

Think

Sentosa

09/10 ANNUAL REPORT



An overview of Sentosa

Think
beyond!

JOINT MESSAGE



[Left]

Dr Loo Choon Yong

Chairman

Sentosa Development Corporation

Executive Chairman

Raffles Medical Group Ltd

[Right]

Mike Barclay

Chief Executive Officer

Sentosa Development Corporation

The 2009/10 Financial Year proved to be a period of significant transformation for Sentosa. The opening of the much-anticipated Resorts World Sentosa was a key milestone in the island resort's evolution into a family entertainment destination, and looks set to more than double visitorship to the island in the course of its first year of operations. Sentosa Development Corporation expended a tremendous amount of time and effort over the last year on infrastructure upgrading to prepare for this step-change in guest arrival numbers. Adding to the excitement were the opening of new attractions along Siloso Beach and the growth of the Sentosa Cove community to almost 2,500 residents. These noteworthy achievements were made possible by years of diligent master planning by successive generations of board directors and management.

Against the backdrop of a global economic downturn, Sentosa Development Corporation performed strongly at an operating level. This solid accomplishment can be attributed to the 7.83 million Sentosa visitors which exceeded the island's previous record by 28 per cent.

The move to place more focus on promoting the island as a preferred leisure and 'staycation' destination for Singaporeans garnered strong support from the local market, which more than compensated for the slow-down in international tourist arrivals to Singapore.

Under the Sentosa Master Plan Refresh 2010, the Board and Management are working together to develop the island into a world-class leisure and lifestyle destination, to offer a mosaic of complementary attractions that justify Sentosa's billing as 'Asia's Favourite Playground'. This mix of attractions has been designed to cater to a wide range of interests amidst Sentosa's rich flora community and three white sandy beaches.

New Worlds of Possibilities

A major highlight of the year was the realisation and opening of Resorts World Sentosa, and the need to cater to the resulting increase in visitor numbers to the island. This required Sentosa Development Corporation to work closely with its precinct partners to develop a transportation infrastructure that would support this rise in visitorship. The measures taken included widening roads and redesigning traffic junctions; constructing a second vehicular bridge to the island; and adding more capacity to the Sentosa Express monorail and bus services. In addition, work is progressing fast on the construction of a pedestrian boardwalk linking VivoCity to Resorts World Sentosa; and the Mount Faber cable car service was re-launched in July 2010 after a \$36 million revamp.

Siloso Beach received extensive coverage during the year with the opening of the following attractions: MegaZip Adventure Park, with one of the longest and steepest zip wires in Asia; Wave House Sentosa and Azzura Beach Club, which offer unique water sports and beach lifestyle options; and a second track at the ever-popular Skyline Luge Sentosa. These important additions have ramped up the energy levels at Siloso Beach, during the day and at night.

Over at the eastern end of the island, Sentosa Cove's North Cove precinct has seen the completion of its residential plots and the neighbourhood has been transformed into a bustling, exclusive oceanfront residential community. The nearby Capella Singapore, an award-winning luxury hotel that welcomed its first guests last year, is now recognised for delivering one of Singapore's finest hotel experiences.

The Excitement Never Stops

Sentosa continued to stage a rich calendar of events throughout the year, including hosting Singapore's largest Asian-themed Halloween event, 'Spooktacular', in October. This sold-out affair saw guests wandering through Images of Singapore, which had been transformed by night into a haunted house. To usher in the Lunar New Year, Sentosa staged its first night lighting event, 'Lights of Spring', which featured creative light sculptures and a stunning light show projected on the façade of the iconic Merlion.

Sentosa's year-end Siloso Beach Party – the twelfth and the largest yet – attracted a good mix of local and overseas party-goers, who enjoyed headline international acts in this one-of-a-kind extravaganza involving five massive parties set across 1.2 kilometres of beach.

One of Sentosa's most prestigious events is the Barclays Singapore Open. It is held at the Sentosa Golf Club's The Serapong, which recently won Golf Digest Singapore's 'Best Golf Course in Singapore'. Building on the success of this event, Sentosa has negotiated an agreement to host the Barclays Singapore Open through to 2012, ensuring that the island will continue to be the battle ground for international golfing elites. With the event's co-sanctioning by the European and Asian Tours, Sentosa will welcome an increase in the number of competitors from 156 to 204 in 2010.

An Award-Winning Attitude

The underlining passion of the management and people behind Sentosa has helped the island's brand to grow in stature on the international stage. For the third year running, Sentosa has won the International Association of Amusement Parks and Attractions' (IAAPA) Asian Attractions Awards for the Large Attraction category. In recognition of the island's many family-focused events and attractions, Reader's Digest honoured Sentosa with the 'Gold Trusted Brand Award' for the Family Tourist Attraction category. Adding to this, Sentosa's marketing team has also been recognised for its exemplary work by winning the International Festivals and Events Association's (IFEA) Pinnacle Awards for exceptional media campaigns.

