



Media Advisory

Sentosa kicks off Golden Jubilee celebrations with launch of SentoSights tours and over 50 new experiences for Singaporeans and tourists

- *Over 50 celebratory offerings including SentoSights series of sustainability- and heritage-themed tours, partnerships with local brands, revamped Sentosa Islander membership with attractive rewards, and pipeline of new developments such as Raffles Sentosa Resort & Spa, Scentopia, Southside, SkyHelix Sentosa, and more*
- *Sentosa will also give back to the community: As a gesture of appreciation for earlier generations who supported Sentosa's nascent growth, Silvers Deals will roll out today for seniors, while the Sentosa Golden Jubilee Charity Golf will raise funds for President's Challenge and Community Chest*

Singapore, 21 January 2022 – To commemorate Sentosa's transformation from its beginnings as a fishing village and military base to being one of the world's leading leisure destinations today, Sentosa Development Corporation (SDC) has kicked off celebrations for the resort island's Golden Jubilee. Singapore residents and overseas guests can look forward to the launch of more than 50 commemorative leisure experiences, including initiatives to thank guests for their strong support over the decades following the establishment of SDC and Sentosa in September 1972.

With the theme of "Discovery Neverending", Sentosa's Golden Jubilee will celebrate the diverse facets of the island, including lesser-known and new leisure experiences, while showcasing the evolution of Sentosa to become today's unique leisure destination with an exciting array of offerings.

"Sentosa is a much-loved icon of Singapore, a leading leisure getaway where Singaporeans of all ages have created memories while bonding, unwinding and reconnecting with their loved ones. As we celebrate our Golden Jubilee, we invite all Singaporeans and guests to join us in our journey of never-ending discoveries in Sentosa, and explore facets of the island that they may not have known before. We would also like to thank everyone for supporting us over the years, and will continue to give back to the community as part of our 50th anniversary celebrations. Sentosa will also continue to forge ahead with new and refreshed offerings, to further strengthen our unique value proposition for generations to come," said Ms Thien Kwee Eng, Chief Executive, SDC.

First batch of celebratory offerings in 2022

SentoSights

As part of efforts to celebrate Sentosa's multi-faceted leisure experiences, SDC has collaborated with travel partners to launch a new series of sustainability- and heritage-themed tours, SentoSights. Featuring more than 10 unique guided tours, SentoSights is an initiative under the Sustainable Sentosa strategic roadmap, and will showcase Sentosa's authentic offerings while helping guests gain insights into the importance of sustainability and conservation programmes.

SentoSights will see guests immersing themselves in rich history and natural wonders while exploring a different side of Sentosa, with tours to gems such as Fort Siloso, Fort Serapong, Tanjong Rimau, and the Imbiah



and Coastal Trails. Unique elements such as game-based exploration, magic demonstrations, and night-time forest walks will be incorporated into relevant tours, allowing guests to delve into heritage and sustainability in a fun and engaging way.

Extending the Sentosa getaway, the series of SentoSights tours will also feature the opportunity to explore the nearby Southern Islands, such as a sunset cruise with a sustainable fishing experience in the waters around St John's and Lazarus islands.

Four tours have been launched, and more tours will progressively be rolled out from February. For more information on SentoSights, please refer to Annex A. Guests can also look forward to more sustainability-themed offerings in the coming year.

Silvers Deals

From 21 January, Singapore Citizens and Permanent Residents aged 60 and above will enjoy exclusive discounts and deals at participating business establishments in Sentosa on weekdays, in a collective effort by the Sentosa community to thank earlier generations for supporting the nascent growth of the resort island. Eligible seniors will just need to produce a valid photo identification or PAssion Silver Concession Card to enjoy the Silvers Deals.

The range of Silvers Deals include the opportunity to enjoy Mount Faber Leisure Group's Sentosa Island Bus Tour and a flight onboard the Singapore Cable Car (Mount Faber and Sentosa Line) for just \$5 (U.P. \$60). Seniors can also enjoy one-for-one admission into Madame Tussauds Singapore, and a 50% discount at Sentosa 4D AdventureLand on its 'four-in-one' combo, among various other deals.

