



**THE BEST EXPERIENCES IN  
LIFE ARE ALWAYS SHARED**

**sentosa**

**11/12 ANNUAL REPORT**

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*Through Play, special Bonds are created, nurturing memories for life.  
As Asia's favourite playground, Sentosa is proud to play our part in inspiring our  
guests to rediscover the sheer joy of playtime.*



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## JOINT MESSAGE BY CHAIRMAN & CEO



**Dr Loo Choon Yong**  
Chairman

### *Keeping Our Offerings Fresh And Original*

At Sentosa, we take the business of Play very seriously. Over the past few years, we have put considerable resources into developing our ‘hardware’ and supporting our Island Partners to strengthen their products and services. We aim to offer a full suite of experiences that will allow our guests to leave Sentosa with enjoyable memories of the time they have spent on the island.

In line with our mission to deliver best-in-class offerings to our guests, Sentosa welcomed the opening of iFly Singapore in May 2011. It is Singapore’s first skydiving simulator, with the world’s largest indoor skydiving wind tunnel. Desperados in 3D, Sentosa’s interactive shoot-out game, also underwent a \$200,000 upgrade and is now powered by a state-of-the-art digital projection system.



**Mike Barclay**  
Chief Executive Officer



FY 2011/12 brought many new additions to Resorts World Sentosa (RWS) including attractions like the Maritime Experiential Museum (MEM). Over at Universal Studios Singapore, two new rides were launched -- the world’s first *TRANSFORMERS* The Ride featuring 3D high definition video and audio animatronics, and the new *Madagascar: A Crate Adventure*.

With the opening of the Equarius Hotel and Beach Villas in RWS as well as the Contemporary Wing of the Mövenpick Heritage Hotel, there are now 14 hotels and resorts offering 2,930 rooms on Sentosa.



**Guest-Centricity Is In Our Soul**

However good the hardware is, it is the dedication and concerted effort of everyone who works on Sentosa that anchors Sentosa's success as Asia's favourite playground. After all, it is this 'software' which drives the relationship with our guests who are at the centre of all that we do.

Guest experience is paramount in the leisure business. With the diversity of stakeholders on the island, we have striven for consistency across all touch points by nurturing a service-oriented culture and keeping our people, products and processes aligned.

Together, our service ambassadors and Island Partners achieved an all-time high guest satisfaction level of 95% in FY11/12. Our efforts have also been recognised on the national level, where Sentosa saw a significant improvement in the Customer Satisfaction Index of Singapore (CSISG) report card for the second consecutive year. We were also honoured to be recognised as the Best Visitor Attraction Experience at the annual Singapore Experience Awards organised by the Singapore Tourism Board (STB).

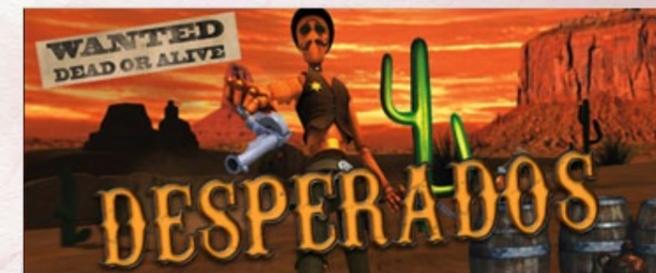
We will continue to build on our role as one of four national service excellence icons under Spring Singapore's Customer Centric Initiative. In addition, with a view to nurturing like-minded, service-oriented individuals for our industry as a whole, we have signed a Memorandum of Understanding with the Institute of Technical Education (ITE) to encourage students to use Sentosa as a living classroom.



**Industry Accolades**

Accolades and awards help deepen our resolve to provide the best Sentosa experience possible.

Sentosa made waves internationally by winning nine prestigious Haas & Wilkerson Pinnacle Awards at the 56th Annual International Festivals and Events Association (IFEA) Convention & Expo in the United States. We were also proud to see Resorts World Sentosa, Singapore



Cable Car and Sentosa 4D Magix being recognised through the Most Popular Asian Attraction Awards given out by the International Association of Amusement Parks and Attractions (IAAPA).

**Engaging in Conversations**

In a bid to receive more feedback and to share more on Sentosa's many offerings and events, we have sought to increase our engagement with fans and new guests across a variety of platforms. Our first venture into the world of social media has garnered 2,000 followers on Twitter, while attracting another 20,000 fans on FaceBook.

The launch of the *MySentosa* mobile application in March last year provides guests with a one-stop portal for wayfinding around Sentosa, real-time updates on promotions and an avenue to upload and share their favourite

moments with us. To date, *MySentosa* has 40,000 unique downloads, 75% of which are local. Also on-air since early 2012, Sentosa's own YouTube Channel, Sentosa TV, has been engaging our guests with bite-sized video news nuggets about the island.



