



FOR IMMEDIATE RELEASE

## **Sentosa Recognised as One of the World's Leading Sustainable Tourism Destinations**

**SINGAPORE, 22 MARCH 2013** – Sentosa has been recognised as one of the world's leading sustainable tourism destinations. The island resort has been selected from 130 odd applicants across some 50 countries as a finalist for the prestigious Tourism for Tomorrow Awards' (TTA) *Destination Stewardship Award*, organised by the World Travel & Tourism Council (WTTC).

The *Destination Stewardship Award* recognises visitor attractions which have successfully implemented a sustainable tourism programme at the destination level, incorporating social, cultural, environmental and economic benefits as well as multi-stakeholder engagement. Shortlisted attractions are judged on their ability in best demonstrating the protection of natural and cultural heritage, delivering social and economic benefits to local people, and engaging in environmentally-friendly operations.

The other finalists for the Destination Stewardship Award are the Tourism Council of Bhutan and The Peaks of the Balkans in Kosovo. The winner will be announced during the TTA awards ceremony in Abu Dhabi on 9 April.

"Sentosa is delighted and honoured to be selected as a finalist for this prestigious award", said Mike Barclay, Chief Executive Officer of Sentosa Development Corporation. "The award is testament to the successful collective commitment of our island partners and employees to develop an attractive tourist destination, while conserving and enhancing the island's heritage areas and environment at the same time. On Sentosa Island, we seek to balance the needs of the environment and the island's tourism potential in a socially responsible manner. This

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approach is in line with Singapore's national development vision to strike a delicate balance between development and conservation.

"We recognise that our special blend of development-cum-conservation is a unique value proposition for our guests and residents, which underpins and drives Sentosa's continued success. As such, safeguarding our greenery and heritage has always been in our DNA. We will continue to put a high priority on sustainability initiatives as we continue to enhance Sentosa's tourism potential."

Despite major developments and high visitorship<sup>1</sup> on Sentosa island over the years, deliberate steps have been taken to preserve the island's rich heritage and natural charm. The island's ecological efforts are reflected in its meticulous land planning and usage, as well as Sentosa's island operations. On the heritage front, colonial buildings and even former monorail stations have been conserved and given new leases of life through innovative design for commercial and recreational use. Measures have also been taken to reduce vehicular traffic on the island, helping to reduce noise and carbon emissions from vehicles, in order to preserve the island's charm and tranquility. Today, almost 50% of Sentosa is covered with vegetation, while development is contained to just 40% of the island.

The Tourism Travel Awards ceremony will coincide with the WTTC Global Summit to be held in Abu Dhabi, UAE on April 9-10. Comprising four categories, the TTA represents one of the highest accolades in the global travel and tourism industry. The other Award categories are for Global Tourism Business, Conservation and Community Benefit.

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## **ABOUT SENTOSA ISLAND**

Sentosa is Asia's leading leisure destination and Singapore's premier island resort getaway, located within 15 minutes from the central business and shopping districts.

Managed by Sentosa Development Corporation, the 500-hectare island resort is home to an exciting array of themed attractions, award-winning spa retreats, lush rainforests, golden sandy beaches, resort accommodations, world-renowned golf courses, a deep-water yachting marina, and luxurious residences – making Sentosa a vibrant island resort for business and leisure. Making Sentosa its home, too, is Singapore's first integrated resort, Resorts World Sentosa, which operates South East Asia's first Universal Studios theme park.

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<sup>1</sup> Sentosa welcomes more than 19 million guests a year.

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

The Island is also proud to be home to Sentosa Golf Club and its two acclaimed golf courses, The Serapong and The Tanjong. These courses and the club set the backdrop for the Singapore Open for eight years running and is the host venue for the HSBC Women's Champions.

Accessible by a comprehensive transportation network made up of the Sentosa Express monorail, the Singapore Cable Car, twin vehicular bridges and the Sentosa Boardwalk, Sentosa welcomes a growing number of local and international guests every year and is an integral part of Singapore's goal to be a global destination to work, live and play.

### **ABOUT TOURISM FOR TOMORROW AWARDS**

The World Travel & Tourism Council (WTTTC) Tourism for Tomorrow Awards are one of the world's highest accolades in the Travel & Tourism industry. They are aimed at recognising best practice in sustainable tourism within the industry worldwide. Award categories include Global Tourism Business, Conservation, Community Benefit and Destination Stewardship. Each year, the Awards distinguish global leaders in sustainable tourism who have demonstrated active engagement in a successful programme of sustainable tourism practices and management, including maximising social and economic benefits for local people, reducing negative impacts to the environment, and supporting the protection of cultural and natural heritage in destinations where they operate. For more information on the awards, please log on to <http://wttc.org>.

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