One of the key contributing factors to the success of Sentosa is its people and the strong service culture that has been instilled in them. For that reason, Sentosa is proud when their efforts are recognised. Indeed Sentosa staff were gratified to receive 115 out of the 413 awards distributed at the recent Excellent Service Awards (EXSA).

A Future of Opportunities

Sentosa's many priorities for the coming financial year include helping Resorts World Sentosa to meet its development objectives, enhancing the Merlion Plaza and Merlion Walk between the integrated resort and its beaches, and adding more child-focused attractions to its family-themed Palawan Beach.

These plans also include developing the travel network leading into the island, with a special focus on the new boardwalk. Pedestrians using the boardwalk can look forward to canopy-covered travellators offering protection against the weather, and a range of food and beverage offerings.

These are just some of the blueprints the organisation has laid down to create the Sentosa of tomorrow. With these new developments, the island remains focused on delivering a world-class leisure and lifestyle destination to its guests and residents.

We thank our island partners for their co-operation and support, and the Board of Directors and Ministry of Trade & Industry for their guidance, support and encouragement.

VISION, MISSION AND STAR VALUES



Vision

To be the world's favourite leisure and lifestyle resort destination

Mission

We will deliver best-in-class offerings on a sustainable basis by:

- Building on our unique capabilities in leisure management
- Attracting, cultivating and engaging our people and partners to create The Sentosa Experience

Service comes from the heart at Sentosa. Sentosa's frontline staff are known as the island's service ambassadors or service hosts, and are taught to always go the extra mile with guests. Sentosa continually strives to enhance its levels of service to offer guests a memorable experience from the time they step onto the island till they leave it. The Sentosa Star Values reflect that commitment we have made to our guests:

Sentosa STAR Values

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

BOARD MEMBERS



Dr Loo Choon Yong

Chairman
Sentosa Development Corporation
Executive Chairman
Raffles Medical Group Ltd



Mike Barclay

Chief Executive Officer
Sentosa Development Corporation



Allen Lew

Chief Executive Officer, Singapore
Singapore Telecommunications Ltd



Jennie Chua

Chairman
Sentosa Cove
Chief Corporate Officer
CapitaLand Limited



Christopher Fossick

Managing Director,
Singapore and South East Asia
Jones Lang LaSalle



Aw Kah Peng

Chief Executive
Singapore Tourism Board



Dilhan Pillay Sandrasegara

Managing Partner
Wong Partnership LLP

Sentosa Board Member until 31
August 2010



Low Teo Ping

Global Supervisory Director
ATC Group B.V. (Netherlands)



Hiew Yoon Khong

Chief Executive Officer
Mapletree Investments Pte Ltd



Olivier Lim

Group Chief Financial Officer
CapitaLand Limited



Soo Kok Leng

Chairman
Singapore Technologies
Electronics Limited/ST Electronics
Info Comm Systems Pte Ltd



Kwek Mean Luck

Deputy Secretary (Industry)
Ministry of Trade and Industry



Lt Gen Bey Soo Kiang

Senior Executive Vice President
(Marketing & Corporate Services)
Singapore Airlines Limited



Grant Kelly

Managing Director
Head of Asia
Apollo Global Real Estate



Kevin Shum

Director (Social Programmes)
Ministry of Finance

SENIOR EXECUTIVE TEAM MEMBERS



Mike Barclay

Chief Executive Officer
Sentosa Development Corporation



Low Tien Sio

Executive Director
Special Projects



Chan Mun Wei

Divisional Director
Corporate Planning



Low Wai Peng

Chief Financial Officer



Goh Lye Whatt

Divisional Director
Property Planning and Development

Sentosa Executive Team Member
until 31 August 2010



David Goh

Divisional Director
Operations and Retail



Cynthia Lee

Divisional Director
Human Resources and
Administration



Susan Ang

Divisional Director
Commercial



Lim Suu Kuan

Divisional Director
Service Quality



Jason Yeo

General Manager
Sentosa Cove Resort Management



Peter Downie

General Manager
Sentosa Golf Club



Eu Kwang Chin

Divisional Director
Information Technology



Lee Siyou Kim

Divisional Director
Resorts Development



Susan Teh

Chief Executive Officer
Mount Faber Leisure Group

COMMITTEE MEMBERS

HUMAN RESOURCE COMMITTEE

Chairman

Dr Loo Choon Yong
Executive Chairman
Raffles Medical Group

Members

Ms Jennie Chua
Chief Corporate Officer
CapitaLand Limited

Mr Kwan Chee Wei
Executive Director
Human Capital Leadership Institute (HCLI) Asia