Stories of Discovery

SDC will be crowd-sourcing guests' memories of Sentosa through the 'Stories of Discovery' social media contest. To be launched on 7 February, the 10 most heart-warming photo entries from guests and their cherished story of discovery in Sentosa will be included in a special celebration video. The winning entries will also stand to win a curated Sentosa experience package which includes a three-day-two-night staycation in Sentosa to be enjoyed with their loved ones.

Progressive roll-out of other activities and offerings

Sentosa Passport and Golden Jubilee Grand Draw

Continuing the festivities in March, Sentosa will invite guests to 'visit' the island via the Sentosa Passport digital campaign. With every \$20 spent at participating businesses on Sentosa, guests will be able to obtain one stamp on their digital Sentosa Passport. Each stamp collected will entitle guests to one chance in the Golden Jubilee Grand Draw, which will see one lucky guest walking away with attractive prizes and experiences worth \$50,000, among other prizes. Experiences worth \$1000 will also be up for grabs every month.

Meanwhile, with the accumulated stamps, guests can redeem two prizes: once after collecting 10 stamps, and another at 20 stamps. Sentosa Islander members and guests transacting with a Mastercard® credit or debit card enjoy a special perk, with the redemption of their second prize at 18 stamps.



Revamped Sentosa Islander membership

To further thank fans of Sentosa, SDC will also be revamping the Sentosa Islander membership. Under the revamped membership to be rolled out in the coming months, all guests will be able to register for the free basic tier of the membership and earn rewards as they spend on Sentosa. Guests who hold the higher tiers of the membership will enjoy enhanced privileges, including curated experiences and exclusive invitations to Sentosa's experiences. Singapore Citizens and Permanent Residents can also look forward to special Golden Jubilee perks to be shared at a later date.

Flavours of Sentosa

The Sentosa experience is also set to expand beyond the island's shores through SDC's collaborations with homegrown brands Brewerkz and Udders to create Sentosa beer and ice creams. These offerings will be retailed in Sentosa and on the Singapore mainland. Featuring flavours inspired by the history of the island and tastes that embody the sunny vibrancy of Sentosa, the beer and ice creams will be rolled out in the coming months.

Golden Jubilee festivals

Continuing the festivities are two Golden Jubilee festivals, where guests can look forward to celebratory activities under the themes of Wellness and Food. More details on each of the festivals will be shared at a later stage.

Sentosa Golden Jubilee Charity Golf in support of President's Challenge and Community Chest

As part of Sentosa's collective effort to give back to the Singapore community, SDC, the Sentosa Golf Club and Community Chest will also be jointly organising the Sentosa Golden Jubilee Charity Golf, in support of the social service users under the President's Challenge and Community Chest.

Commemorative Golden Jubilee E-book

To commemorate 50 years of Sentosa's history, SDC will publish a special commemorative e-book in the second half of 2022. The e-book will feature a collection of stories from well-known personalities from various fields, as they reminisce the indelible mark Sentosa has had on their lives.

Forging ahead with new and upcoming developments

As Sentosa emerges from the pandemic, the island is welcoming a diverse range of new developments in its Golden Jubilee year. These include recently-launched attractions such as SkyHelix Sentosa, Singapore's highest open-air panoramic ride; Southside, Sentosa's new lifestyle destination; and a spectrum of wellness experiences at Oasia Resort Sentosa, amongst others.

As part of sustainability advocacy and education efforts under the Sustainable Sentosa strategic roadmap, SDC will also launch new low-carbon leisure experiences in the nearby Southern Islands, which will extend the Sentosa getaway and help guests better appreciate the islands' rich flora and fauna. Upcoming offerings on the islands include bicycle rentals and sustainable accommodation, while a new public ferry jetty has opened



at Sentosa Cove Village to connect Sentosa to the Southern Islands from Fridays to Sundays and on public holidays.

In the coming months, SDC will also be conducting a series of feasibility studies to look into the potential for new and sustainable tourism opportunities that may arise from the COVID-19 pandemic, as part of the development of the Sentosa-Brani Master Plan.