**Financial Performance**

For the financial year, the Group recorded a net surplus of \$34.8 million, up by 60.1% as compared to last year. The Group's revenue increased by 5.3% to \$207.4 million. Significant increases in the Group's cable car and rental revenues were largely offset by a \$16 million fall in income from land sales.



**Giving back to the Community**

Even as we focus on strengthening our revenue streams, we believe in doing our part for the community. Hence, we have sought to add breadth and variety to our corporate social responsibility initiatives, while nurturing a sense of shared responsibility amongst our staff.

Our inaugural Sentosa Gives week in September 2011 was a good start. We joined hands with our Island Partners and hosted 1,900 underprivileged children and youths from 26 Voluntary Welfare Organisations who had a fun day out on the Island. Fundraising events like the Sentosa Buskers Festival, Sentosa Charity Golf, Sentosa Experience and Sentosa Day were well received by the public. In all, Sentosa Gives 2011 raised \$365,000 for the Community Chest with proceeds going to education, therapy and counselling for children and youths. We are also collaborating with the APSN Tanglin School to offer its students work experience across a variety of job functions on the island.

Taking pride in conserving Sentosa's



unique topography, beaches, reefs, flora and fauna, our green efforts include a reforestation programme to plant native tree species on the island. Ongoing collaborations with Nanyang Technological University and other industry partners have also seen the test-bedding of green technologies such as new-generation electric vehicles and LED street lights, as well as exploring how best to harness tidal energy for electricity.



**Growing Prominence and Global Recognition**

Progress at Sentosa Cove is well on track as more residences in the southern precinct of Sentosa Cove were completed. As of March 2012, the live-in population has exceeded 4,500 residents of over 21 nationalities. By 2014, the enclave is expected to see a population of more

than 6,500 residents. Sentosa Cove was recognised as the world's first '5 Gold Anchor Residential Canal Estate Marina' by the Marina Industries Association of Australia, and its Arrival Plaza also received a 'Green Mark Gold Award' from the Building and Construction Authority



of Singapore. By the second half of 2012, Singapore's only marina hotel, W Singapore-Sentosa Cove, will open its doors, along with the shopping outlets in Quayside Isle.

Existing attractions like Mount Faber and the Sentosa Golf Club have continually reinvented themselves. The Jewel Box continues to shine with initiatives like the launch of the Singapore Cable Car Museum, Asia's first cable car museum; the Sky Art Gallery; and wedding shows that bring life to the iconic hilltop destination. The efforts to build a strong brand and deliver a unique guest experience reaped success for Mount Faber Leisure Group which took top honours at the 2011 Asian Attractions Awards.

Sentosa Golf Club has been home of the Singapore Open for seven years running, the last six sponsored by Barclays, which has since grown to become Asia's Major. The Club takes pride in presenting both our courses in tip-top tournament condition all year round, as we continually welcome our members and their guests alongside the corporate golf events which are regularly organised by prestigious industry partners. Sentosa Golf Club remains committed to delivering world-class experiences on our award-winning championship courses, The Serapong and The Tanjong, which have kept us at the forefront of golfing action in the region and beyond.



### *In Appreciation*

Our achievements are the result of a lot of careful planning and hard work at all levels. We would like to take this opportunity to recognise our outgoing Board member Mr Kwek Mean Luck for his contribution and commitment as well as the President of the SGC General Committee Mr Lim Hock San whose leadership was instrumental in four successful editions of the Barclays Singapore Open. Taking over the reins is President-elect Mr Low Teo Ping. We would also like to thank Mr David Yim and Mr Edmund Lim who have served on the golf club's General Committee with the utmost dedication. These good men have left huge shoes to be filled for their successors.

Our heartfelt appreciation also goes to all our Board and Committee members, Management and staff of Sentosa, Island Partners and business associates. Your integrity, support and cooperation have been integral in getting Sentosa where we are today.



## VISION & MISSION

### ▶ *Vision*

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



### ▶ *Mission*

We create the Sentosa Experience through outstanding service and best-in-class offerings



### *Values*

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*

**S**ervice  
Serve from the heart & enjoy it!

**T**eamwork  
Care for one another & build trust and respect

**A**cting with Integrity  
Be professional & honest

**R**esults Oriented  
Be innovative & decisive to make things happen





 *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 and promotion of the island as a resort destination for locals and tourists. 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.*

*SDC has evolved and grown over the years. It currently oversees the following business and commercial units – Sentosa Leisure Management Pte Ltd, Sentosa Golf Club, Sentosa Cove Resort Management Pte Ltd and Mount Faber Leisure Group (MFLG). Collectively, SDC & its subsidiaries are referred to by our stakeholders as the Sentosa Leisure Group.*

*SDC also manages the day-to-day operations of a cluster of nine islands south of Sentosa, including the conservation of the islands' greenery and heritage.*



 **Mount Faber Leisure Group** operates Singapore's sole cableway system and encompasses other related businesses such as attractions management, food and beverage, retail and inbound tour services.

