

# CELEBRATING

# ONE



# SENTOSA

sentosa™  
**50**  
discovery  
neverending



ANNUAL REPORT 2021/2022



Sentosa Development Corporation

# Annual Report 2021/2022

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# 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. 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.

As a testament to its commitment to sustainability, SDC has been conferred the Global Sustainable Tourism Council - For Destinations (GSTC-D) certificate, making Sentosa the first island destination in Asia to receive this accolade.



## 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 breath-taking 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 two consecutive years – 2020 and 2021 – 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 by 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, Wings of Time, SkyHelix Sentosa, Mount Faber Peak, Sentosa Island Bus Tour, Mount Faber Heritage Tour, Arbora Hilltop Garden & Bistro, Arbora Café, Dusk Restaurant & Bar, Good Old Days Food Court & Western Grill, 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. The Sentosa STAR values reflect our commitment in 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.

### SHOW Service Values

#### Service Vision: Having Fun, Creating Fun

##### 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

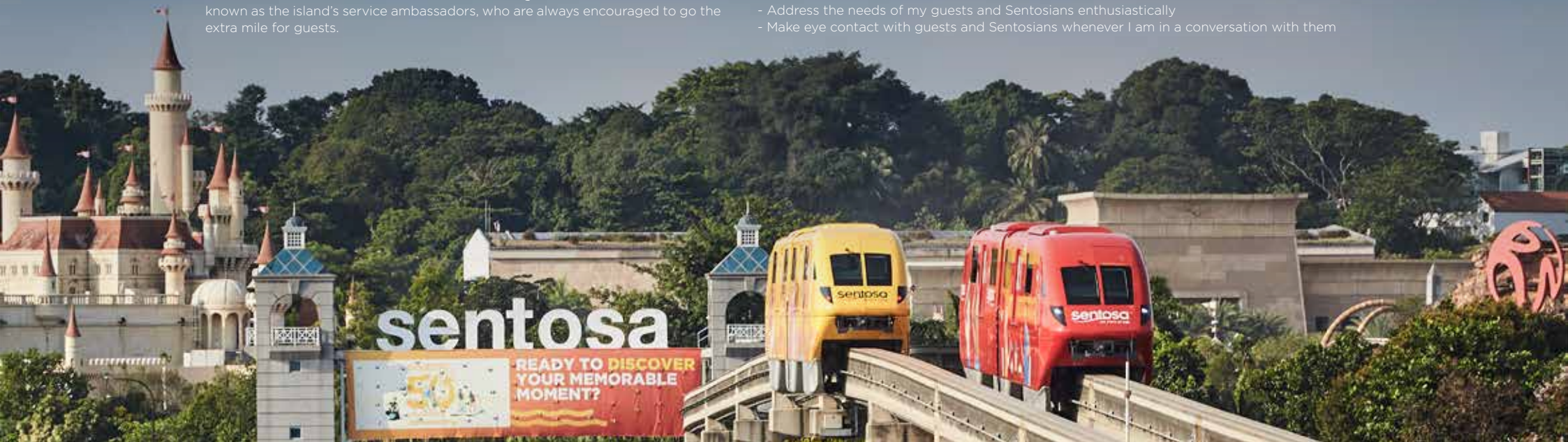
- Do my best to understand the needs of my guest, Sentosians and Island Partners
- Take the initiative to help others in need
- Constantly look for ways to deliver the One Sentosa Service Experience

##### 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





# Board Members

As at 31 March 2022



1

1

## BOB TAN BENG HAI

Chairman

Sentosa Development Corporation

Jurong Engineering Limited

Ascott Business Trust Management Ltd

Ascott Residence Trust Management Ltd

SBS Transit Ltd



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2

## THIEN KWEE ENG

Chief Executive Officer

Sentosa Development Corporation



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## ANG SHIH-HUEI

Chief Executive Officer

Klareco Communications



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4

## ANGELENE CHAN

Chairman

DP Architects



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5

## GUNA 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

Vice-Chairman

SHATEC Institutes Pte Ltd

8

## EUGENE HO

Regional Managing Director

Deloitte Consulting SEA

Chief Strategy & Innovation Officer

Deloitte SEA & Deloitte Consulting Asia Pacific

9

## MARIAM JAAFAR

Managing Director & Partner

Boston Consulting Group

10

## BENJAMIN STEWART KING

Country Managing Director

Google Singapore

11

## KEVIN KWOK

Independent Director

Singapore Exchange 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



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15

## Senior Executive Team As at 31 March 2022



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**THIEN KWEE ENG**

Chief Executive Officer



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**CHIN SAK HIN**

Assistant Chief Executive & Chief Financial Officer



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**LINDA LEE**

Divisional Director, Human Resource & Administration



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**JACQUELINE TAN YI-PING**

Assistant Chief Executive



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**MICHAEL MA**

Assistant Chief Executive



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**MIRA BHARIN**

Divisional Director, Marketing and Guest Experience



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**CHAN BENG KIAT**

Divisional Director, Architecture & Land Planning



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**CHEW TIONG HENG**

Divisional Director, Business and Experience Development



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**KOH PIAK HUAT**

Divisional Director, Operations



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**RAYMOND YEO**

Divisional Director, Finance & Procurement



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**LAM YUE KWAI**

Divisional Director, Project Development



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**LEE CHEH HSIEN**

Divisional Director, Planning



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**ANDREW JOHNSTON**

General Manager, Sentosa Golf Club



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# Joint Chairman & Chief Executive Officer Message

2022 marks a very special year for us as we celebrate Sentosa's 50th anniversary. Over the past five decades, Sentosa has stayed true to its mandate to be a place of relaxation and rejuvenation for Singaporeans and tourists. Today, Sentosa has transformed into a world-renowned leisure destination with a range of experiences and offerings – from hotels, attractions, F&B, tours and more – to excite and delight guests of all ages. Nonetheless, amidst this transformation, we have retained elements of Sentosa's origins and inherent charm, with nature and heritage assets that pay homage to our journey and history.

While the COVID-19 pandemic years significantly limited tourist arrivals, local visitors have continued to find respite on the island, contributing to an annual visitorship of 9.4 million in FY2021/2022. This marks the highest annual number of local guests in Sentosa's history, and a 10% percent increase from the 8.6 million that visited in FY2020/2021.

## Celebrating 50 years of Sentosa

Celebrations for Sentosa's Golden Jubilee kicked off in January 2022, with festivities continuing throughout the entire year. With the theme of "Discovery Neverending", the celebrations include more than 50 commemorative leisure experiences that showcase the diverse facets of Sentosa.

Paving the way for the year's celebrations was the launch of SentoSights, a series of sustainability- and heritage-themed

tours done in collaboration with travel partners that will immerse guests in the wonders of Sentosa in fun and engaging ways. We also rolled out the Silvers Deals, a collective effort across many of our Island Partners to thank earlier generations of Singaporeans for supporting the island's initial growth, as well as Stories of Discovery, an effort to reminisce about Sentosa through the eyes of our guests.

Our 50th anniversary is also an opportune time for us to highlight and educate guests about Sentosa's heritage. In February 2022, Fort Siloso was gazetted as a National Monument, illustrating the rich history that Sentosa is home to. In conjunction with the National Heritage Board, we also launched the Sentosa Heritage Trail, which traces the transformation of the island while uncovering stories of the communities who used to live here.

During this year-long celebration, guests can also look forward to collaborations with homegrown brands, themed festivals, and a revamped Sentosa Islander membership, among other activities. Shifting gears as we approach Sentosa's birthday on 1 September, the Sentosa Golden Jubilee Charity Golf will also see SDC, Sentosa Golf Club, Community Chest and our partners – both on and off the island – come together to raise funds and give back to the community. All our activities will then culminate in our Golden Jubilee dinner – a celebration of all Sentosa has accomplished in the last 50 years.

It is very timely that Singapore's border restrictions have been relaxed during Sentosa's Golden Jubilee year, and we look forward to more guests joining us in our celebrations, including our friends and fans from abroad.

## Bolstering our commitment to sustainability

In a world where consumers are becoming increasingly discerning and environmentally aware, there is a growing need for us to prioritise sustainable ways of doing things. As a key industry leader, SDC took the lead and launched the Sustainable Sentosa strategic roadmap, a culmination and consolidation of our sustainability efforts.