Mr Low Teo Ping
Global Supervisory Director
ATC Group B.V. (Netherlands)

Ms Low Peck Kem
Divisional Director, National Human Resources Division

Mr Mike Barclay
Chief Executive Officer
Sentosa Development Corporation

Secretary

Ms Cynthia Lee
Divisional Director, Human Resources and Administration

AUDIT COMMITTEE

Chairman

Mr Allen Lew
CEO Singapore
Singapore Telecommunications Limited

Members

Mr Aditya Bhugtiar
Macallan Capital Pte Ltd

Mr Chong Kee Hiong
Dy CEO
The Ascott Group

Mr Lionel Tseng
Chief Financial Officer
CPG Corporation Pte Ltd

Mr Chaly Mah
Chief Executive Officer
Deloitte Asia Pacific

Lt-Gen (Ret) Bey Soo Kiang
Senior Executive Vice-President
(Marketing & Corporate Services)
Singapore Airlines Limited

Mr Kevin Shum
Director (Social Programmes)
Ministry of Finance

Secretary

Ms Lee Kai Nee
Financial Controller

FINANCE AND IT COMMITTEE

Chairman

Mr Olivier Lim
Group Chief Financial Officer
CapitaLand Limited

Members

Mr Keith Magnus
Chairman & Head of Investment Banking
Singapore & Malaysia
UBS AG

Mr Stephen Lim
CEO & Managing Director
SQL View Pte Ltd

Mr Kwek Mean Luck
Deputy Secretary (Industry)
Ministry of Trade & Industry

Mr Mike Barclay
Chief Executive Officer
Sentosa Development Corporation

Secretary

Mr Lek Yong Kwang
Deputy Director, Finance

DEVELOPMENT COMMITTEE

Chairman

Dr Loo Choon Yong
Executive Chairman
Raffles Medical Group

Members

Mr Christopher Fossick
Managing Director, Singapore & South East Asia
Jones Lang LaSalle

Mr Chia Boon Kuah
Executive Director & Chief Operating Officer
Far East Organization

Mr Mike Barclay
Chief Executive Officer
Sentosa Development Corporation

Secretary

Ms Tan Lee Keow
Deputy Director (Property Management & Investment)

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 main mission was to oversee the development, management and promotion of the island.

Under the care of SDC, the island went through a makeover to become a premier getaway with multi-faceted appeal. From business conventions to beach parties, Sentosa caters to an extensive range of needs and interests.

In 2003, SDC re-aligned its corporate structure and transferred its day-to-day operations of the island to Sentosa Leisure Management, a wholly-owned subsidiary of SDC.

Besides Sentosa Leisure Management, SDC oversees the following business and commercial units – Sentosa Golf Club, Sentosa Cove Pte Ltd, Sentosa Cove Resort Management Pte Ltd and Mount Faber Leisure Group (MFLG). Reflecting our core leisure business, SDC & its subsidiaries are referred to as the Sentosa Leisure Group which is helmed by the statutory board.

- **Sentosa Leisure Management** handles the day-to-day operations on the island. This includes attractions development and management, marketing and communications, maintenance, landscaping and retail
- **Sentosa Cove Private Limited and Sentosa Cove Resort Management** are responsible for the prestigious residential and commercial district on the island's waterfront. It also manages leisure and sailing activities in the marina
- **Sentosa Golf Club** manages two award-winning 18-hole, 71-par championship golf courses on the island. It is responsible for the organisation and coordination of golf tournaments, including the Barclays Singapore Open, Asia's richest national Open that is co-sanctioned by the Asian and European Tours
- **Mount Faber Leisure Group** operates Singapore's sole cableway system and encompasses five other key businesses, namely attractions management, food and beverage, ground handling, retail and inbound tour services
- **Southern Islands Development** manages the day-to-day operations of a cluster of nine islands south of Sentosa. It is also responsible for the conservation of their greenery and heritage

Developments and initiatives
for the year

Think
different!

ENHANCING THE SENTOSA EXPERIENCE



Resorts World Sentosa Opens

A game changer for Sentosa and Singapore's tourism landscape

Since Resorts World Sentosa's opening in January 2010, its unique and integrated offerings have dramatically augmented Sentosa's positioning as 'Asia's Favourite Playground'. Coupled with the opening of five other new attractions and the upswing in the global economy, Sentosa's total island visitorship has seen a more than two-fold increase, including more Free Independent Travellers (FITs). Hotel occupancy and revenues have also registered an upward trend. These have positively impacted attractions revenues across the island. At the national level, the Singapore Tourism Board has been reporting a more than 20 per cent increase in tourist arrivals for the first half of 2010 as compared to last year.

