien Kwee Eng (third from left) together with (from left to right) Cordelia Lee, Hendriaty Binte Husni, Gary Zhu.

### Going the extra mile for guests

A total of 33 Sentosians from SDC and its various Island Partners, such as Amara Sanctuary Resort Sentosa, Madame Tussauds Singapore, ONE<sup>0</sup>15 Marina Sentosa Cove, Resorts World Sentosa, Shangri-La's Rasa Sentosa Resort & Spa, have been recognised in the annual CEO Star Awards held in September 2020, for going the extra mile to wow and delight guests. Among them, 13 Sentosians received the Service STAR Individual & Team category awards for their outstanding guest service, while another 20 were conferred commendations in the Safety & Security category for their role in ensuring that Sentosa is safe and secure.



Eunice Lee and Justin Lim from Guest Insights & Experience (in navy blue) presenting the CEO Star Awards to Beach Ops staff (from left to right) Renalyn Asis Vasquez, Muhammad Adli Jainulabudin, and Quek Chee Boon

### Sentosa Rangers commended by Singapore Police Force

Five Sentosa Rangers have received the Singapore Police Force's Community Partnership Award in January 2021 for their assistance in maintaining order at Palawan Beach. The Rangers, Lee Hai Chan, Lai Wen Long, Mohamad Ridhwan Bin Ariffin, Yusree Bin Md Adahar, and Muhammad Sharizan Bin Abdul Rahman, had helped to detain six men who committed an offence.



From left to right: Yusree Bin Mohamad Idahar, Lai Wenlong, Muhammad Shahriza n Abdul Rahman.





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