The roadmap highlights Sentosa's dual goals of achieving carbon neutrality by 2030 and becoming a globally recognised, certified sustainable tourism destination. Alongside the unveiling of the roadmap was the launch of the Sentosa Carbon Neutral Network, Singapore's first carbon-neutrality focused business alliance – a like-minded community of sustainability champions in Sentosa, working together as One Sentosa to develop solutions that impact and permeate throughout the entire island.

More information on the roadmap and our various sustainability efforts can be found in our Sustainability Report. Released for the second year, the report continues to signal our firm commitment to sustainability.

As technology develops and evolves, we are excited to explore new ways to further integrate sustainability into our overall goals and development plans in the coming years. →

**Bob TAN Beng Hai**  
Chairman



### Remaining flexible amidst uncertain times

The COVID-19 pandemic remained a key concern for Sentosa in FY2021/2022, with the emergence of new virus variants presenting new challenges. Nonetheless, we remained resilient and made the most of the circumstances, retaining our 100% SG Clean certification until end-2022 to provide guests with a peace of mind. Throughout the year, we participated in virtual and hybrid trade shows and conferences such as the Web In Travel Experience Week and Travel Roadshows, keeping our audiences updated about Sentosa even though travel may be curtailed. Capella Singapore also played host to the 2021 Bloomberg New Economy Forum, with some of the world's top business and government leaders in attendance.



**THIEN Kwee Eng**  
Chief Executive Officer

On the leisure front, we continued to engage local audiences as part of Sentosa's 49th birthday celebrations in September 2021. Aptly named Make Time for More Holidays, the campaign continued to advocate the need to make time for well-deserved breaks, through the roll out of new fitness, arts and education experiences, held on Sentosa's signature golden beaches.

With the relaxation of group sizes towards the end of 2021, we also resumed hosting larger-scale events. Guests were able to catch the loveable Pokémon Eevee bobbing and dancing at the Eevee Dance Parade, while the island saw the return of signature sporting events such as the SMBC Singapore Open and the HSBC Women's World Championship. We also removed our beach reservation system, reverting to the familiar pre-pandemic experience of going to the beach.

### Leveraging technology for a Smart Sentosa

Throughout the COVID-19 period, we continued to trial new technological projects to better engage our guests. In partnership with the Government Technology Agency (GovTech) and Singtel, the 5G@Sentosa programme was rolled out in October 2021 to identify opportunities for greater productivity and efficiency, and to enhance Sentosa's tourism offerings. For example, SDC is currently working with the Singapore Tourism Board (STB) to develop and trial an Augmented Reality (AR) experience at Fort Siloso Skywalk, bolstered by the use of 5G. SDC also developed

and conducted operational trials for a new Command & Control Information System (CCIS) to identify and better manage crowds at Sentosa's three beaches.

As part of the Sentosa Enterprise Scheme (SES), we also trialled lactation pods in partnership with Go!Mama, and worked with foodpanda and ST Engineering to pilot food delivery using drones from eateries on Sentosa to St John's Island.

While these innovations are at relatively nascent stages, we look forward to working with our partners to explore some of these solutions for the long-term.

### Preparing for the future

We continued to introduce new and refreshed offerings to Sentosa to encourage locals to rediscover the island, while preparing for the eventual return of tourists. New offerings launched in FY2021/2022 include the open-air scenic ride SkyHelix Sentosa, wellness resort Oasia Resort Sentosa, perfume-making bar Scentopia, and lifestyle and events venue Southside. In the coming years, more highly anticipated offerings will be coming on stream, including the Sentosa Sensoryscape, Raffles Sentosa Resort & Spa, and Resorts World Sentosa's (RWS) expansion, also known as RWS 2.0.

With the reinstatement of quarantine-free travel for all in early 2022, we are slowly seeing the return of tourists to Sentosa. We remain cautiously optimistic about the growth that

will continue into FY2022/2023, as Singapore and the rest of the world transitions towards living with COVID-19.

### Forging ahead as an island community

Despite the uncertainty over the last year, we are heartened to see the Sentosa community coming together and striving for excellence, as seen in the multiple accolades that we have received. Virtual Sentosa on Animal Crossing, initially launched in April 2020, continued to reel in achievements, including Outstanding Marketing Idea at the 2021 Singapore Tourism Awards. Seven SDC staff members were also awarded the Going-the-Extra-Mile Service (GEMS) Award for consistently delivering outstanding service, and Sentosa Golf Club continued to chalk up awards for the quality of its courses and its sustainability initiatives.

These achievements are no small feat, and everyone in our island community - whether SDC or Island Partner - can stand proud of the hard work that has gone into developing Sentosa into a globally-renowned destination. We would thus like to express our gratitude to all staff, especially our frontliners, for remaining steadfast and resilient amidst the challenges posed by the pandemic.

With the reopening of international borders, we are hopeful of what the future may hold. Let us continue to look forward and achieve greater heights in the years to come.



50 years is indeed a significant milestone for Sentosa and SDC. To celebrate this milestone and to thank guests for their support over the decades, Sentosa's Golden Jubilee celebration kicked off with a variety of commemorative experiences to delight guests within and beyond the shores of Sentosa.

# LAUNCHING & CELEBRATING SENTOSA'S GOLDEN JUBILEE



## 50 YEARS AND STILL DISCOVERING

It's our **Golden Jubilee**, and we've got 50 exciting experiences, deals and more for you to discover. Find out more at [sentosa.com.sg/Jubilee](https://sentosa.com.sg/Jubilee)



### Sentosa's Golden Jubilee

To commemorate Sentosa's transformation from a fishing village and military base to one of the world's leading leisure destinations today, SDC brought together more than 50 commemorative leisure experiences to thank guests for their strong support over the decades.

Under the theme "Discovery Neverending", Sentosa's Golden Jubilee celebrated the diverse facets of the island, including lesser-known and new leisure experiences, while showcasing the evolution of Sentosa over the years and highlighting the island's exciting array of offerings.

Celebrations kicked off in January 2022, laying the ground for the year's festivities. Comprising tours, brand collaborations, festivals and more across the entire island, guests are spoiled for choice by the slew of experiences and offerings available throughout the year-long celebration.

## Kicking off a year of festivities

The first batch of celebratory offerings for Sentosa's Golden Jubilee kicked off in January 2022.

- As part of efforts to celebrate Sentosa's multi-faceted leisure experiences, SDC collaborated with travel partners to launch SentoSights, a series of 11 unique sustainability- and heritage-themed tours. These enable guests to immerse themselves in Sentosa's rich history and natural wonders while exploring a different side of the island, with tours to gems such as Fort Siloso, Fort Serapong, Tanjong Rimau, as well as the neighbouring Southern Islands. Game-based exploration, night-time forest hikes and intertidal walks are some of the unique elements featured in the tours, allowing guests to delve into heritage and sustainability in a fun and engaging way.



- To thank earlier generations for supporting the nascent growth of Sentosa, Singapore Citizens and Permanent Residents aged 60 and above enjoyed a series of Silvers Deals, comprising exclusive weekday discounts such as \$5 Singapore Cable Car rides, one-for-one admission into Madame Tussauds Singapore, and a 50% discount at Sentosa 4D AdventureLand on its 'four-in-one' combo, among others.



- From 7 to 28 February 2022, guests were invited to reminisce and share a cherished Sentosa memory on Facebook and Instagram under the Stories of Discovery social contest. 10 of the most heart-warming photo entries were then featured in a special celebration film, with winners also receiving a curated Sentosa experience package that included a three-day-two-night staycation in Sentosa.
- Beginning 11 March 2022, guests could visit Sentosa and accumulate stamps under the Sentosa Passport and Golden Jubilee Grand Draw campaign. Every \$20 spent at participating businesses entitled guests to one chance in the Golden Jubilee Grand Draw, giving them the chance to walk away with prizes and experiences worth up to \$50,000. Experiences worth \$1,000 would also be up for grabs every month.

## Continuing the celebrations into FY2022/2023

With celebrations continuing through to FY2022/2023, the launch provided guests with a sneak peek of the activities they could look forward to for the rest of the year.

From a revamped Sentosa Islander membership to collaborations with homegrown brands Brewerkz and Udders, celebratory wellness- and food-themed festivals, and a commemorative Golden Jubilee E-book, a plethora of activities and offerings are in store for guests in the coming months.

Also, as part of Sentosa's collective efforts to give back to the community in Singapore, SDC, Sentosa Golf Club, and Community Chest will be jointly organising the Sentosa Golden Jubilee Charity Golf, in support of the President's Challenge and Community Chest. In the spirit of a One Sentosa celebration, Sentosa's Island Partners will be supporting the initiative as well\*.