The healthy visitorship to Sentosa reflects the success of its island's unique combination of themed attractions, spa retreats and hotel accommodations that is set amongst a rich environment of flora and fauna. With the increased mix of leisure offerings, Sentosa is able to introduce themed attractions packages for guests to customise their experiences.

Looking ahead, the strengthening in the global economy will place Sentosa in a favourable position to achieve the new financial year's target of 16 million visitors. This will move us a major step ahead towards our vision "to be the world's favourite leisure and lifestyle resort destination".

A Refreshed Master Plan



Building on Asia's Favourite Playground

The 2009/10 Financial Year saw the completion of several new and exciting developments implemented under the 2002 Master Plan, to create themed activity zones across the island. These new leisure offerings will reinforce the positioning of the activity zones. More specifically, Desperados, Sentosa Nature Discovery and the MegaZip Adventure Park have upped the fun factor at the Imbiah Lookout cluster. Those seeking thrills, nature or adventure experiences will have more to choose from. Siloso Beach's hip and high-energy appeal has gone up several notches with the opening of Wave House Sentosa and Azzura Beach Club.

With the introduction of Resorts World Sentosa, Singapore's first Integrated Resort, and the anticipated increase in visitor numbers, Sentosa also embarked on a \$300-million Transport Management Plan to improve inter- and intra-island mobility and connectivity. Apart from the Sentosa Express and the Sentosa shuttle bus service, guests will soon be able to travel into the island on foot via the Sentosa Boardwalk which is due for completion by early 2011, or by taking the recently opened (July 2010) Jewel Cable Car rides from Mount Faber.

The Master Plan Refresh 2010 is now in progress. This land-use blueprint will help Sentosa offer revitalised and high-quality experiences to its guests, and to bring it closer to achieving the Sentosa vision. The focus of the refreshed Master Plan involves continued infrastructural development to facilitate and improve mobility and connectivity between the activity zones in the island, and between Sentosa and the mainland, to help manage the growing visitorship. The enhancement of the activity zones is set to increase Sentosa's appeal as a choice leisure destination.

Within the island, the north-south link will be enhanced with the development of the Merlion Plaza, slated for completion by August 2010. The Plaza will feature a continuous covered linkway from the Merlion footbridge to the Imbiah Express Station, The Merlion and Images of Singapore. The theme of the Merlion Plaza will centre around water elements to complement The Merlion.

The enhancement of the Plaza involves widening of the existing area to facilitate the flow of visitor traffic. It will boast wheelchair and family-friendly ramps for seamless access and will also connect Resorts World Sentosa with the various activity clusters around the island, such as Imbiah Lookout and the beaches. Entertainment as well as retail and F&B kiosks will be located in this area to further enhance guest experience. Future plans to augment the transport network include the introduction of an intra-island cableway within Sentosa.

The Sentosa experience with its themed activity zones will be further enhanced through constant improvements to the diverse range of activities and programmes offered on the island. Activities ranging from family entertainment to nature discovery to marina lifestyle will be introduced at different parts of the island. In order to create and ensure an exhilarating experience for all, leisure offerings will also be regularly upgraded and renewed.

One key development for the new Financial Year is Palawan Beach. The transformation of Palawan Beach will involve investments in anchor attractions, including a themed children's water play area that is slated to be Singapore's leading water-based attraction when completed by third quarter 2011, as well as a Family Entertainment Centre (FEC) which will offer quality edutainment and fun for families with young children. With the makeover, Palawan Beach is envisaged to be the "must-visit" family destination for locals and foreigners alike.



Maintaining the Eco-Balance

Preserving Sentosa's island charm

The Sentosa Green Plan is a key component of the island's Corporate Social Responsibility (CSR) strategy. The Plan has helped to establish Sentosa as an innovator and leader in sustainable tourism. Even with plans to deliver new activities and levels of excitement on Sentosa through the construction of new developments, the maintenance of the island's charm and preservation of its natural environment will remain critical to Sentosa's success. Apart from delivering on Sentosa's unique proposition of keeping 60 per cent of the island green, the organisation is also committed to protecting and enriching the island's natural resources. The Plan will also help in the reduction of Sentosa's carbon footprint by leveraging eco-friendly and sustainable business practices, standards and innovations.

