



## MEDIA UPDATE

### FOR IMMEDIATE RELEASE

#### **Double digit growth in visitor arrivals to Sentosa**

- 9.2 million visited Sentosa from January to June 2011
  - Local visitorship to Sentosa holds at 49%<sup>1</sup>
- Steady increase in Filipino, Indonesian and Malaysian visitors

**Singapore, 01 August 2011:** Sentosa registered a positive growth in overall visitorship with guest arrivals to the island reaching 9.2 million<sup>2</sup> in the first half of 2011. This figure is 18 per cent higher than the total visitorship for the same period in 2010. Outside of Resorts World Sentosa (RWS), locals made up 49 per cent of visitors to the island, while four out of 10 leisure and business tourists who visited Singapore also visited Sentosa.

“We are pleased to see that visitor arrival trends continue to be positive, and have put Sentosa on track to register 20 million visitors for the year, as projected. This is in line with the robust growth experienced by the local travel and tourism industry over the past six months. Asian countries, in particular Indonesia, The Philippines and Malaysia<sup>3</sup>, remain big growth markets for Sentosa,” said Mike Barclay, CEO of Sentosa Development Corporation.

“In addition to our continued focus on service standards across Sentosa Island, we have sought to further enhance guest experience by rolling out a number of new product offerings, including the Play Pass, which allows guests to visit multiple attractions with one admission ticket. We were also delighted to welcome our newest Island Partner, iFly Singapore to Siloso Beach. We now offer a diverse mix of leisure experiences, which has no doubt added to the vibrancy and appeal of Sentosa Island.”

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<sup>1</sup> Local-foreign visitor ratio and Filipino, Indonesian and Malaysian visitorship numbers are non-inclusive of RWS figures.

<sup>2</sup> Sentosa Island received 9.2 million visitors from January through June 2011 at the key entry points leading into Sentosa, including the Sentosa Gantry, Sentosa Express station, Sentosa Boardwalk, Cable Car station and Resorts World Sentosa carpark and drop-off point.

<sup>3</sup> Outside of RWS, Sentosa saw a 152 per cent, 135 per cent and 45 per cent annual increase in Filipino, Indonesian and Malaysian visitors, respectively, to the island in FY2010. Indonesians made up the fifth largest group of visitors to the island, up from seventh place in FY2009; while Philippines came in sixth, up from the ninth spot; and Malaysians registered second, up from the fourth place.

## **New attractions and infrastructure over the past six months**

In January 2011, Shangri-La's Rasa Sentosa reopened after undergoing a US\$60 million makeover. Mövenpick Heritage Hotel Sentosa also officially opened its doors to guests in April 2011. The five-star hotel consists of two distinct wings—one reflecting the area's colonial heritage dating back to the 1940s, and a new, contemporary wing, which is scheduled to open later this year. This brings the number of room keys across the island to over 2,800.

iFly Singapore, the world's largest themed wind tunnel for indoor skydiving welcomed its first fliers in May 2011. At 16.5 feet wide and 56.5 feet tall, it is the only wind tunnel with an 18 feet tall acrylic glass wall that lets guests enjoy unparalleled views of the South China Sea and Siloso Beach. Desperados, a virtual shoot-out experience, also underwent a revamp in July. Desperados in 3D now offers guests an action-packed shoot-out competition filled with more challenges and 3D effects, providing them with a highly interactive western shooting experience.

To cater to the phenomenal growth in guest numbers over the last two years, enhancements have also been made to Sentosa's infrastructure and accessibility. In January 2011, the Sentosa Boardwalk was added to the island travel network, which comprises the Sentosa Express, Singapore Cable Car rides and the Sentosa Rider. An elevated pedestrian linkway connecting VivoCity to Sentosa, the Sentosa Boardwalk, allows guests to stroll across to Sentosa from mainland Singapore and back. The opening of the Sentosa Boardwalk marks the completion of all access modes into Sentosa, and is in line with Sentosa's Master Plan in continuously upgrading its infrastructure and transport systems to cater to the growing visitorship and providing a more comfortable travelling experience for guests. These efforts have more than doubled Sentosa's admission capacity over the last two years, from approximately 17,400 people per hour per direction in 2009 to 39,800 people per hour per direction by March 2011.

Sentosa's largest Island Partner, Resorts World Sentosa also celebrated the grand opening of Universal Studios Singapore in May. With the launch of the world's first Madagascar-themed ride, Madagascar: A Crate Adventure, the park now features 21 rides and shows.

## **Enhancing attractions for families with children**

In the coming months, more options will be added to Sentosa's range of leisure and lifestyle offerings to position the island as a compelling leisure and lifestyle destination.

As part of Sentosa's Masterplan to enhance offerings along the beach and to create a distinct water play and beachfront destination at Sentosa, a series of developments have been planned for Palawan Beach. The Palawan Walk (formerly known as the Palawan Link) will feature an 800-metre landscaped walkway that connects restaurants and the food court along the Beach Station and Palawan Beach, and is scheduled to open in 2012. The centerpiece of the Palawan Walk is a water-play area built around a giant pirate ship replica, which also houses a kids club and a family restaurant. A Family Entertainment Centre will also be built on Palawan Beach to offer more family-themed activities in the area.

On the cards for Imbiah Lookout is an arrival plaza, which will feature retail, F&B and other commercial options. Plans for Sentosa's intra-island cableway, which will enhance connectivity between the different clusters of attractions on the island, is still on track for completion in 2014.

### **Event offerings for the hip, cool and energetic**

Spooktacular, Singapore's largest Asian-themed Halloween event will make a comeback in October with more thrills, chills and spills. Sentosa Buskers Festival will once again bring international performing arts talents and guests together in September, and the Siloso Beach Party, Singapore's only beach countdown party, will be back in December, providing party-goers with non-stop music and entertainment over the New Year.

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### **ABOUT SENTOSA ISLAND**

Sentosa is Asia's leading leisure destination and Singapore's premier island resort getaway, located within 15 minutes from the central business and shopping districts. The island resort is managed by Sentosa Development Corporation, which works with various stakeholders in overseeing property investments, attractions development, operation of the various leisure offerings and management of the residential precinct on the island. The Corporation also owns Mount Faber Leisure Group, which runs Singapore's only cable car service, and manages the Southern Islands.

The 500-hectare island resort is home to an exciting array of themed attractions, award-winning spa retreats, lush rainforests, golden sandy beaches, resort accommodations, world-renowned golf courses, a deep-water yachting marina and luxurious residences - making Sentosa a vibrant island resort for business and leisure. In 2010, Sentosa welcomed Singapore's first integrated resort, Resorts World Sentosa, which will operate South East Asia's first Universal Studios.

Situated on the eastern end of Sentosa island is Sentosa Cove, an exclusive residential enclave. By 2014, it will be bustling with some 2,000 homes, romantic quayside restaurants, retail and specialty shops. Offering Singapore's only truly oceanfront residences, Sentosa Cove is fast becoming the world's most desirable address.

The island is also proud to be home to Sentosa Golf Club and its two acclaimed golf courses, The Serapong and The Tanjong. Since 2006, Asia's richest national open, the annual Barclays Singapore Open, has teed off on The Serapong with star-studded line-ups featuring international players and golf professionals from Asia, Europe and the USA playing to nail-biting finishes.

Welcoming a growing number of local and international guests every year, Sentosa is an integral part of Singapore's goal to be a global destination to work, live and play.

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