*\*More information on the activities will be included in SDC's FY2022/2023 Annual Report.*



# ELEVATING SUSTAINABILITY & PRESERVING SENTOSA'S HERITAGE

Following many years of developing its focus on sustainability, SDC rolled out its Sustainable Sentosa strategic roadmap in FY2021/2022. This landmark roadmap guides Sentosa in assimilating sustainability into its DNA while conserving the island's heritage assets. More information on Sentosa's sustainability efforts can be found in the SDC Sustainability Report appended.



Fort Siloso



## Unveiling of Sustainable Sentosa strategic roadmap

On 17 September 2021, SDC committed to ambitious goals under the Sustainable Sentosa strategic roadmap, in support of the Singapore Green Plan 2030. The landmark roadmap, which builds on the island's past sustainability efforts and unique value proposition, will see the Sentosa community striving towards its dual goals of achieving carbon neutrality by 2030 and becoming a globally recognised, certified sustainability tourism destination.

Highlighted as key priority areas for Sentosa were the island's commitment to greening its transportation and infrastructure, as well as the implementation of solutions to harness renewable energy. In the coming years, guests can also look forward to initiatives such as green Meetings, Incentives, Conferences, Exhibitions (MICE) and wedding packages.



## Unveiling of Sustainable Sentosa strategic roadmap

The announcement also included the launch of the Sentosa Carbon Neutral Network, Singapore's first carbon neutrality-focused business alliance. Made up of 21 members comprising SDC and various Island Partners, the public-private alliance will come together to develop Sentosa-wide sustainability solutions through the sharing of resources and expertise, while also leveraging economies of scale and a common network.

The announcement event was graced by Guest-of-Honour Minister of State for Trade & Industry and Culture, Community and Youth Alvin Tan.



## Unveiling of Sustainable Sentosa strategic roadmap

In the months following the announcement, a number of initiatives under the roadmap were progressively rolled out.

- In October 2021, SDC launched a new ferry service between Sentosa Cove and the Southern Islands to offer guests broader eco-destination options. This marks the first step in the development of 'off-grid', low-carbon rustic getaway experiences in the Southern Islands, as an extension of the Sentosa getaway.
- Also in October 2021, SDC partnered with ComfortDelGro Bus for a six-month electric bus trial. Insights from the trial, such as mileage impact and battery usage trends, will help to advise decision-making as Sentosa progressively electrifies the island's public bus services.
- Sustainability-themed tours, SentoSights, were launched in January 2022 as one of over 50 experiences under Sentosa's Golden Jubilee celebration.

Sentosa also received its first destination sustainability accolade in October 2021, having been listed as one of Green Destinations' Top 100 Sustainability Stories. The yearly list, first published in 2014, highlights innovative and effective good practice stories on responsible tourism from all over the world, with Sentosa recognised for engaging guests and the community as part of environmental conservation efforts.

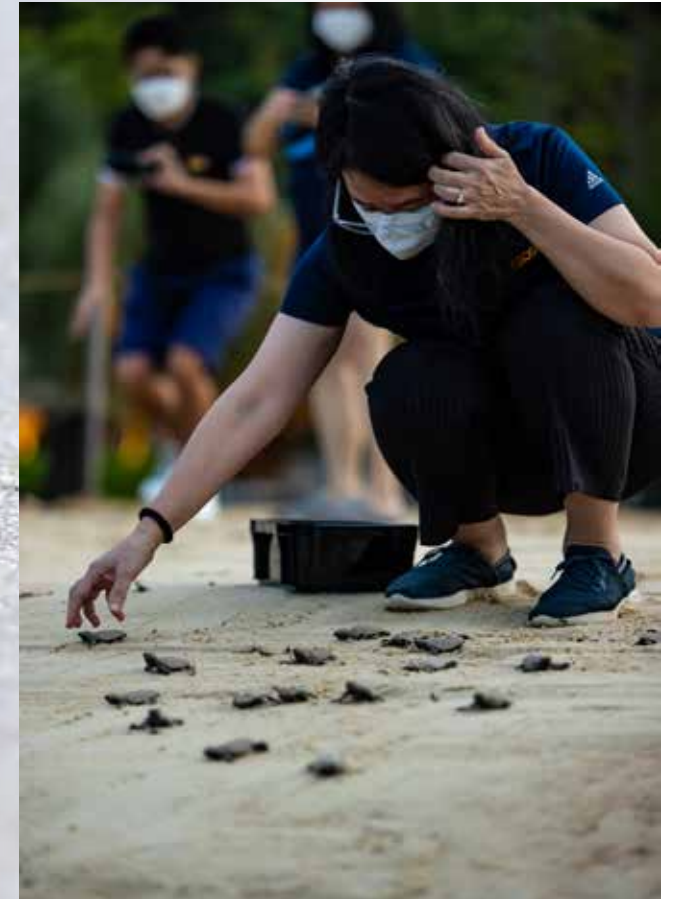




## Protecting Sentosa's wildlife

The morning of 1 November 2021 saw 85 critically endangered hawksbill turtle hatchlings released into the sea from Siloso Beach, having hatched from their nest the night before. This marked the sixth hatching in Sentosa since 1996, and the first since 2019.

To provide additional protection, SDC built barriers over the nest to prevent disturbances from natural predators and curious guests at the beach. Regular checks were also conducted over the eight-week period to ensure that the nest remained safe until hatching.



## Promoting whole-of-Sentosa sustainability efforts



### Sentosa Golf Club's 10-year partnership with The Toro Company

In March 2022, Sentosa Golf Club announced a 10-year partnership with The Toro Company and local Toro distributor, Jebesen & Jessen. The agreement includes a complete fleet of brand-new Toro golf course maintenance equipment and irrigation products, as well as battery-powered landscape tools – all focused on reducing emissions and promoting overall productivity and sustainability.

The Club has 36 holes of Toro irrigation, including Toro INFINITY Sprinklers and a Lynx System with satellite technology, in addition to Toro Turf Guard wireless soil monitoring to provide in-field data. The Lynx system provides precision water management with features designed to help reduce water usage. Toro's hybrid and electric equipment and water-saving irrigation systems align with the Club's dedication to sustainability.

Initiatives to manage Sentosa Golf Club's carbon, water and waste footprint will be boosted by the partnership as the Club looks to become the world's first carbon-neutral golf club in 2022.



### Energy Observer stopover at Sentosa Cove

From 10 to 20 March 2022, Energy Observer – the world's first vessel powered by renewable energy and hydrogen – made a stopover in Singapore, docking at ONE°15 Marina Sentosa Cove. The vessel was accompanied by the Energy Observer Village & Exhibition, which aims to raise awareness of the need for energy and ecological transition to more sustainable options.

The exhibition was open to the public from 19 to 20 March 2022 and marked the first time such an event was held in Sentosa Cove for over two years.



### Resorts World Sentosa ramps up sustainability drive

In strengthening its longstanding commitment to biodiversity protection and decarbonisation, Resorts World Sentosa (RWS) and the National University of Singapore (NUS) launched the RWS-NUS Living Laboratory on 5 January 2022 – a collaborative research and development effort which marks a significant milestone in Singapore's sustainable development journey. The five-year, \$10 million applied research collaboration is the single largest academic-industry collaboration focused on biodiversity and decarbonisation, with direct contribution to the tourism economy and environmental education.



RWS is also well-positioned to cater to the emerging wave of visitors conscious about climate protection and conservation with its newly-launched sustainable tourism initiatives. In 2021, RWS launched Eco-MICE packages to meet increasing demand for sustainable events, paving the way for RWS to hold sustainable yet state-of-the-art events to shape the growth of eco-tourism in Singapore. Further embedding sustainability into its offerings, RWS EcoTrail will enable RWS' hotel guests to embark on exclusive tours to discover the various environmental initiatives put in place around RWS.



## Conserving Sentosa's heritage



### Fort Siloso gazetted as National Monument

In line with the 80th anniversary of the Battle of Singapore and in commemoration of its role in the event, Fort Siloso was officially gazetted as Singapore's 74th National Monument on 15 February 2022. The historic site has now been accorded the highest level of protection, which stands as a testament to its importance in Singapore's history.

Fort Siloso, Singapore's best-preserved 19th-century fort, comprises 11 fort structures that collectively tell Singapore's defence story. The fort is the first monument outside mainland Singapore, and also marks the first time that a site with structures is gazetted as a National Monument.