HIGHLIGHTS OF AN EVENTFUL YEAR



A Strategic Alliance

Sentosa acquires remaining 50 per cent shares in Mount Faber Leisure Group

Sentosa Development Corporation has attained 100 per cent ownership of Mount Faber Leisure Group following the purchase of 50 per cent of its remaining shares from Hazeltree Holdings Private Limited. This acquisition enhances Sentosa Development Corporation's control over the transport options between Sentosa and the mainland and puts it in a stronger position to manage the increase in visitorship to Sentosa following the opening of Resorts World Sentosa. Mount Faber Leisure Group, lauded for attractions such as The Jewel Box and the new Jewel Cable Car Rides, will work alongside Sentosa to enhance the vibrancy of the Southern Waterfront Precinct.



Riding the WAVE Together

A new service initiative for the Sentosa Team and staff of Island Partners

The core mission at Sentosa is to make guest experience memorable. With that in mind, the launch of the Welcomed Assured Valued Energised (WAVE) initiative was crucial for the Sentosa team and employees of its Island Partners. This service initiative comprises an exciting range of programmes and events aimed at instilling guest centric values in all employees on Sentosa, who will in turn be able to focus their positive energy on exceeding guest expectations.



A Choice Course for the Open

For the fourth year running, Sentosa Golf Club continues to be the choice venue for the International Final Qualifying (IFQ)

Since the tournament was introduced in 2004, Sentosa Golf Club has been the choice venue for the qualifying round of the Asian leg of The Open – golf's oldest championship. Singaporeans and overseas guests were able to get up close and watch the world's best golfers tee off for the IFQ – Asia at Sentosa's championship course, The Serapong, in a battle to gain entry into the most prestigious of competitions.



Waterfront Living at Sentosa Cove

Building a Marina Lifestyle Community

Sentosa Cove, the multi-billion dollar development spanning over 117 hectares continues to build its reputation as the most coveted luxurious residential property in Asia. Development of the residences in the North Cove is almost complete and work is well underway in the South Cove. As the development of the residential precinct takes shape, the focus in the coming years is to build and grow an active community lifestyle within Sentosa Cove.

Complementing the luxury lifestyle at Sentosa Cove will be a vibrant commercial precinct with shops, cafes, restaurants, a premium resort hotel, and other lifestyle service-oriented options for residents and guests. The upcoming Quayside Village at Sentosa Cove will offer residents, tourists and locals the opportunity to experience waterfront living. It will feature Singapore's first premium marina hotel (developed by City Developments Limited (CDL) and operated by Starwood Hotels and Resorts under its W Hotel brand), specialty retail shops, quaint restaurants, SOHO office suites and two six-storey condominium blocks.

When fully developed by 2014, Sentosa Cove will feature more than 2,000 homes, a marina hotel, full yachting marina amenities and quayside commercial units.

MAKING CONNECTIONS HAS NEVER BEEN THIS EASY



Managing the Traffic Flow

Sentosa revises its admission prices to encourage use of public transport

As part of a host of measures aimed at improving traffic conditions in the Sentosa-HarbourFront precinct, a number of key changes to island admission prices have been implemented. These include lower fares for the Sentosa Shuttle bus and flat fees for drive-ins. To encourage the use of both public transport and car-pooling, guests taking the Sentosa Shuttle bus from Harbourfront Bus Interchange now have to pay only \$2 – a 30 per cent reduction from the previous fee. Car drivers will now enjoy flat entry fees based on the time and day of the week. Newly tiered car park charges have also been introduced to encourage driving into the island during off-peak hours.



Doubling the Capacity on Sentosa Gateway

Sentosa and Resorts World Sentosa construct new vehicular bridge

To address the anticipated increase in vehicular traffic with the opening of Resorts World Sentosa, a second vehicular bridge was built in 2009. Running parallel to the existing Sentosa Gateway, the bridge doubles the road capacity to and from the island. Commissioned by Resorts World Sentosa at a cost of \$80 million, this new bridge serves as an inbound carriageway and is a key part of Sentosa's infrastructure development. The existing link has been re-designated as an outbound carriageway and the lanes widened from two to three in both directions.



The New Colours of the Sentosa Express

Sentosa expands its fleet of monorail trains

Two new trains, in red and pink, were added to the Sentosa Express fleet in December 2009, bringing the total fleet size to six and raising the total carrying capacity from 3,000 to 4,000 guests per hour in each direction. This was in preparation for the anticipated increase in visitorship as Sentosa welcomed the opening of Resorts World Sentosa. In addition, guests can now "tap" their way into Sentosa with their EZ-Link cards when they connect to the monorail at VivoCity, without having to purchase separate admission tickets – another initiative that makes travelling to the island a seamless experience.