 **Sentosa Cove Resort Management** is responsible for the management of Sentosa Cove, which has evolved into an internationally prestigious residential and commercial waterfront district.

 **Sentosa Leisure Management** handles the day-to-day operations on the island. This includes attractions development and management, marketing and sales, maintenance, safety and security, landscaping and retail.

 **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.

## BOARD MEMBERS

*(L to R):*  
**Dr Loo Choon Yong**  
Chairman,  
Sentosa Development Corporation  
Executive Chairman,  
Raffles Medical Group Ltd

**Mike Barclay**  
Chief Executive Officer,  
Sentosa Development Corporation

*(L to R):*  
**Aw Kah Peng**  
Chief Executive,  
Singapore Tourism Board

**Jennie Chua**  
Chairman, Sentosa Cove,  
Chief Corporate Officer,  
CapitaLand Limited

**Christopher Fossick**  
Managing Director,  
Singapore and South East  
Asia, Jones Lang LaSelle

*(L to R):*  
**Allen Lew**  
Chief Executive Officer  
(Group Digital Life), Singapore  
Telecommunications Limited

**Kevin Shum**  
Director (Social Programmes),  
Ministry of Finance

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



*(L to R):*  
**Low Teo Ping**  
Global Supervisory Director,  
ATC Group B.V. (Netherlands)

**Soo Kok Leng**  
Chairman,  
Singapore Technologies Electronics  
Limited/ST Electronics Info-Comm  
Systems Pte Ltd

**Olivier Lim**  
Chief Investment Officer,  
CapitaLand Limited



*(L to R):*  
**Lt-Gen Bey Soo Khiang**  
Vice-Chairman,  
RGE Pte Ltd

**Chaly Mah**  
Chief Executive Officer,  
Deloitte Asia Pacific



*(L to R):*  
**Kwa Kim Li**  
Managing Partner,  
Lee & Lee Singapore

**Keith Yu-Jene Magnus**  
Chairman & Head of Investment  
Banking, Singapore and Malaysia,  
UBS AG



## SENIOR EXECUTIVES

*(L to R):*  
**David Goh**  
Senior Divisional Director,  
Sentosa Leisure Management

**Low Tien Sio**  
Executive Director,  
Special Projects & Property

**Mike Barclay**  
Chief Executive Officer,  
Sentosa Development Corporation



*(L to R):*  
**Chan Mun Wei**  
Divisional Director,  
Corporate Planning

**Low Wai Peng**  
Chief Financial Officer,  
Finance

**Colin Low**  
Director,  
Internal Audit



*(L to R):*  
**Lee Siyou Kim**  
Divisional Director,  
Resorts Development

**Eu Kwang Chin**  
Divisional Director,  
Information Technology

**Lim Suu Kuan**  
Divisional Director,  
Guest Experience



*(L to R):*  
**Susan Ang**  
Divisional Director,  
Commercial

**Peter Downie**  
General Manager,  
Sentosa Golf Club

**Cynthia Lee**  
Divisional Director,  
Human Resources and  
Administration



*(L to R):*  
**Catherine Chew**  
General Manager,  
Sentosa Cove Resort Management

**Chan Chee Chong**  
General Manager,  
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 Low Teo Ping**  
Global Supervisory Director  
ATC Group B.V. (Netherlands)