As a gazetted monument, Fort Siloso's intangible historical value will be preserved and promoted for posterity, allowing future generations of Singaporeans and tourists to explore the site and better understand its role in Singapore's history.



### Launch of Sentosa Heritage Trail

Featuring 30 heritage sites, the new Sentosa Heritage Trail, developed by the National Heritage Board (NHB) in partnership with SDC, traces the transformation of the island from a military complex to a leisure destination, uncovers stories of the communities who once lived there, and sheds light on the story of modern Sentosa's reinvention.

These sites can be accessed via three self-guided thematic trail routes of varying distances, each telling its own story of the history of Sentosa:

- Kampongs and Barracks, which explores the lives and livelihoods of the people of Pulau Blakang Mati, as well as their living spaces – including kampongs, barracks, and luxurious bungalows
- Forts, which delves into the extensive fortifications on Sentosa, including Fort Siloso, Imbiah Battery and Fort Serapong, and how they featured in the defence of colonial Singapore
- Memories of Sentosa, which revisits some of Sentosa's iconic locations, their contribution to the island's reinvention as a leisure destination in the 1970s, and the memories associated with these landmarks

Guests can also download the Sentosa Heritage Trail's companion guide and map for more details on the trails and to aid their exploration of Sentosa.



# LEVERAGING TECHNOLOGY FOR A SMART SENTOSA

Over the years, Sentosa has established multiple collaborations with both the private and public sectors to create and testbed new technologies and solutions. FY2021/2022 saw the trialling of innovative technologies that have the potential to improve the overall experience for guests and businesses in certain key areas for Sentosa.

## 5G@Sentosa partnership with GovTech and Singtel

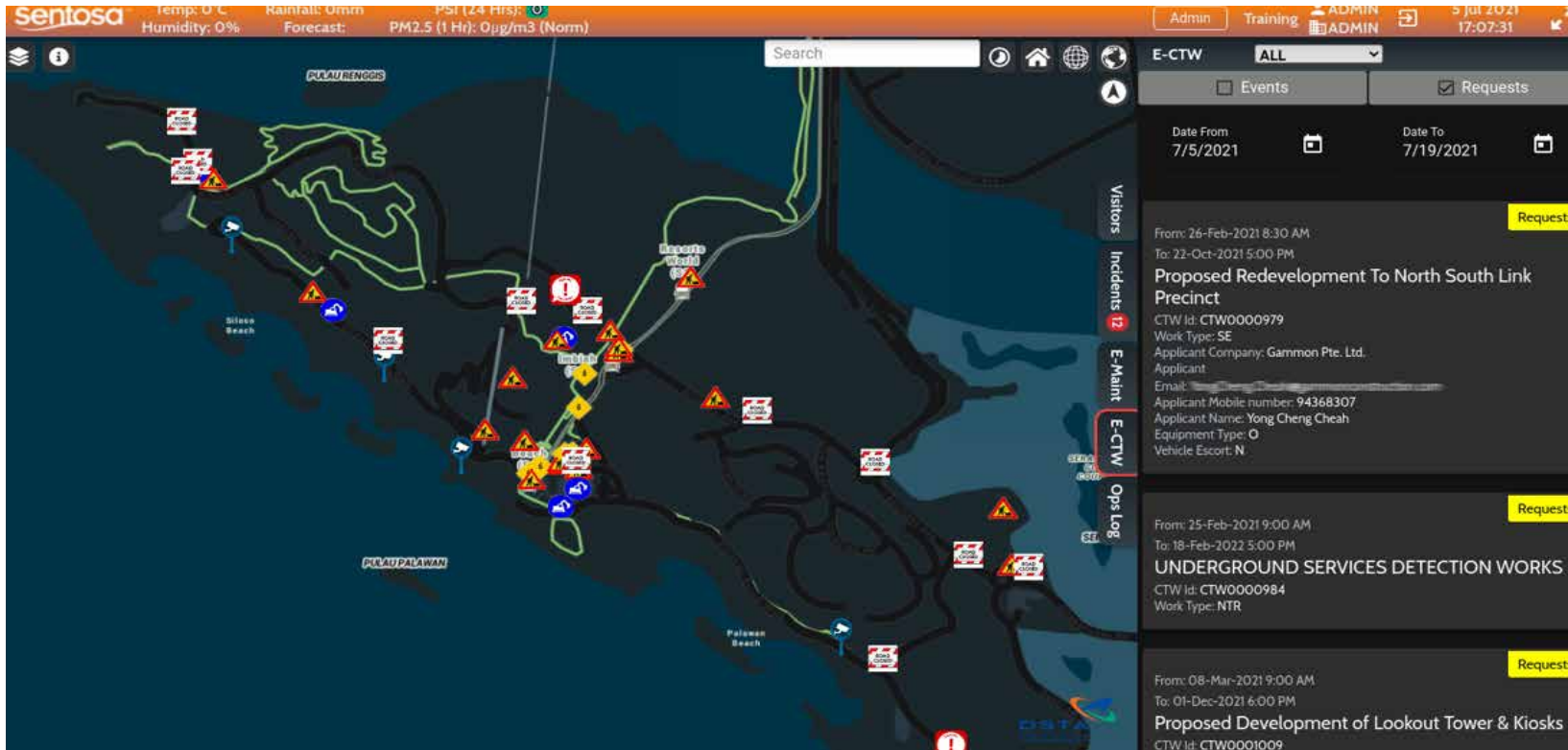
In partnership with the Government Technology Agency (GovTech) and Singtel, Sentosa is serving as a testbed for promising public sector use cases for 5G technology. Known as the 5G@Sentosa programme, the public-private sector collaboration catalyses the public sector's adoption of 5G connectivity by enabling agencies to trial use cases that improve operation effectiveness and deliver citizen-centric services. Trials are being conducted ahead of Singapore's nationwide 5G rollout in 2025, leveraging the lower latency, higher speed and broader bandwidth of 5G technology.

Examples of projects trialled in Sentosa:

- The Building and Construction Authority and Gammon Pte Ltd - the builder in charge of the Sentosa Sensoryscape - have trialled the use of 5G for construction applications, including the deployment of fully autonomous robots with mounted 3D laser scanners for remote tracking of work progress, as well as the use of drones with live video feeds for site inspection
- SDC's partnership with the Singapore Tourism Board (STB) to trial infrastructure-light 5G leisure experiences, including the AR gamification of the Fort Siloso area



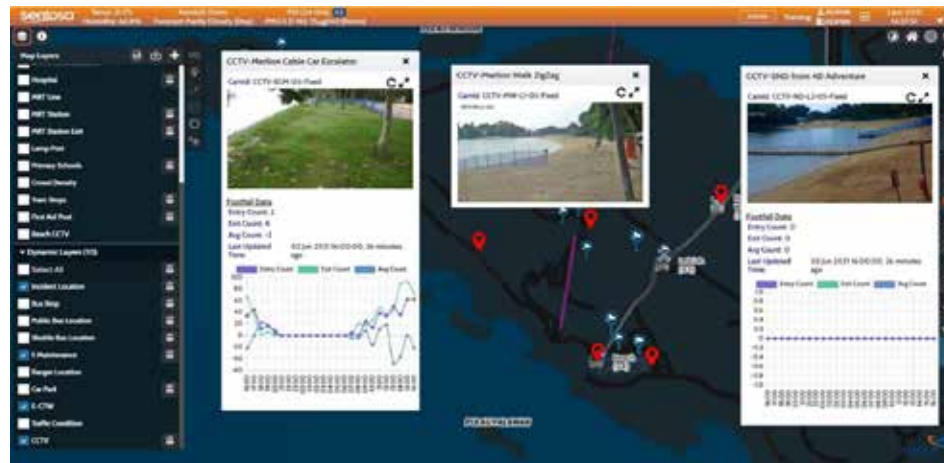




## Sentosa's Command & Control Information System (CCIS) Trial

To better understand and manage crowds at Sentosa's three beaches, SDC completed the first phase of a prototype Command & Control Information System (CCIS), conducted in collaboration with the Defence Science and Technology Agency (DSTA) and the Public Sector Science and Technology Policy and Plans Office (S&TPPO). The trial consolidated the use of video analytics, a Sensor Data Exchange (SDX) platform to integrate multiple sensor data sources, and an assessment of Sentosa's carpark occupancy to better determine overall crowd density at the beaches.