Jewels in the Sky

The Cable Car Service gets a makeover

Singapore's iconic cable cars made a much awaited return in July 2010, after a \$36 million revamp, and will provide guests with another mode of travelling into Sentosa. The new fleet features 67 metallic black and chrome cabins along the new mono cable system that has been elevated by 30 metres. The bigger cabins now seat eight persons and address the anticipated increase in visitor numbers. The large panoramic windows in each cabin offer a bird's eye view of Sentosa and the surrounding scenery. Providing seamless access and scenic rides, this iconic attraction reconnects key entertainment clusters at Mount Faber and Sentosa and strategically raises the bar in repositioning the Southern Waterfront Precinct as a globally recognised leisure and lifestyle destination.



Footsteps to Fun

Sentosa builds iconic boardwalk for guests to arrive on foot

With the Sentosa Boardwalk, guests have the choice of leaving their cars at home. Slated for completion by early 2011, the 620-metre long timber Boardwalk will be more than just a pedestrian walkway to the island. This iconic landmark will feature five garden themes set against lush landscapes, canopy-covered travellers and a variety of shops and F&B outlets. The \$70-million thematic walkway will be the first and largest of its kind in Southeast Asia. Rain or shine, night or day, this Boardwalk will carry up to 8,000 guests per hour in each direction. With vibrant attractions along it, the journey to and from Sentosa will soon be an experience in itself.

Sentosa's events and attractions

Think
big!



THE EXPERIENCE KEEPS GROWING



The Ultimate Family Destination

Sentosa's highly anticipated IR opens its doors to the public

Built at a cost of S\$6.5 billion, Resorts World Sentosa, Singapore's first Integrated Resort (IR), houses the first Universal Studios theme park in Southeast Asia, and features four luxurious hotels and a casino. Riding on the momentum of this first-phase opening in February 2010 is the second phase development, including two other hotels, a destination spa, the world's largest Marine Life Park, and the Maritime Xperiential Museum. Among the highlights at the Museum will be the replica of the "Jewel of Muscat", a 9th Century Arab dhow given to Singapore by the Sultanate of Oman.



Lights! Action! Entertainment!

Universal Studios Singapore in Resorts World Sentosa set to entertain millions

Opened in March 2010, Universal Studios Singapore is the fourth Universal Studios theme park in the world and Southeast Asia's first. The 20-hectare park brings to life movie-themed attractions within seven different themed areas ranging from ancient Egypt to exotic Madagascar. Boosting the theme park's offerings are eateries and retail outlets selling souvenirs, apparel and film merchandise.



More Excitement on a New Track

Skyline Luge Sentosa opens a second track at Imbiah Lookout

Skyline Luge Sentosa has demonstrated its prowess to be a magnet for thrill-seekers. Dubbed the *Dragon Trail*, this exhilarating new course, which opened in March 2010, has tighter corners, more turns and coloured night lighting to add new dimensions of fun and excitement for riders. The \$2-million addition, coupled with the existing track, offers riders twice the fun with a total combined distance of 1,050 metres.



High-Wired for the Ultimate Aerial Experience

A breathtaking one-of-a-kind adventure

The first multi-million dollar adventure park in Singapore made its debut in July 2009 with one of Asia's steepest and longest zipwires. Located at the top of Mount Imbiah, the MegaZip Adventure Park derived its name from the spectacular 450-metre flying fox ride. Adrenaline-seeking participants will glide over the forest canopy and the white sands of Siloso Beach to arrive on an offshore islet. The Park also features a three-level aerial ropes course, a 15-metre rock climbing wall and a 14-metre simulated free-fall and parachute descent.



Sand, Sea and a Surf Surprise

A new wave of excitement rushes into Sentosa

Wave House Sentosa made a splash with its non-stop, three-day party in October 2009. The main draw of the 70,000 square feet complex is the three-metre high barrelling wave simulator, the first of its kind in Singapore. Guests can enjoy the ultimate California beach experience as they eat, dance and surf at this new three-in-one party hotspot on Siloso Beach.



The Pulse of Beach Life

Azzura introduces a multi-level entertainment, dining and hydrosports experience on Siloso Beach

The pulse of life on the beach takes on a different beat at Azzura on Siloso Beach. Azzura offers an oasis of unique beach experiences, including hydrosports activities, to entertain guests from sunrise to sunset.



A Wild West Experience

Desperados joins the cluster of attractions at Sentosa's Imbiah Lookout

A first-of-its-kind in Singapore, Desperados is an interactive shoot-out attraction managed by Sentosa CineBlast and Sentosa 4D Magix. Opened in April 2009, the attraction allows up to 20 players at any one time to experience the Old West in an interactive game of explosive quick-draw action. Set in a lonely Western town, the players will ride on motion-based saddles and assume the role of law-enforcing sheriffs. This interactive game highly complements the other high-tech attractions at Imbiah Lookout and further raises the fun quotient in the cluster.