**Ms Low Peck Kem**  
Divisional Director  
National Human Resources Division  
Ministry of Manpower

**Mr Mike Barclay**  
Chief Executive Officer  
Sentosa Development Corporation

**Mr Kwan Chee Wei**  
Executive Director  
Human Capital Leadership Institute

#### SECRETARY

**Ms Cynthia Lee**  
Divisional Director, Human Resource  
Sentosa Leisure Group

### Audit Committee

#### CHAIRMAN

**Mr Allen Lew**  
CEO (Group Digital Life)  
Singapore Telecommunications Limited

#### MEMBERS

**Mr Chong Kee Hiong**  
CEO  
Ascott Limited

**Lt-Gen (Ret) Bey Soo Khiang**  
Vice-Chairman  
RGE Pte Ltd

**Mr Kevin Shum**  
Director (Social Programmes)  
Ministry of Finance

**Mr Chaly Mah**  
Chief Executive Officer  
Deloitte Asia Pacific  
(Until 30 November 2011)

#### SECRETARY

**Ms Patsy Tan**  
Senior Internal Auditor  
Sentosa Leisure Group

### Finance and IT Committee

#### CHAIRMAN

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

#### MEMBERS

**Mr Chia Khong Shoong**  
Chief Financial Officer  
Frasers Centrepoint Limited

**Mr Mike Barclay**  
Chief Executive Officer  
Sentosa Development Corporation

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

**Mr Stephen Lim**  
CEO & Managing Director  
SQL View Pte Ltd

#### SECRETARY

**Mr Lek Yong Kwang**  
Deputy Director, Finance  
Sentosa Leisure Group

### 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

**Ms Kwa Kim Li**  
Managing Partner  
Lee & Lee

**Ms Rita Soh**  
Director  
RDC Architects Pte Ltd

**Mr Mike Barclay**  
Chief Executive Officer  
Sentosa Development Corporation

#### SECRETARY

**Ms Tan Lee Keow**  
Deputy Director  
Island Development and Investments  
Sentosa Leisure Group

*By constantly enhancing Sentosa island's appeal through fun attractions, unique experiences and innovative programming, we aim to give our local and foreign guests reasons to return again and again.*

## NEW ATTRACTIONS AND ACCOMMODATIONS

### *iFly Singapore*

The world's largest indoor skydiving wind tunnel officially opened on Siloso Beach in May 2011. Standing at a height of 17metres, this \$25-million state-of-the-art attraction is an advanced indoor skydiving facility equipped with the latest special effects and inflight manifesting technology. iFly Singapore can accommodate up to 20 professional flyers at any one time, making it ideal for hosting world-class competitions. More than an attraction, iFly Singapore aims to foster the next generation of flying talent and is training enthusiastic children to form Asia's first youth indoor skydiving team.



### *Desperados in 3D*

Sentosa makes it a point to keep our attractions relevant and fresh. Singapore's first interactive shoot-out simulation game, Desperados, has undergone a \$200,000 upgrade. The ride has been transformed into an immersive 3D experience and is now powered by a state-of-the-art digital projection system. Guests can now play sheriff in the dusty town of Wild West in a more visually stunning way, with high-resolution images that leap off the screen. Using polarised glasses, participants fire and dodge bullets with enhanced realism as they come face to face with outlaws.



### *Equarius Hotel & Beach Villas*

All six hotels in Resorts World Sentosa are now in full operation with the opening of Equarius Hotel (172 keys) and Beach Villas (22 keys) in February 2012. Boasting 360-degree views of the waterfront, the harbourfront skyline and the tropical rainforest, the two hotels offer the idyllic getaway, close to nature and the sea. Distinguished by their iconic resort-style architecture, the hotels' verdant surroundings are accentuated by a nearby 2.9-hectare natural forest and some 4,000 trees planted on hotel grounds.





### ***TRANSFORMERS The Ride***

Sentosa welcomed the “Ultimate 3D Battle” to the island with the launch of TRANSFORMERS The Ride at Universal Studios Singapore in December 2011. Touted as Asia’s most technologically advanced motion thrill ride, TRANSFORMERS The Ride signals a new era in immersive theme

park entertainment. Universal Studios Singapore is the world’s first theme park to unveil the much-awaited ride based on Hasbro’s popular franchise. Sentosa is proud to be associated with cutting edge theme park attractions that will undoubtedly take the enjoyment of park guests to new heights.

## SIGNATURE EVENTS

### ***Busking For A Good Cause***



The Sentosa Buskers Festival, held for the second year, featured a bigger ensemble of acts and a new charity focus. Adding to the might of Sentosa Leisure Group’s inaugural charity initiative, Sentosa Gives, all donations collected from the Festival were contributed to the Community Chest of Singapore with proceeds going to education, therapy and counselling for underprivileged children and youths.

This week-long affair took place over the September 2011 school holidays. Thirteen performances from eight countries were showcased including the Festival’s first Asian act -- a modern interpretation of traditional Japanese juggling used for warding off evil spirits. Other highlights included an American painting performance, and Canada’s legendary one-man circus and comedy act, Aytahn Ross, who captured the imagination of guests of all ages.

### ***Spooky Fun Galore***



Some 15,000 Asian ghouls, witches and wizards descended upon the Imbiah Lookout and Merlion Plaza for five nights during the Halloween season in October 2011. This year’s instalment of Sentosa Spooktacular showcased a total of six trails. New locations such as the Cable Car Museum, Sentosa Nature Discovery, Butterfly Park & Insect Kingdom, Sentosa 4D Magix and Cineblast added fresh thrills and intrigue for returning fans.

