



Record visitor numbers for Sentosa Flowers 2011

Singapore, 14 February 2011: Sentosa Flowers 2011 ended on a high note with a record visitorship of 690,000. This is almost double the number of visitors at the last Sentosa Flowers event in 2009¹.

The 11-day annual floral extravaganza, which began on 03 February 2011, featured more than 200 types of flowers, plants and trees from around the world. For the first time, the festival stretched from the recently-opened Sentosa Boardwalk, into Resorts World Sentosa and Sentosa's Imbiah Lookout as well as Beach Plaza, and spanned seven hectares of event grounds featuring colourful blooms and unique photo points.

New Sentosa Boardwalk well-utilised by the crowds

Over the 11 days, approximately 845,000² discrete guests visited Sentosa Island, an increase of almost thirty per cent over the same period last year. Over half of our guests arrived on Sentosa by public transport. Ten per cent of our guests, or about 85,000 people, took to the new Sentosa Boardwalk this year to experience the new pedestrian facility that also marked the entry point to the floral show. The opening of the Sentosa Boardwalk was timely in easing the load onboard the monorail system. Eighteen per cent rode on the Sentosa Express monorail, while the remaining twenty-two per cent hopped on to the other public transportation services into Sentosa, including shuttle buses, tour coaches and the Jewel Cable Car ride.

¹ In 2010, Sentosa Flowers was replaced with Lights of Spring, a night-based Lunar New Year event.

² Sentosa saw a total island visitorship of 845,000 visitors over the duration of Sentosa Flowers. Of this, 690,000 visited the 11-day floral event.

“A coordinated operations plan involving RWS and VivoCity was in place to facilitate vehicular traffic and pedestrian flow,” said David Goh, Divisional Director of Operations and Retail, Sentosa Leisure Group. “While we had anticipated a high volume of visitors during the Lunar New Year period, the challenge on the ground was ensuring that sufficient directional signages and information were made available to guests, especially for those who connected from the new Sentosa Boardwalk to other parts of the island.”

The monorail service operated at maximum capacity during peak periods, carrying a throughput of 4,000 passengers per hour per direction, with five trains running at an average of 3-minute intervals. The shuttle bus service to HarbourFront Bus Interchange operated at a frequency of 3 to 5 minutes.

Guest ambassadors and traffic marshals were deployed at busier locations on and off the island, including HarbourFront Bus Interchange, Siloso Point and Imbiah Lookout, and additional queue holding areas were provided for at the Beach Station Bus Interchange, to manage any surge in operations for outbound guests.

The remaining guests used private vehicles and taxis to enter Sentosa.

Road traffic in the Sentosa-HarbourFront precinct was proactively managed by Sentosa’s rangers and auxiliary police officers. Traffic flow on the island was generally smooth throughout the Lunar New Year period.