



FOR IMMEDIATE RELEASE

MEDIA UPDATE

## **More family fun with new themed attractions and activities in 2012**

- Visitor arrivals to the island remained buoyant last year
- 19 million visited Sentosa from January to December 2011

**Singapore, 14 February 2012:** Sentosa welcomed 19 million<sup>1</sup> guests in 2011, recording a 7.3 per cent year-on-year increase over the same period in 2010. The growth in visitorship was partly driven by the opening of new and refurbished hotels and attractions on Sentosa, as well as strong attendance figures at Sentosa's calendar of events.

"We are happy to see visitor numbers grow again in 2011, despite the unusually wet weather we experienced in the last quarter of the year", said Mike Barclay, CEO of Sentosa Development Corporation. "2012 will be a significant year for Sentosa. We are proud to be celebrating the 40<sup>th</sup> anniversary of our establishment as a leisure island destination. We have remained faithful to our mission to establish Sentosa as an iconic playground for Singaporeans and tourists alike. We have new attractions in the pipeline for the year, and we are planning a variety of 40<sup>th</sup> anniversary special offers, so that everyone can enjoy the buzz of the island and get reacquainted with the Sentosa experience."

Locals made up 50 per cent of visitors to the island outside of Resorts World Sentosa (RWS). India, Malaysia and Australia continued to be the top three international & growth<sup>2</sup> markets for the period January to December 2011, with Malaysia registering the biggest year-on-year increase of 28%.

### **Making play time more fun for families with children**

Sentosa's family beach, Palawan Beach, will be further developed into a distinct water play zone and beachfront destination for families. Access to the beach will be enhanced by the

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<sup>1</sup> Sentosa Island received 19 million visitors from January through December 2011 at the key entry points leading into Sentosa, including the Sentosa Gantry, Sentosa Express station, Sentosa Boardwalk, Cable Car station and Resorts World carpark and drop-off point.

<sup>2</sup> Outside of RWS, Sentosa saw a 20 per cent, 28 per cent and 20 per cent annual increase in visitors from India, Malaysia and Australia, respectively to the island in 2011 compared to 2010.

completion of The Palawan Walk in the second quarter of 2012. It will feature an 800-metre landscaped walkway that will connect the Siloso Beach Station to the restaurants and food court along Palawan Beach. The centerpiece of Palawan Walk will be a 9,000 sqm family play area that will house a splash-zone, kids club and themed areas for picnics and leisure activities, as well as retail and dining options. The integrated family play area will be complemented by a vibrant array of programming activities for children aged two to twelve years old. Work will also begin on a Family Entertainment Centre facing onto Palawan Beach, making it a must-visit zone for family bonding, edutainment and family-centric activities.

A combat-themed laser tag activity is also being planned at Fort Siloso, while Siloso Beach will have another high energy attraction added to the exhilarating zone.

The array of accommodation options around the island will continue to grow and cater to the steady stream of hotel guests. Resorts World Sentosa’s (RWS) Equarius Hotel and Beach Villas will open their doors within the week. Additionally, in the second half of the year, the Mövenpick Heritage Hotel Sentosa is scheduled to launch its refurbished heritage wing, while W Hotel at Sentosa Cove is expected to open, bringing the number of room keys across Sentosa to more than 3,100 by the end of this 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. Sentosa Island will soon welcome a new mega attraction and Singapore’s only integrated resort targeted at families, Resorts World Sentosa, which will operate South East Asia’s first Universal Studios Singapore.

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.