This event was conceptualised and produced by students from the Temasek Polytechnic under the Sentosa Apprentice Programme which has been running for four years.

## PLAY WITH FLAIR

### *Lighting up the Sentosa HarbourFront*

The Christmas season was exceptionally bright this year thanks to the inaugural Sentosa HarbourFront Precinct Light-up initiative. For the first time, the precinct's leisure, entertainment and retail partners joined hands to light up the area encompassing the Sentosa Boardwalk, Resorts World Sentosa and its movie theme park Universal Studios Singapore, VivoCity, HarbourFront Centre, St James Power Station, and The Jewel



Box atop Mount Faber. Apart from the spectacular Christmas lights, a host of 'live' performances, light and sound shows, and special discounts added to the festive spirit.

### *Blooming Flower Extravaganza*

Back for the seventh consecutive year, the annual Sentosa Flowers Festival once again transformed Sentosa into a magical floral wonderland. Carrying the theme "Enchanted Spring", at least half of the exhibits were inspired by the Chinese zodiac dragon. Dragon-related plants and Spring flowers from temperate countries, intricate hand-crafted floral displays of dragons and dinosaurs, an impressive eight-metre long sand sculpture depicting a dancing dragon as well as educational trails on dragonflies, scented orchids and sea creatures were



specially brought in for the eight-day bloom fest. This year's show attracted over 330,000 guests as the festival extended its footprint for the first time to the Jewel Box, atop Mount Faber.

### *Sailing into the High Seas*

The Singapore Yacht Show (SYS) returned to ONE°15 Marina Club in Sentosa Cove for the second year. Catering to a growing traffic of super yacht visits to the region, the SYS not only raised Singapore's tourism appeal as one of Asia's key events and entertainment capitals, the event created myriad opportunities for super yacht owners and enthusiasts to meet and mingle. Resonating with Sentosa Cove's vision as a waterfront residential community, the SYS reinforces Singapore as an international hub of sailing with the capability to host world-class events.



### *Asia's Major Tee-Off*

In November 2011, Sentosa Golf Club played host to the Barclays Singapore Open for the seventh consecutive year. The tournament, known as Asia's Major, has grown in stature over the years, attracting more big-name players to vie for Asia's richest prize purse of US\$6 million. Spaniard Gonzalo Fernandez-Castano emerged triumphant after he birdied the second play-off hole to beat Juvic Pangusan of the Philippines. The event was broadcast live on the ESPN



Star Sports network, receiving extensive international newsprint coverage and garnering plenty of good publicity and media exposure for Singapore and Sentosa.

## REACHING OUT VIA SOCIAL MEDIA

Sentosa harnesses the power of the social media to reach out to the online community. In addition to engaging popular food, travel and lifestyle bloggers, we have garnered a growing online community of 20,000 **Facebook fans** and 2,000 **Twitter followers**. This achievement signals the strengthening of Sentosa's branding across our social media platforms.

We have also endeavoured to engage our guests through new media platforms such as the **MySentosa mobile app**. The app provides a convenient one-stop portal to the latest happenings on the island. It allows users to share information with friends via the social media platforms, navigate around the island via the GPS locator, and plan their itinerary while visiting the island. Since its official launch in March 2011, there have been over 40,000 unique new downloads, 75% of which were local.

In January 2012, we launched the official Sentosa **YouTube Channel – Sentosa TV**. The online channel complements our existing public relations, marketing and social media efforts, with regular bite-size news nuggets and lifestyle video clips to engage the Internet-savvy community. Sentosa TV was launched in conjunction with Sentosa's 40th Anniversary celebrations.