Nature Up Close and Personal

Experiential learning attraction opens at Imbiah Lookout

In the midst of high action activities at Imbiah Lookout, Sentosa Nature Discovery gallery offers a getaway to the lushness of Sentosa's nature heritage. Opened in August 2009 and housed in a former monorail station, the two-storey gallery offers an interactive journey of discovery, where nature and fun go hand-in-hand. Guests can put on their "nature detective" hats and indulge in informative and engaging exhibits or head out into the forest via an elevated boardwalk to experience Sentosa's natural charm.



Simulating the Perfect Skydive

The world's largest skydiving simulator to open in Singapore

iFly Singapore, the first of its kind in Singapore and the world's largest skydiving simulator facility, celebrated its groundbreaking with 100 special guests in August 2009. The facility will feature a five-storey high vertical wind tunnel that accommodates up to 20 professional flyers at one time. Through the transparent wind tunnel, "skydivers" will enjoy spectacular views of the South China Sea, Siloso Beach and dazzling pyrotechnics from the "Songs of the Sea". First-timers and skydiving enthusiasts alike can now enjoy the sport in a safe, realistic and affordable indoor setting by the end of the year.



Star-Studded Hospitality at its Best

Capella Singapore greets guests with a new standard of luxury

Sentosa continues to enhance its range of hospitality offerings. A significant step in that direction was taken when the ultra-luxurious Capella Singapore welcomed their first guests during the grand opening in March 2009. The prestige of the hotel was further endorsed by two premium brands, Rolls Royce and Gucci, which held successful events at the venue within the first few days of operations. Spacious, luxurious and state-of-the-art – these are the words that best describe Capella Singapore's 111 rooms and its world-class facilities that promise first-class service standards.



A Grand Makeover

Sentosa's Rasa Sentosa Resort undergoes a revamp

To better serve its guests, Rasa Sentosa Resort, Singapore's only hotel with a beachfront location, has closed for a \$50-million revamp. It will re-open in early 2011 and guests can look forward to exciting new dining experiences and a wider range of newly-renovated rooms with breathtaking views.



Supreme Swiss Hospitality

Mövenpick Hotels and Resorts debuts on Sentosa

The Mövenpick Hotels and Resorts marks its foray into Singapore with the highly-anticipated flagship Mövenpick Hotel Sentosa in 2011. This 181-room chic, upscale property will comprise 53 heritage suites set in a majestic 1940's British colonial, heritage building. An extended wing will also house 105 contemporary deluxe rooms, 18 Japanese Onsen suites, three executive suites and two penthouse suites which will aptly showcase stunning views of the South China Sea.

CREATING MOMENTS TO TREASURE



Summer Begins on the Beach

Captain Palawan leads families on a wild time at Summerfest

Families were the main focus at the inaugural Sentosa Summerfest which was organised in conjunction with the National Family Celebrations in June 2009. Palawan Beach transformed into a giant playground of action, education and entertainment, where the young and young at heart marvelled at magnificent sand sculptures, put their heads together to solve giant puzzles, and tossed giant sports balls to strengthen family cohesiveness. With special appearances by the fearless buccaneer Captain Palawan and his friends, the Sentosa Summerfest provided endless fun for families, especially children who had the rare opportunity to dunk their sporting parents at one of the game stations!



A Spooktacular Halloween

Singapore's largest Asian-themed Halloween event kicks off at Images of Singapore

A two-storey colonial house was given a ghastly makeover and had more than 30 grisly Asian "ghouls" play residents. The result was Singapore's largest Asian-themed Halloween haunted house opened to guests on two weekends in October 2009 at the Images of Singapore. Guests came face to face with eerie characters from Asian folklore – among them were the familiar Pontianaks, Pocongs and a revengeful Peranakan lady. Conceived by six students from Temasek Polytechnic under the Sentosa Apprentice programme, Sentosa Spooktacular was a first-of-its-kind multi-sensory event that also provided a performing platform for extremely talented staff.



Asia's Grooviest Party

The Siloso Beach Party – a bigger and bolder experience

To usher in the New Year, the 1.2 kilometre-stretch of Siloso Beach was transformed into a dance party arena with five unique zones for the first time. Resident clubs along Siloso Beach – Coastes, Azzura, Café Del Mar and Wave House Sentosa – joined in the countdown celebrations to offer a sandy dance floor measuring 32,000 square metres, or the equivalent of 25 Olympic-size swimming pools. Anchoring the five-parties-in-one-venue concept was the Main Arena, which boasted a dance floor, a strong line-up of local and international DJs, a foam pool, brilliant pyrotechnics displays and entertaining performers.