This 15-month trial will feed into Sentosa's long-term goal of developing a single, integrated platform to consolidate all operational data, with more studies and trials conducted progressively. When rolled out, the technology will help improve Sentosa's overall operational efficiency and responsiveness, aiding in areas such as resource deployment.



## New Sentosa x Enterprise Scheme (SES) trials launched in Sentosa

Following the successful completion of six SES trials since its April 2019 launch, SDC is stepping up its search for innovative solutions to enhance Sentosa's leisure experience for guests. The scheme also provides local enterprises the opportunity to testbed innovative concepts and ideas in Sentosa.

In FY2021/2022, two more solutions, both with accessibility in mind, were trialed.



### Drone food delivery trial to St. John's Island

From 23 March to 9 April 2022, SDC teamed up with ST Engineering and foodpanda to pilot drone food delivery from Sentosa's restaurants to St. John's Island, one of Singapore's Southern Islands. The pilot sought to study the feasibility and operation requirements of such drone food deliveries, with the hope of eventually supporting SDC as it extends the Sentosa getaway to the nearby Southern Islands.

The trial involved a select group of participants on St John's Island, enabling them to order freshly prepared meals from a variety of participating F&B establishments in Sentosa via the foodpanda app. The meals were first transported by foodpanda riders to the take-off point at Tanjong Beach, before a seven-minute flight by drone transported them to a designated delivery point on St John's Island.

The pilot programme leveraged ST Engineering's drone technology: DroNet, its end-to-end drone operation platform, as well as its in-house DrN-35 drone.



### Go!Mama lactation pods and app

Supported by the Ministry of Trade and Industry's Pro-Enterprise Panel, local startup Go!Mama developed a series of lactation pods and a dedicated app to meet the needs of nursing mothers on the go. The six-month trial in Sentosa, which began in December 2021, saw the deployment of pods at the Sentosa Express' Resorts World Station, Beach Station bus interchange, as well as Siloso and Palawan beaches, enhancing Sentosa's inclusivity and accessibility as well as its position as a family-friendly destination.

The freestanding booths incorporated innovative features such as automated cleaning and disinfection, as well as secured access control via SingPass or a One-Time Password. The app also provided easy way-finding and useful information on available Go!Mama lactation pods or nursing rooms in the vicinity, and enabled users to pre-book a pod.



# CREATIVELY

## ENGAGING OUR AUDIENCES

The COVID-19 pandemic continued to pose challenges in FY2021/2022, following the emergence of new virus variants. Despite this, Sentosa's island community managed to find ways to creatively engage and reach out to its various audience segments, through virtual and hybrid trade shows, creative campaigns and multiple smaller-scale events to keep guests coming back.





## Engaging MICE audiences through virtual and hybrid platforms

While large-scale MICE events remained out of reach in FY2021/2022, SDC managed to engage travel trade stakeholders by participating in virtual or hybrid trade events, as well through trade media platforms.

Throughout the year, podcasts, travel shows and discussions with Web In Travel (WiT) saw SDC weighing in on topics such as wellness and sustainability. On 19 October 2021, SDC's Chief Executive Officer Ms Thien Kwee Eng sat for an interview with the founder of WiT, Ms Yeoh Siew Hoon, at the 2021 WiT Experience Week to discuss Sentosa's ongoing sustainability efforts, as well as the practical limitations of today's technology in achieving these ideals.

Regionally, SDC also participated in the International MICE Showcase 2.0 for the second year in a row. The virtual event, which took place on 30 September 2021, saw SDC represented by Mr Chew Tiong Heng, Divisional Director, Business and Experience Development. During a panel discussion on the future of business events and meetings, he highlighted the increasing desire from MICE organisers for unconventional venues and unique experiences to set them apart, following the pandemic and the additional complexities of travel.

sentosa™  
THE STATE OF FUN

49

OUR BIRTHDAY

YOUR HOLIDAY

**MAKE TIME FOR MORE HOLIDAYS.**  
For our 49th birthday, we've filled the Island with treats for you to enjoy your next Island getaway.

- Share your Island holiday snaps and win. Visit Sentosa and share a post of you at your favourite Island spot on Instagram with the hashtag #maketimeformoreholidays for a chance to win a free holiday.
- Spent and win on Sentosa. Get a sure-win scratch card to win prizes worth up to \$400,000 for every \$30 spend (SingaporeDiscover vouchers redemption included) on Sentosa.
- \$49 Birthday Fun Pass™ deal. Purchase a 100-Token Fun Pass for only \$49 in the month of September (U.P. \$100).

sentosa.com.sg/maketime

## Celebrating 49 years of Sentosa by encouraging guests to Make Time for More Holidays

Alongside Sentosa's 49th birthday celebration in September 2021, SDC launched the third edition of its landmark campaign, Make Time. Titled Make Time for More Holidays, the annual campaign sought to reiterate the importance of making time for well-deserved breaks to help manage life's stresses, particularly amidst the COVID-19 pandemic.

In conjunction with the campaign was the launch of new fitness, art and educational experiences for guests to enjoy Sentosa in a different way. Comprising activities such as graffiti, pottery and archery, these small group workshops were held by the beach from September to November 2021, against the Sentosa sunset.

As part of the campaign's social media contest, guests could also stand a chance to win the ultimate staycation package, comprising a two-day-one-night staycation for four at Sofitel Sentosa Resort & Spa, a private beach dinner at the Southernmost Point of Continental Asia and four 120-token Sentosa Fun Passes.



## Encouraging repeat visits through new and limited-time offerings

### Brand collaborations

At Shangri-La Rasa Sentosa, Singapore, experiences included Michelin-starred in-room dining, ice cream-themed staycations and luxury beachcations.



- **Burnt Ends x The Balconies at Rasa:** Guests were treated to an epicurean beachfront staycation, with a curated dinner set menu from Michelin-starred restaurant, Burnt Ends, as the highlight of the visit. Available in August 2021, guests could enjoy the unique in-room dining experience on their private balconies, which featured breath-taking views of the South China Sea.



- **Rasa Sentosa x Häagen-Dazs:** In partnership with Häagen-Dazs and Klook, the resort dished up ice cream-themed staycations, with each booking coming with a mini freezer stocked with Häagen-Dazs ice cream and a specially curated Häagen-Dazs dessert. Held from October to November 2021, the staycation also included Häagen-Dazs branded merchandise for guests to take home.



- **Rasa Beachcation x Veuve Clicquot In the Sun:** For the couples and friends segments, the hotel partnered luxury champagne brand Veuve Clicquot across the 2021/2022 Christmas, New Year and Lunar New Year period to host an exclusive pop-up beach club experience. As part of the package, couples looking to spend time together or friends seeking an indulgent getaway could enjoy a day by the beach with a glass of bubbly in their hands.

## Encouraging repeat visits through new and limited-time offerings

### Brand collaborations

W Singapore – Sentosa Cove partnered with chocolate and champagne brands to curate unique and decadent epicurean experiences.



- **The Final Countdown: The World of Effervescence at W Singapore – Sentosa Cove:** In December 2021, W Singapore – Sentosa Cove collaborated with Moët & Chandon to put together a magical year-end celebration for guests. Guests dined under the stars in a dreamy pop-up dining venue at the Rock Garden and pampered their palate with a stellar five-course menu line-up by Executive Chef Henry Jordan, complete with free-flow Moët & Chandon champagnes.



- **'Elements' cocktail menu at WOOBAR with Fossa Chocolate:** Curated in collaboration with local chocolate artisan Fossa Chocolate, WOOBAR rolled out a line-up of four bespoke cocktails for October and November 2021. These cocktails showcased every element of Fossa Chocolate – from the chocolate bar to cacao nibs and cacao husk – and were inspired by the natural elements of Earth, Water, Fire and Air.

## Encouraging repeat visits through new and limited-time offerings



### Fly Me to Japan Cable Car Sky Dining

In June 2021, Mount Faber Leisure Group collaborated with Japan National Tourism Organisation (JNTO) for the second edition of its destination-themed Cable Car Sky Dining. Fly Me to Japan was part of JNTO's SJ55 campaign, which celebrated the 55th anniversary of Singapore-Japan relations. The Japanese menu featured seasonal ingredients specially sourced from prefectures across Japan like Okinawa, Hokkaido and Shiga.

### New offerings at Sofitel Singapore Sentosa Resort & Spa

With borders remaining closed, Sofitel Singapore Sentosa Resort & Spa rolled out new packages to meet the evolving needs of guests.