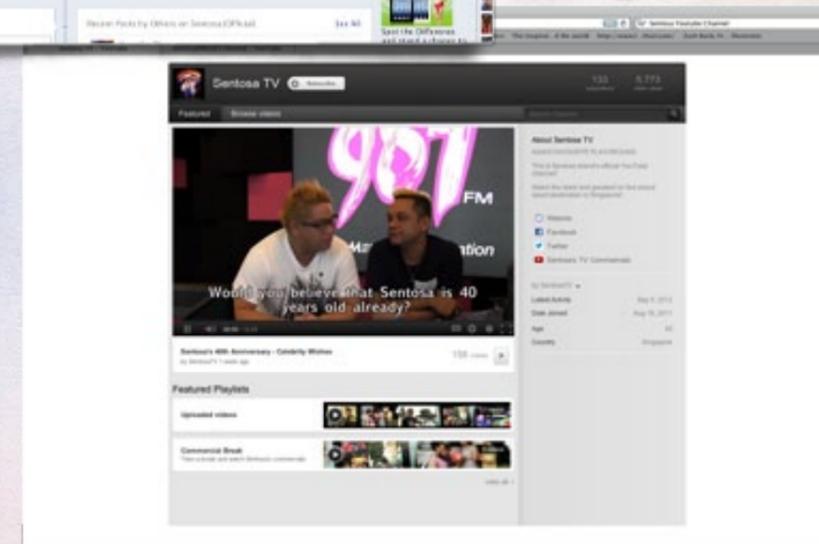
MySentosa mobile app



MySentosa



Facebook



Youtube



Twitter

## LIVING ON THE WATERFRONT

Sentosa Cove continues to be one of the most coveted residential enclaves in Asia. The 117- hectare development on the south-eastern side of Sentosa enjoys proximity to the financial and shopping districts, as well as upcoming retail boutiques, quaint cafés and restaurants, an award-winning marina club and a marina hotel. Being the only residential estate in Singapore that allows foreign ownership of landed properties, the waterfront residential precinct is fast establishing itself as an iconic cosmopolitan community in the region.

During the year, Sentosa Cove was accorded the world's first '5 Gold Anchor Residential Canal Estate Marina' accreditation by the Marina Industries Association of Australia. The development's Arrival Plaza received a 'Green Mark Gold Award' from the Building and Construction Authority of Singapore.

Development in Sentosa Cove gained momentum with the new 13-villa Kasara - The Lake which was awarded its temporary occupancy permit during the year. Quayside Isle, a premium lifestyle and entertainment hub offering retail and commercial space by City Developments Limited is scheduled to be completed by the fourth quarter of 2012. Singapore's only marina hotel, W Singapore-Sentosa Cove, scheduled to open in September 2012, will further add to the Island's vibrancy. The development of the residences in the South Cove is also making good progress.



With completion of 2,160 residential units expected by 2014, Sentosa Cove is poised to be at the pinnacle of the marina lifestyle dream.

As the residential precinct takes shape, we focus on building and growing a dynamic community.

*As we continue to hone our service touch points to make every guest feel special, we remain committed to being socially responsible in caring for the well-being of the underprivileged and our environment.*

## SERVICE CULTURE & GUEST-CENTRICITY

Sentosa's guest experience ratings have improved year-on-year with an upward trend to 95%, compared to 86% in the previous year. The Singapore Management University's Customer Satisfaction Index of Singapore (CSISG) report card also showed an improvement from 70.3 points in 2010, to 74.5 points in 2011.

With the collective efforts of our staff and Island Partners, Sentosa bagged the prestigious Best Visitor Attraction Experience Award at the Singapore Tourism Board's annual Singapore Experience Award 2011. The award galvanises the Group's commitment to raising Singapore's profile as a premier tourist destination.



## GREEN EFFORTS



The Sentosa Green Plan is a critical component of our Corporate Social Responsibility masterplan. Our activities under the plan underscore Sentosa's commitment to be a leader and innovator in supporting environmentally sustainable initiatives. During the year, our ongoing Forest Restoration Project saw native tree species planted to replace fallen trees to enhance our landscape. We also collaborated with Nanyang Technological University and other partners to test-bed a number of green technologies. In seeking novel ways to utilise energy with greater efficiency, we can now harness tidal energy for electricity. We have also introduced solar

Cat Eyes across the island to serve as warning lights for motorists, tested the use of electric vehicles, and adopted energy-saving LED streetlights.