Lights of Spring in the Night Sky

Sentosa ushers in the Year of the Tiger with its first night-time Lunar New Year event

The Sentosa Lights of Spring bedazzled guests with a collection of light sculptures and creative light projections that magically transformed Imbiah Lookout and Merlion Plaza into a kaleidoscope of colours. The highlights included 12 light sculptures based on Chinese Zodiac signs, as well as a stunning light show which was projected onto the iconic Merlion. The backdrop of an illuminated night scene further brought alive celebrations for the Lunar New Year in February 2009.



A Home for Golf

Barclays Singapore Open set to stay in Sentosa for the next three years

Sentosa Golf Club will continue to be home to "Asia's Major" as the Barclays Singapore Open extends play on the award-winning greens till 2012. Golfers and golf enthusiasts will be delighted to know that the tournament can only get more exciting as the field size increases to accommodate 204 players, a 30 per cent increase from 2009. The championship will be played over the club's two courses – The Serapong and The Tanjong – and will be co-sanctioned by the European and Asian Tours. This thrusts the development of golf in the region and showcases Sentosa's internationally-lauded championship courses to an even wider audience.

Sentosa's achievements and awards

Think possible!

Guest Arrivals at an All-time High



Total annual guest arrivals up 28 per cent from the last financial year

Sentosa attracted a record of 7.83 million guest arrivals and visits to the attractions during the fiscal year. These figures are a reflection of the appeal of Sentosa as a leisure destination and testament to our leisure management capabilities in transforming Sentosa into Asia's favourite playground.

Sentosa Guest Arrivals	FY 2009/2010	
Tourist	4,073,000	52%
Domestic	3,760,000	48%
Total	7,833,000	100%

Note:

1. Resorts World Sentosa soft opened in February 2010.

Guest Arrivals to Attractions	FY 2009
Beaches	4,503,000
Underwater World & Dolphin Lagoon	1,238,000
Sentosa Luge & Skyride	1,230,000
Songs of the Sea	1,195,000
Singapore Cable Car	514,000
Images of Singapore	463,000
Sky Tower	461,000
Sentosa 4D Magix	430,000
The Merlion	378,000
Sentosa Cineblast	336,000
Butterfly Park & Insect Kingdom	302,000
Animal & Bird Encounters	175,000
Sentosa Nature Discovery	106,000
Desperados	86,000
Fort Siloso	69,000

Note:

1. Cable Car was closed for upgrading from 14 September 2009.
2. Sentosa Nature Discovery started operations from 10 May 2009.

WRAPPING UP THE YEAR WITH A STRING OF AWARDS



Setting the Golfing Standard

The Serapong named best course by Golf Digest Singapore

Sentosa Golf Club's The Serapong was awarded Best Golf Course in Singapore by an independent panel comprising experienced golfers and top local amateurs. Golf Digest Singapore cited The Serapong as the standard for other courses to follow for its "contemporary splendour", being "constantly in immaculate shape" and world-class conditions. The Club also emerged winner in two other categories for Best Food & Beverage and Best Club House.



Media Campaigns Sweep Industry Awards

Sentosa was conferred six awards for exceptional media campaigns at the Pinnacle Awards

Sentosa was recognised at the 2009 Pinnacle Awards for its exceptional media campaigns. Organised by the International Festival and Events Association (IFEA), which celebrates outstanding festivals, events and promotions around the world, the annual event honoured Sentosa with six awards. The wins reflect the brand proposition that has guided Sentosa in planning its marketing campaigns targeted at the different segments of its guests. The awards are also a representation of unforgettable and extraordinary guest experiences.



A Hat Trick of Asian Attractions Awards

Sentosa wins the Large Attraction category for the third year running

Sentosa won the coveted award for Favourite Large Attraction at the IAAPA Asian Attractions Expo 2009, beating the region's best, such as Hong Kong's Disneyland, China's Chimelong Water Park and Korea's Lotte World. The third consecutive win is testament to the island's compelling appeal to visitors from around the world.



A Trusted Brand

Sentosa receives the Reader's Digest Asia Trusted Brands 2009

Sentosa is proud to be recognised as one of the trusted brands by Reader's Digest Asia, having received the Gold Trusted Brand Award in the Family Tourist Attraction category. Reader's Digest Asia Trusted Brands Survey (previously known as Reader's Digest SuperBrands) was launched in 1999 and has been carried out annually for the past 11 years. The highly-acclaimed status is a stamp of approval from consumers across Asia.



Service Excellence

Sentosa bags 115 awards at EXSA 2009 including the coveted SuperStar (Attractions) industry award

Sentosa shone at the EXSA 2009 Awards where it swept a total of 115 awards. Organised by SPRING Singapore, the Awards recognise individuals and organisations that have demonstrated outstanding service. This recognition serves to renew the commitment of Sentosa's staff to go the extra mile in meeting the expectations of guests and consistently delivering the Sentosa experience.

Sentosa

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