- Design Your Dream B-Leisure Lifestyle: Launched in April 2021 and curated for guests looking to strike a balance between business and leisure, the bespoke package included day pass and overnight stay options to cater to guests' varying needs.
- Launch of FurKid Retreat: For guests looking to spend quality time with their pets, this all-encompassing stay comes complete with five-star treatment for their furkids, including a pet amenity basket filled with \$150 worth of pet care products from Silversky. Initially launched in June 2021, the package continues to be available to guests.





# PREPARING & REFRESHING FOR THE

# FUTURE

To keep locals engaged while preparing for the large-scale resumption of international travel, Sentosa continued to introduce new and revamped offerings throughout FY2021/2022. At the same time, SDC consistently reviewed its operational capabilities and requirements to ensure the island's readiness for the eventual increase in guests.



## Welcoming the return of international visitors to Sentosa

### Supporting the 2021 Bloomberg New Economy Forum

The Bloomberg New Economy Forum returned to Sentosa from 16 to 19 November 2021 as one of Singapore Tourism Board's (STB) pilots to support the safe resumption of MICE events. Hosted by Capella Singapore, the event saw some of the world's top business and government leaders in attendance for the event's fourth edition. The 2021 iteration also marked the second time Singapore and Capella Hotel played host to the Forum, after its inaugural edition in 2018.

To support the execution of the event, SDC's MICE, operations and brand and marketing teams came together to support event publicity and branding within Sentosa, while also assisting with pre-event testing and other operational requirements at the event venue. This collaborative effort between STB, SDC and Island Partners once again demonstrated Sentosa's 'turnkey' capabilities in hosting high-stature events, even amidst the added challenges of the COVID-19 pandemic.



### Exercise Merlion

Following a one-year hiatus, SDC's annual crisis management exercise, Exercise Merlion, returned in November 2021, in line with ongoing safe management measures for group training sessions at the time.

Part of continuous efforts to strengthen SDC's crisis preparedness under the Sentosa Resilience Framework, the exercise delved into the learnings obtained from COVID-19 and its impact on operations in Sentosa. A review of SDC's crisis manual was also conducted to identify key areas of improvement, with lessons gleaned from the pandemic incorporated into the manual to keep processes updated, following the changes in the operational landscape.

As part of the exercise, SDC's employees and senior management also attended workshops to prepare for the resumption of construction activity in Sentosa. With safety being paramount, these workshops highlighted the importance of working closely with various stakeholders to ensure safe maintainability of buildings after construction, while also empowering senior management to make impactful decisions to ensure the safety, health and security of employees, visitors and contractors.

### Cessation of beach reservations

As Singapore transitions to becoming a COVID-19 resilient nation, guests visiting Sentosa's beaches (Siloso, Palawan and Tanjong) on weekends and public holidays no longer have to make a booking for beach entry or for the use of beach courts.

First rolled-out in October 2020 to enhance guest experience and safety, the beach reservation system was removed in March 2022 - approximately 1.5 years after it was introduced, and alongside the gradual removal of safe management measures and other restrictions in Singapore.





## Launch of SDC's Young Talent Pipeline Strategy

In September 2021, SDC officially launched the Young Talent Pipeline Strategy, with a focus on building a strong employer brand and internship programme, as well as introducing engagement activities and development programmes to retain young talent. This programme was developed following the shift in workplace attitudes amidst the onset of the COVID-19 pandemic, especially amongst younger workers.

Throughout the year, SDC actively participated in campus outreach activities while also maintaining the Sentosa Young Talent Network - a platform to provide students, recent graduates and first jobbers with updates on outreach initiatives and job opportunities. A series of focus group discussions were also conducted from August to November 2021, where students and past and existing SDC interns came together to share their thoughts on what they look out for in an employer, thus helping to influence the organisation's employment strategy for young hires.

To retain and develop young talent, SDC also launched the Ground Attachment Programme in December 2021, where young hires undergo two ground attachments for two weeks each to hone their service skills. Through the programme, eligible employees are able to gain a better understanding of the island's offerings and the challenges faced by frontline staff.



## Return of large-scale events to Sentosa

Alongside the gradual easing of safe management measures in Singapore, Sentosa began to slowly re-introduce larger-scale events to the island, working with event partners and organisers to execute these safely while ensuring an enjoyable experience for guests.

### Sentosa hosts Eevee Dance Parades alongside Eevee Adventure Mission

For the first time in more than two years, Sentosa welcomed lovable Pokémon characters back to the resort island. From December 2021 to February 2022, guests enjoyed two editions of the Eevee Dance Parade and a digital Eevee Adventure Mission around the island.

The first edition of the Eevee Dance Parade took place in December 2021 and featured 15 larger-than-life Eevee marching and dancing against the Sentosa sunset at Palawan Green. The second edition in January and February 2022 was a one-of-a-kind Eevee Dance Parade with Evolution Poncho, during which each Eevee donned an adorable poncho that represented one of eight Eevee evolutions.

Happening concurrently was the digital Eevee Adventure Mission, which also took place in January and February 2022. Guests who completed all missions could then redeem exciting prizes such as Eevee plushies.

As SDC's first large-scale event in two years, vaccination-differentiated measures were in place to keep guests safe. Those looking to view the parade also had to register for an electronic ticket to reserve a seat.





### ONE°15 Christmas Boat Light Parade

ONE°15 Marina Sentosa Cove kick-started its Christmas celebration with the annual ONE°15 Christmas Boat Light Parade™ on 4 December 2021, following a one-year hiatus due to COVID-19. The event, dedicated to the marina’s boating community, saw 15 participating boats coming together to compete for a total of \$10,000 berthing credits across eight different categories.

The evening began with Santa arriving on a jetski, drawing cheers from passers-by along the boardwalk. Boats then united in a Symphony of Horns while their lights were turned on. As sunlight dimmed and the night sky beckoned, Sentosa Cove glowed with dazzling fairy lights, colourful LED displays, and inflatable Christmas characters such as Santa Claus, reindeer, a snowman and the crafty Grinch.



### SB20 Asian Grand Slam and Asia Pacific Championship

In February 2022, ONE°15 Marina Sentosa Cove hosted the inaugural Asian Grand Slam week, in cooperation with the Singapore Sailing Federation and the SB20 Association of Singapore.

Among the week’s event was the SB20 Asian Grand Slam and Asia Pacific Championship, which was held from 17 to 20 February 2022 with 25 participating teams from all over the world. Also introduced this year was the Nils Razmilovic Cup, which took place on 12 February 2022 and held in recognition of its namesake for his pivotal role in transforming the SB20 community in Singapore.



### MetaSprint Sentosa

### Aquathlon

The MetaSprint Series returned for its 15th edition in 2022, with the Aquathlon portion taking place at Sentosa’s Palawan Beach on 13 February 2022. Athletes were treated to the island’s calm waters and scenic landscape as they competed in both run and swim components.

Safe management measures in place saw the 1,000 registered athletes flag off in pairs and racing in 50-person waves. Despite the restrictions, the camaraderie and energy were evident on ground, with athletes in good spirits as they competed.





### Singapore MX Beach Race – Round 1

The first round of the Singapore MX Beach Race 2022 took place on 26 and 27 February 2022 at Siloso Beach. Returning to Sentosa for the first time since 2018, competitors took turns to navigate through a circuit of jumps, whoop sections and high-speed corners, thrilling spectators with their tricks and skills in this high-adrenaline event.

To allow spectators to tune in to the action online, the event was also livestreamed on the Singapore MX Beach Race’s Facebook and YouTube pages.