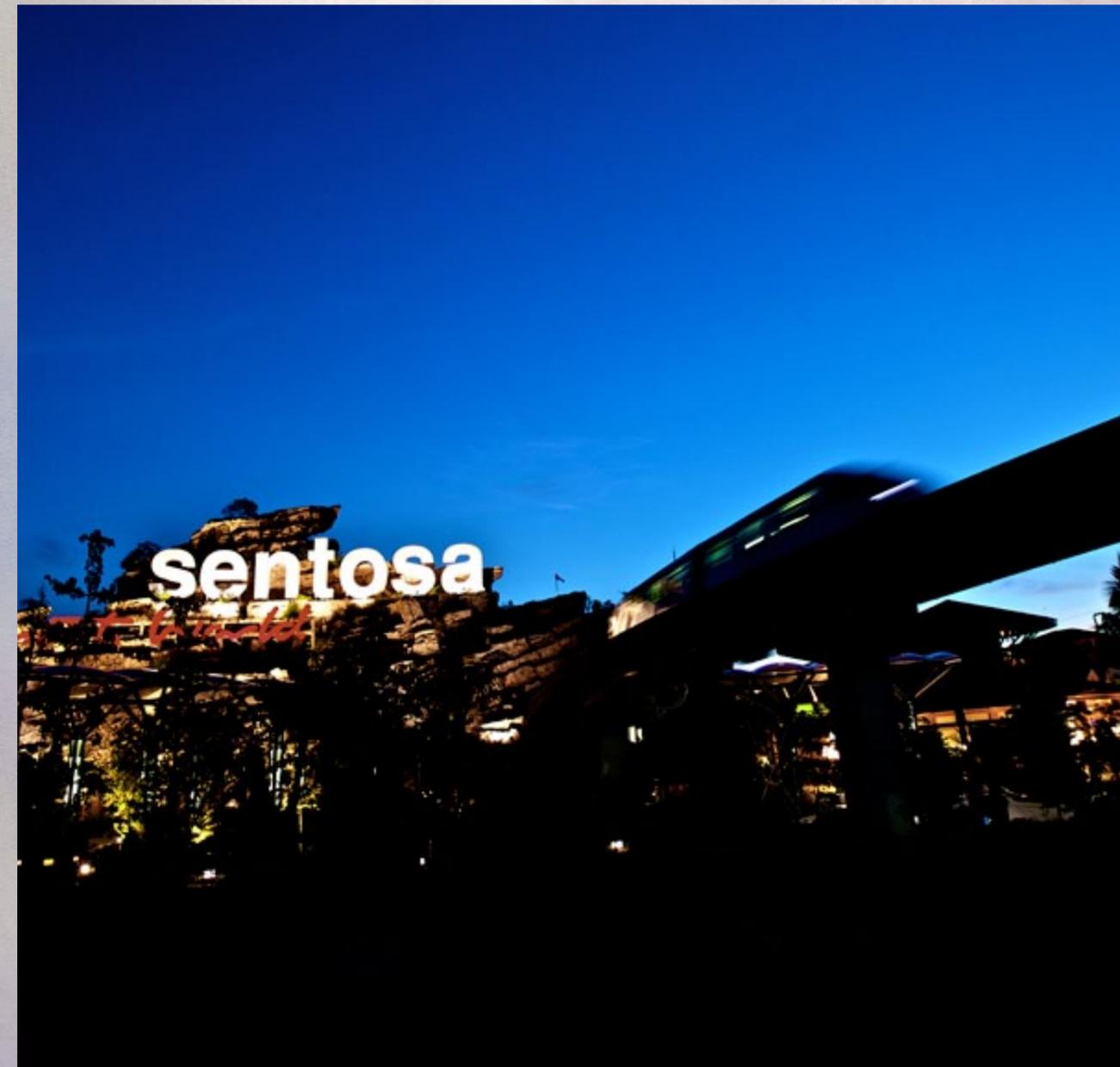


## SHARING & CARING

Giving back to society and inculcating a sense of shared responsibility among our people have always been important to us. During the fiscal year, a line-up of charity initiatives took off. The Caritas Singapore Community Council Golf Day and Great East Japan Earthquake/ Tsunami Relief Fund Raising Charity Golf 2011 were two successful charity events organised by the Sentosa Golf Club.

In our inaugural Sentosa Gives week in September 2011, we joined our Island Partners to host 1,900 underprivileged children from 26 Voluntary Welfare Organisations for a fun day out on the island. Coinciding with the Sentosa Buskers Festival, over \$385,000 was raised from public donations and a charity dinner in support of the Singapore Community Chest.

At the same time, Sentosa continued to offer its grounds as a living classroom for special needs students from APSN Tanglin School, providing internships as well as organising career talks and outings to the island.



*The multiple local and international awards we continue to receive attest to the dedication of our people who bring the Sentosa experience to life for our guests every day.*

## WINNING AWARDS AND ACCOLADES

Sentosa made waves internationally with nine prestigious Haas & Wilkerson Pinnacle Awards for our outstanding events, programming and promotions at the 56th Annual IFEA Convention & Expo in the United States this year. The awards recognise outstanding accomplishments by organisers of festivals and events around the world.

At the 2011 Asia Attractions Awards, Resorts World Sentosa, Singapore Cable Car and Sentosa 4D Magix bagged the Best Attraction Award in the large, medium and small categories respectively. In addition, Singapore Cable Car won the coveted overall Grand Attractions Award while Resorts

World Sentosa received the 'Best Theme Park' honour for its Universal Studios Singapore theme park. Organised by IAAPA and Springboard Interactive, the awards were based on online voting open to fans in 23 Asian countries.

Sentosa also came out tops in the 2011 Singapore Experience Awards, winning the industry award for the Best Visitor Attraction Experience, conferred by the Singapore Tourism Board.