Meanwhile, guests can look forward to more offerings coming on-stream, including:

- Raffles Sentosa Resort & Spa – Singapore’s first villa-only hotel featuring 62 villas, each with its own private swimming pool and terrace area, designed by renowned design studio Yabu Pushelberg.
- Scentopia – Sentosa’s first perfume concept store with an innovative perfumery experience.

Details of Sentosa’s Golden Jubilee celebrations will be shared progressively at www.sentosa.com.sg/jubilee.

High-resolution photos can be downloaded [here](#). (Photo credits: Sentosa Development Corporation)

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About Sentosa

Sentosa is Asia’s leading leisure destination and Singapore’s premier island resort getaway, located within 15 minutes from the central business and shopping districts. The island resort is managed by Sentosa Development Corporation, which works with various stakeholders in overseeing property investments, attractions development, and operation of the various leisure offerings and management of the residential precinct on the island.

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.

Situated on the eastern end of Sentosa Island is Sentosa Cove, an exclusive oceanfront and residential enclave bustling with some 2,000 homes, romantic quayside restaurants, retail and specialty shops. The Island is also proud to be home to Sentosa Golf Club and its two acclaimed golf courses, The Serapong and The New Tanjong. Sentosa Golf Club hosts the SMBC Singapore Open and the HSBC Women’s World Championship, featuring some of the world’s best golf professionals.

Welcoming a growing number of local and international guests every year, Sentosa is an integral part of Singapore’s goal to be a global destination to work, live and play. For more information, please visit: www.sentosa.com.sg.

 /SentosaOfficial

  @sentosa_island

#Sentosa, #Sentosa50, #DiscoveryNeverending



ANNEX A: SENTOSIGHTS

Guests will be able to enjoy three categories of SentoSights tours – Island Nature, Island Heritage and Island Play – each representing a key element in Sentosa’s island charm. Tours will be made available for booking progressively at www.sentosa.com.sg/SentoSights.

Name of tour	Tour description	Date and Time	Price <i>Further discounts and promotions available for Mastercard cardholders and Sentosa Islander members</i>
Island Play			
Letters from Blakang Mati By Monster Day Tours	Explore Fort Siloso through a game-based puzzle hunt, where clues are found within the Fort’s installations. Learn about World War II, and why Sentosa was important to the defence of Singapore. With the help of Pepper, a dinosaur mascot, guests will uncover letters written for the wartime generals as they explore Fort Siloso. Tour highlights: <ul style="list-style-type: none"> • Fun and engaging activities: Experience Fort Siloso through a gamified puzzle hunt that is suitable for the whole family, and groups of friends. • Experiential heritage learning: By deciphering clues, gain insights into the rich history behind one of Singapore’s key landmarks 	Every Saturday and Sunday 10.00am to 12.30pm	\$32.10 per person



	<ul style="list-style-type: none"> • Physical and cognitive challenge: This challenging trail will test your mental and physical stamina as you embark on a trail to unravel secrets and stories. • Collectible prizes and souvenirs: Win a collectible prize as part of the puzzle hunt if you solve all the puzzles and succeed in uncovering the mystery. 		
<p>Magical Discovery @ Sentosa</p> <p>By Monster Day Tours</p>	<p>Sentosa's first "magic" tour will help guests discover the island's connection to Singapore's past, and how Sentosa remains a memorable place for all ages.</p> <p>Explore lesser-known sites in Sentosa while enjoying street magic performances designed by local magician, Mr Bottle! Get ready to be fascinated and entertained by magic-infused storytelling, acts, and tricks.</p> <p>This magical experience is a great bonding activity for extended families with young children, couples, and groups of friends who are looking for a fun and engaging way to explore Sentosa!</p> <p>Tour highlights:</p> <ul style="list-style-type: none"> • Exploration: Explore lesser-known areas of Sentosa and learn about its various historical installations and landmarks • Island stories: Be wowed by magician-guides and their island stories. 	<p>Every Saturday and Sunday 9.30am to 11.30am</p>	<p>\$53.50 per person</p>