### SMBC Singapore Open

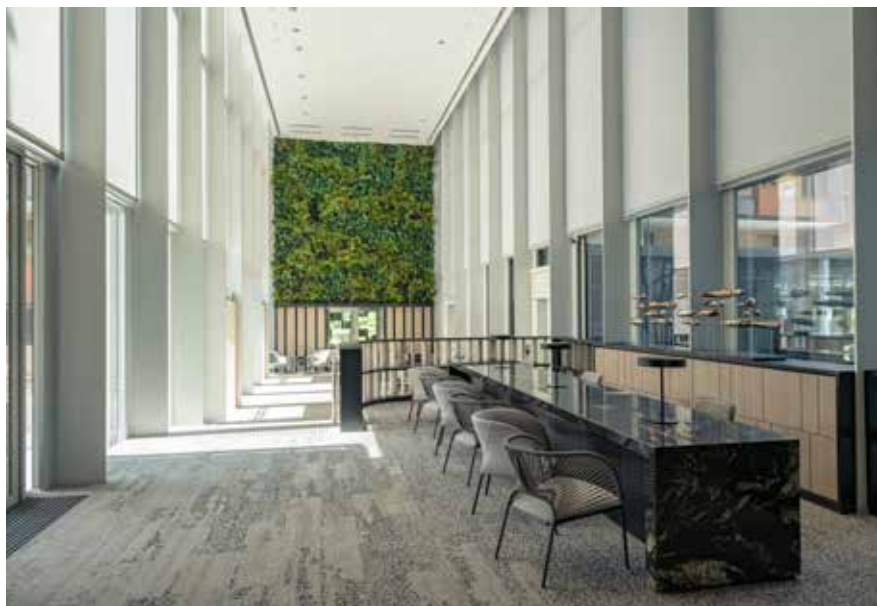
The easing of COVID-19 restrictions in early 2022 saw the restart of men’s tournament golf at Sentosa Golf Club. Thailand’s Sodom Kaewkanjana secured the biggest title of his fledging career when he won the US\$1.25 million SMBC Singapore Open at The Serapong from 20 to 23 January 2023, beating Japan’s Yuto Katsuragawa and Joohyung Kim from Korea.



### HSBC Women’s World Championship

Returning for the first time since 2019, the HSBC Women’s World Championship saw some of the world’s best female golfers competing on Sentosa Golf Club’s Tanjong from 3 to 6 March 2022. World No. 1 Jin Young Ko saved her best for last to win the Championship by a two-shot margin over Minjee Lee and In Gee Chun.

## New attractions and refreshed offerings



### Opening of Oasia Resort Sentosa, the fourth Far East Hospitality property in Sentosa

With borders reopening and international visitors looking for new destinations and fresh travel experiences, Far East Hospitality (FEH) – Singapore’s leading operator of hotels and serviced residences – launched Oasia Resort Sentosa on 1 September 2021. The opening marks the fourth FEH property in Sentosa, following the opening of Village Hotel Sentosa, The Outpost Hotel and The Barracks Hotel in 2019.

Oasia Resort Sentosa, which includes its in-house Oasia Spa, is FEH’s first foray into the resort and spa category. The 191-key wellness resort, together with its Asian-inspired spa offerings, offers guests a signature Oasia wellness experience with its spectrum of thoughtful amenities and holistic programmes, including an in-room Wellness Channel, the resort’s signature “Wellness Hours” featuring well-being workshops conducted by trained professionals, as well as complimentary fitness classes.



### SkyHelix Sentosa, Singapore’s highest open-air panoramic ride

In December 2021, Mount Faber Leisure Group launched Singapore’s highest open-air panoramic ride, SkyHelix Sentosa, at Imbiah Lookout. One of the highest vantage points on the island at 79m above sea level, the new attraction offers an uplifting, family-friendly experience where guests can enjoy unparalleled 360° views of Sentosa and the developing Greater Southern Waterfront with a cool drink in hand, 35m above ground.

SkyHelix Sentosa is also Sentosa’s first carbon neutral attraction, and a new landmark within Singapore’s evolving tourism landscape. Through the attraction’s launch, Mount Faber Leisure Group seeks to contribute to Singapore’s vision of becoming a top sustainable urban destination by developing unique, engaging and sustainable leisure experiences around Singapore’s stunning views and beautiful nature.





## Southside, a new lifestyle and events destination at Siloso Point

Finding a home at Sentosa's Siloso Point is Southside, a new lifestyle and events destination that officially opened to guests in December 2021.

Part of the enclave is Southside's Interim Market, an open concept food hall by the waterside featuring six new food stalls. The space marks Southside's commitment to building budding entrepreneurs in the local F&B scene by providing a fuss-free set up and a lease with a short-term commitment.

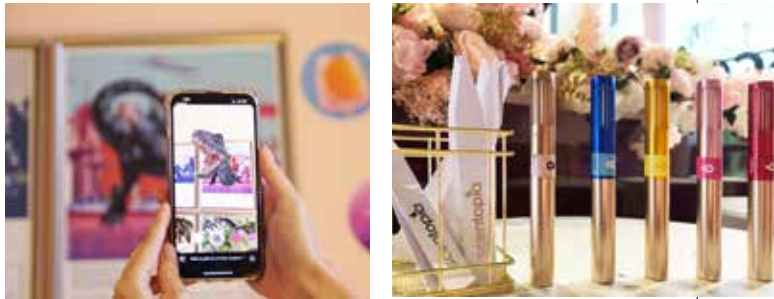
The venue also includes two new yet familiar attractions for Sentosa.

- **Trickeye @ Southside:** Following seven years at Resorts World Sentosa, Singapore's first 3D and AR museum relocated to Southside in late 2021. The attraction now boasts a larger space, and features more immersive artworks and new AR effects that can be accessed via the XR Museum app.
- **Headrock VR:** Following the move to Headrock VR's new home at Southside, the attraction is now divided into two zones: the VR Play Zone, featuring eight themed Virtual Reality (VR) experiences such as thrilling rides and interactive shooting games; as well as a new Kids Media Interactive Zone, titled Hello! My Dino, where kids get to draw, catch, play and jump in a futuristic playground that combines analog and digital technologies.

Since the venue's opening, the event space has also played host to a number of activities and events, including outdoor yoga, archery and Muay Thai classes.







### Launch of Scentsopia, a new perfume-making experience at Siloso Beach

Following a successful six-month testbed under the Sentosa x Enterprise Scheme (SES), Singapore's first AR perfume-making experience, Scentsopia, officially opened to guests in March 2022.

As part of the experience, guests get to develop their own bespoke scents, guided by the results of a personality test, as well as learn about Singapore's history and unique floral heritage through perfumery tours using more than 300 AR exhibits. The perfumery's diverse selection of 6,000 scented wands presents over 3.4 trillion scent combinations, allowing each guest to create a scent truly unique to them. The perfumery also includes a retail space with pre-made scents for guests simply looking to purchase a bottle of perfume.



### New offerings at Madame Tussauds Singapore

In FY2021/2022, Madame Tussauds Singapore introduced new and refreshed offerings to keep guests engaged and encourage repeat visits.

- A thrilling new 4D Marvel movie, Marvel Universe 4D, enables guests to get closer than ever before to some of their favourite Marvel superheroes. Launched in April 2021, the first-in-Asia experience features wind-chilling, water-soaking and face-flinching special effects.
- On 26 October 2021, Madame Tussauds Singapore celebrated its seventh anniversary by welcoming the wax figure of GOT7's Jackson Wang into the music zone. The Hong Kong rapper-singer-dancer's wax figure, which portrays the iconic "W" gesture of Team Wang, is dressed in Fendi through an exclusive collaboration with the brand, the Fendi x Jackson Wang Capsule Collection. The figure was available for viewing at Madame Tussauds Singapore until 14 January 2022.
- On 30 March 2022, Madame Tussauds Singapore unveiled its newest wax figure, featuring Miss Universe 2018 Catriona Gray. This marks the first and only Miss Universe and Filipino wax figure present at the Singapore attraction and was also Madame Tussauds Singapore's first reveal in over two years. The new wax figure was unveiled by none other than Catriona Gray herself, who visited Singapore for the launch event.



## RWS 2.0 remains on track

First announced in 2019, Resorts World Sentosa's \$4.5 billion expansion plan, known as RWS 2.0, will add a mix of all-new exciting attractions, entertainment and lifestyle offerings to the destination resort. These expanded offerings will bring about completely new and exciting visitor experiences poised to reinvigorate Singapore's tourism and welcome back international visitors.

Updates and additional details were shared in February 2022. Construction will commence in the second quarter of 2022, starting with the expansion of two major RWS attractions.

- As part of the expansion plan, the S.E.A. Aquarium will be rebranded as the Singapore Oceanarium (SGO). When completed, SGO will be three times the size of the existing attraction, becoming a new tourism icon in Singapore and an institution that champions marine education and conservation. Its purpose-built Research and Learning Centre will house a centre of excellence to support marine conservation efforts and nurture environmental stewardship.
- Construction on Minion Land, a new themed zone in Universal Studios Singapore, will commence in Q2 2022. New adventures will be in store at the expansive zone, where there will be multiple rides, themed shops and restaurants.



## World's First Dog Cruise onboard the Royal Albatross

In May 2021, Royal Albatross launched the world's first ever Dog Cruise, a special series of sailings for dog lovers to take their furkids out on a sea adventure. The unique dining experience comprises a gourmet menu for both owners and their dogs, and includes the option for their furkid to dine at the table like any other member of the family.