At the EXSA Awards 2011 which recognised individuals who have delivered outstanding services, Sentosa made an impressive showing. We led the honour roll with 162 winners out of 482



contenders from the Attractions industry (26 Star, 54 Gold, 82 Silver). We also congratulate our Island Partners on their wins: Skyline Luge Sentosa (6 Gold & 7 Silver winners), Sentosa 4D Magix (1 Gold & 3 Silver winners) and Resorts World Sentosa (1 Silver).

Across the island, Sentosa Golf Club was named the Best Clubhouse. The Serapong and The Tanjong courses took the first and second runners-up positions respectively, in rankings for Singapore's Best Golf Courses named by local premier golfing magazine, Golf Digest Singapore, in May 2011.



## PLAY WITH DISTINCTION

### *IFEA – Haas & Wilkerson Pinnacle Awards*

#### *Gold*

- Best TV Promotion (ad spot or PSA)
- Best Event Website, Siloso Beach Party 2010
- Best Organisational Website, www.sentosa.com
- Best Social Media Site, Sentosa's Facebook page
- Best Ad Series
- Best New Event, R.A. in the Gifts of Mother Nature

#### *Silver*

- Best Miscellaneous Multimedia, MySentosa mobile application
- Best Children's Programming, Storytelling Comes Alive!

#### *Bronze*

- Best Event (within an existing festival), Sentosa Flowers 2011



### *Asia Attractions Awards 2011*

#### **Grand Attractions Award**

Singapore Cable Car

#### **Best Large Attraction**

Resorts World Sentosa

#### **Best Medium Attraction**

Singapore Cable Car

#### **Best Small Attraction**

Sentosa 4D Magix (for the 5th year running)

### *EXSA Awards 2011*

Star : 26

Gold : 54

Silver : 82



# BUOYANT GUEST ARRIVALS

Total Island Guest Arrivals:

# 19 million ,000 000

Sentosa welcomed 19 million guests during the fiscal year, buoyed by the opening of new and refurbished hotels and attractions in Sentosa as well as Sentosa's good mix of events throughout the year.

Outside of Resorts World Sentosa, locals made up 50% of visitors to the island. India, Malaysia and Australia continued to be the top three international growth markets.

## Gated Attractions

Visitorship: **7,527,599**

List of gated attractions:

- Butterfly Park
- Desperados
- Fort Siloso
- GoGreen
- iFly Singapore
- Images of Singapore
- MegaZip
- Merlion
- Skyline Luge Sentosa
- Sentosa 4D Magix
- Sentosa CineBlast
- Singapore Cable Car
- Sky Tower
- Songs of the Sea
- Underwater World & Dolphin Lagoon
- Wave House Sentosa

## Ungated Attractions

Visitorship: **5,980,929**

List of ungated attractions:

- Sentosa Nature Discovery
- Animal & Bird Encounters
- Beaches



*Sentosa embarks on our next chapter of growth primed to meet the challenges and opportunities of a constantly changing tourism landscape as we strengthen our position as Asia's favorite playground.*

## BUILDING UPON OUR STRENGTHS

Sentosa has come a long way from being a military backwater to becoming a vibrant playground. Over the years, we have sought to build upon the Sentosa Experience through product rejuvenation, value integration and capabilities enhancement. These measures ensure the island is primed to meet the challenges of the changing tourism landscape, and continues to appeal to local and foreign guests, as a premier leisure and lifestyle destination.

As we celebrate our 40th anniversary in 2012, we will remain focused on strengthening our brand and our bonds with our guests by continually building upon the Sentosa Experience.

The intra-island cableway project which is underway is set to boost connectivity on the island for our guests. Upon completion, it will serve as a convenient link between the island's key activity zones at Imbiah Lookout in the heart of the island, and Siloso Point on the eastern end.

Guests can also expect more exciting new leisure offerings. These include the Marine Life Park and a water theme park at Resorts World Sentosa, a children's themed waterplay area and a Family Entertainment Centre on Palawan Beach as well as the W Singapore-Sentosa Cove.



The achievements we plan will not be possible without the commitment of our people. Staff and management at all levels hold the key to sustaining Sentosa's success. We will continue to grow a pool of passionate and competent service ambassadors who make a difference in the guest experience through their personal touches, sincerity and passion to serve. We partner learning institutions to build a strong workforce of like-minded and service-oriented individuals. Sentosa signed a Memorandum of Understanding with the Institute of Technical Education (ITE) in December 2011 to collaborate

in Business, Hospitality and Tourism related training and development for ITE students. Through training cum work, industrial attachment and employment opportunities, students will gain wide-ranging skill-sets that are needed to support the business in tourism, leisure and travel as well as attractions operations.



**sentosa**

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