	<ul style="list-style-type: none"> • Magic performances: Be entertained by impressive magic tricks that are performed “live”. • Fun activities: Be a part of the magic by solving puzzles individually or in teams. 		
Island Nature			
Immersive Rainforest Trails By The Untamed Paths	Explore a lush rainforest ecosystem right in the heart of Sentosa. Learn and discuss topics relevant to Singapore’s landscape and development as an island-city! Participants will get to experience first-hand a tropical biotope amongst the tall rainforest flora. This tour will shift the focus to often overlooked flowers and plants of the forest.	Every Sunday 8.00am to 9.30am	\$90.95 per person \$321 per family bundle (two adults and two children)
East Asian Flyway (Introduction to Birdwatching) By The Untamed Paths	What are the kinds of birds that can be found on a small island such as Sentosa? Join this novel programme in which participants will learn how to spot and identify birds in Sentosa. Identify local avian fauna based on morphology and their unique calls. Bring along an adventurous spirit and get acquainted with a pair of binoculars and a guidesheet, as you embark on a trail through a series of tall rainforest trees and skirt along the coastline.	Every Saturday 7.00am to 8.30am	\$90.95 per person \$321 per family bundle (two adults and two children)
Sentosa Naturalist Night Adventure	Experience the true ‘wild side’, as you go on a night adventure through the rainforest under the cover of darkness. Be immersed in the forest’s symphony, and learn how to identify common	Every Saturday 7.30pm to 9.00pm	\$90.95 per person \$321 per family bundle (two adults and two children)



By The Untamed Paths	amphibians and nocturnal invertebrates. Peek into the secretive lives of Sentosa's nocturnal creatures, aided by a small torch.		
Sentosa Intertidal Exploration	Discover a hidden world beneath the ocean and more when the tide retreats. A rare opportunity for participants to get up close to marine life that may be overlooked. Observe closely as sand gobies and swimmer crabs scurry away with the waves. Learn simple marine biology and gain insights into how the different biotopes on Sentosa's shores work hand-in-hand.	Various dates & times available depending on tide.	\$90.95 per person \$321 per family bundle (two adults and two children)
By The Untamed Paths			
Island Heritage			
Serapong Trail	What could be an adventure like no other in Singapore? Explore a different side of Sentosa on a hike to one of the highest points on the island. This exploration is not for the faint-hearted, and those who are ready to brave the hidden forest trail will be rewarded with an unforgettable exploration of one of the country's most complete fort complexes.	Every Monday, Wednesday, Saturday and Sunday 9.00am to 12.00pm	\$105 per person \$630 for private tour (up to six people, depending on prevailing safe management measures)
By Pudu Puda Travel			
A Taste of Time Travel: Exploring 1870s Fort Serapong	Think sprawling stone ruins overgrown with vines. Think underground tunnels, abandoned World War II structures and secret reservoirs. Think urban exploration meets tropical jungle - a 100% uniquely Singapore experience that will leave you in awe! This experiential tour will take you back to the 1870s in an adventurous heritage trek through a less-known part of Sentosa. Join us on a multi-sensory experience tour, discovering and	Every Tuesday, Thursday, Friday 8.30am to 11.00am 12.00pm to 2.30pm Every Saturday and Sunday 12.00pm to 2.30pm	\$267.50 per person
By Beyond Expeditions			



	understanding the profound history behind Fort Serapong and Sentosa.		
Sentosa Sunset Cruise By Wanderlust Adventures	Sail along Sentosa and the Southern Islands, and pick up a tip or two on sustainable fishing. Guests can choose to add-on and dine onboard a yacht before enjoying a night cruise back to the marina.	Various dates available 6.00pm to 10.00pm	From \$202.23 onwards (for two people)
Escape from St John's Island By Tribe Pte Ltd	<p>The year is 2029. There is a new pandemic that is sweeping the world, which scientists have named "Green Death-29". Almost all of Singapore has been infected, with Sentosa and St John's Island being among the few areas that have yet to be impacted.</p> <p>Guests will roleplay the daughter of a researcher who is believed to have found the cure. By retrieving the missing pages of the researcher's journal, guests will have to beat the clock and solve this mystery.</p>	Every Saturday 9.00am to 2.30pm	\$481.50 per group of 5