## Opening of Panamericana Bakery and revamp of The Lawn

Officially launched in November 2021, Panamericana is the first bakery in Sentosa offering homemade breads and pastries islandwide. In a bid to introduce 'a better bread' for everyone, Panamericana Bakery adopts an inventive and thoughtfully crafted approach towards pastry- and bread-making, celebrating delicious flavours and wholesome goodness made with quality ingredients without the use of artificial enhancers or preservatives. The weekly rotating menu offers over 15 breads and pastries including the bakery's signature sourdough and flatbreads.



The Lawn, Panamericana's lush lawn space, was given a revamp in December 2021. With undisturbed views of the Singapore Straits and sunsets, The Lawn was purposefully designed for convivial get-togethers – a clifftop oasis to celebrate life's special moments and escape from the city's hustle and bustle.



## The Barracks Hotel Heritage Safari

In March 2022, The Barracks Hotel launched an all-new Heritage Safari experience. Guests can opt between two thematic trails – Colonial Architecture and Cultural Gems – with five itineraries between them. The trails include a guided tour around the cultural heartlands of Singapore on the Barracks Jeep, enabling guests to unearth fascinating facets of Singapore's history, culture, local fare and tradition.





### Launch of MegaKids and MegaSail at Mega Adventure Park

With the introduction of new park elements at Mega Adventure, there is a little something for everyone.

- New to the park is MegaKids, a new low-level obstacle course specially designed for kids under the age of eight. The experience's low height will allow parents to walk alongside their children as they make their way through the course, providing them with the support and assurance they need to conquer the obstacles.
- Replicating the rigging of a 19th-century tall ship is the MegaSail, available as part of Mega Adventure's adventure course. The exciting new element invites guests to race each other up the 15m high mast-climb experience as they compete to be the first to ring the bell atop the post.

### New Tandem Bungy Jump at Skypark Sentosa by AJ Hackett

For those too terrified to take the plunge on their own, Skypark Sentosa by AJ Hackett has introduced Southeast Asia's first and only tandem bungy jump. Launched in time for Valentine's Day 2022, guests can now grab a partner for the jump as they create memories of the experience together.



An aerial photograph of Sentosa Island, Singapore, featuring a cable car system with two cars suspended from a cable. The island is densely forested with green trees and contains several large, multi-story buildings, including a prominent one with a curved facade. The sky is blue with scattered white clouds. In the top right corner, there are three decorative wavy lines in shades of blue. The text 'GLOBAL RECOGNITION' is overlaid on the bottom left of the image.

# GLOBAL RECOGNITION

Sentosa continued to bring home various accolades throughout the year, clinching awards for tourism excellence, outstanding service, creative campaigns and world-class sustainability efforts.



## Honouring quality service standards among the Sentosa community

In recognition of outstanding service standards within the Ministry of Trade & Industry (MTI) family, the Going-The-Extra-Mile-Service (GEMS) and Commendation Awards are awarded annually at the MTI Firefly Symposium. On 20 August 2021, seven team members from SDC from across Island Operations, Marketing and Guest Experience and Business and Experience Development were awarded the GEMS and Commendation Awards for consistently delivering outstanding service to both internal and external guests.

Within Sentosa, SDC's annual CEO STAR Awards is a prestigious ceremony that recognises members of the island community - across both SDC and Island Partners - who have gone above and beyond to wow and delight guests. The 2021 edition, which took place as a hybrid event on 26 October 2021, saw a total of nine individuals and five teams clinching various awards.



## Sentosa Golf Club continues to rake in global accolades

Recognised as one of the world's most established golf clubs, Sentosa Golf Club continued to win multiple awards over the last year, in recognition of its commitment to top-quality golf.

Since 2018, Sentosa Golf Club has also set out to create an environmentally sustainable golf property through signature campaigns such as #KeepitGreen and GAME ON, and by becoming the first golf club in the world to join the United Nations (UN) Sports for Climate Action. Since then, it has also committed to achieving carbon neutrality by 2022 and taking action under the UN's Race to Zero campaign, which supports its mission to implement the Paris Agreement.

Achievements and awards over the past year include:

- Golf Digest's biennial World's 100 Greatest Courses (2021-2022): Ranked 55th
- Golf Monthly's 25 of the World's Most Incredible Golf Courses
- Platinum Club's World's Top 100 Golf & Country Clubs 2021: Ranked 75th
- 22nd British Chamber Annual Business Awards: Sustainability Champion of the Year
- World Golf Awards 2021: World's Best Eco-Friendly Facility (second consecutive year)
- World Golf Awards 2021: Singapore's Best Golf Course (The Serapong)
- LUXLife Global Excellence Award 2021: Golf Club of the Year - Singapore Award (second consecutive year)
- LUXLife Global Excellence Award 2021: Sustainability Excellence Award
- Singapore Tatler's Best of Singapore 2022: Best Golf Club

## Sentosa receives creative, marketing and PR accolades for standout campaigns

With a multitude of leisure options available in Singapore and the region, ensuring that Sentosa remains top-of-mind amongst guests continues to be a key focus. In FY2021/2022, creative and memorable campaigns saw Sentosa taking home multiple awards honouring its creativity and effectiveness.

Over a year after its launch, Virtual Sentosa continued to rack up accolades in FY2021/2022. At the Singapore Tourism Awards on 23 July 2021, the campaign clinched the Outstanding Marketing Idea award, a testament to the campaign's memorability and talkability. Virtual Sentosa also made a splash internationally, bagging two wins at the 2021 Webby Awards under the 'Tourism & Leisure Advertising, Media & PR' category, beating competitors from Germany, Iceland and New Zealand.

During the Creative Circle Awards 2021, SDC, along with creative agency partner BBH, bagged 18 awards across multiple categories. In addition to Virtual Sentosa, SDC also took home awards for its 2020 brand film 'My Island Adventure', launched as part of the island's landmark 'Make Time' campaign. Collectively, these wins led to SDC clinching Advertiser of the Year, an award presented to the most decorated brand of the evening.

Sentosa's Island Partners also saw success as they won awards for their own campaigns.

- Skypark Sentosa by AJ Hackett's No Scream Challenge was the other winner for Outstanding Marketing Idea at the 2021 Singapore Tourism Awards. As part of the campaign, participants who resisted screaming during their jump walked away with a free next jump, while those who could not receive an ice-cream treat instead.
- Recognised for their PR launch efforts around SkyHelix Sentosa, Mount Faber Leisure Group, along with their PR agency Upcycle Communications, received the 'Highly Commended' accolade at the 2022 PRCA APAC Awards. The event, now into its fourth year, celebrates outstanding PR campaigns, teams and individuals across the Asia Pacific region.





## Award-winning services at ONE°15 Marina Sentosa Cove

Through its top-quality facilities and services and prestigious industry awards, ONE°15 Marina Sentosa Cove continues to be recognised as an outstanding international marina with exemplary business practices and offerings, as well as a brand with a commitment to service, environmental responsibility and industry excellence.

- On 25 May 2021, ONE°15 Marina Sentosa Cove was awarded the coveted Marina World International Marina of the Year award by the Marina Industries Association, the peak body representing clubs and marinas in Australia and the wider Asia-Pacific region.
- ONE°15 Charters Luxury Yachting, which is based at the marina, also made Tatler Asia's Best of Singapore 2022 list with the Best Yacht Charter Experience Award. As a trusted lifestyle guide to the best shops and services in Singapore, the list brings together a curated compendium of merchants who are the finest in their class.



## Recognising RWS' sustainability efforts through green certifications

In 2021, Resorts World Sentosa (RWS) made further strides in its sustainability journey. As an affirmation of this, RWS has been conferred the following awards and certifications:

- Global Sustainable Tourism Council (GSTC) Destination Criteria
- GSTC Industry Criteria for Hotels
- Singapore Association of Convention and Exhibition Organisers and Suppliers' (SACEOS) Meetings, Incentives, Conferences and Exhibitions' (MICE) Sustainability Certificate, Intermediate Tier for Venue
- Special Award for Sustainability at the 2021 Singapore Tourism Awards

These achievements highlight the resort's commitment to sustainable tourism, and are aligned with the Singapore Tourism Board's (STB) and SDC's long-term sustainability plans. The resort will continue to champion environmental conservation, waste and pollution reduction, biodiversity and educational research as it further cements its position as a sustainable lifestyle destination.





Sentosa™

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