

## Media Release

### First island destination in Asia: Sentosa recognised globally for championing sustainability

- *Sentosa Development Corporation (SDC) leads whole-of-island initiatives, supported by dedicated and collective efforts of island stakeholders and partners*
- *In line with the goals of the Sustainable Sentosa strategic roadmap unveiled in 2021, the 500-hectare island resort has been certified as a sustainable tourism destination*
- *The gold standard for sustainable tourism, the GSTC Destination Criteria (GSTC-D) of the Global Sustainable Tourism Council consists of a stringent and comprehensive set of criteria spanning Sustainable Management, Socio-economic, Cultural, and Environmental Sustainability*

**Singapore, 16 August 2022** – Sentosa Development Corporation (SDC) has been conferred the **Global Sustainable Tourism Council – For Destinations (GSTC-D) certificate**, affirming the organisation’s strong push for collective and collaborative whole-of-island efforts towards achieving a more sustainable Sentosa. Supported by landmark policies and programmes that preserve and enhance Sentosa’s natural and heritage assets against developmental and leisure needs, the island joins only 23 other certified sustainable destinations in the world, such as Vail, Colorado and Snæfellsnes Peninsula, Iceland, that are internationally recognised for their compliance with high social and environmental standards. Please see [Annex A](#) for more information about GSTC.

The Global Sustainability Study 2021<sup>1</sup> which surveyed more than 10,000 people across 17 countries, revealed that one third of global consumers are willing to pay a premium for sustainable products, and sustainability was rated as an important purchase criterion for 60 percent of consumers. To retain its competitive edge, SDC, working closely with like-minded businesses on the island, has committed to invest, innovate and transform its tourism model for meaningful long-term sustainability.

During the process of the certification audit, SDC’s policies and initiatives as the island operator and developer such as its conservation of its cultural and nature sites, engagement of business community towards lowering its environment footprint, implementation of decarbonisation infrastructure, was benchmarked against 38 criteria and 174 indicators across four categories: Sustainable Management, Socio-economic Sustainability, Cultural Sustainability and Environmental Sustainability. Please see [Annex B](#) for a breakdown of Sentosa’s sustainability initiatives matched against each category.

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<sup>1</sup> The Global Sustainability Study 2021 survey was conducted in July 2021 by Simon-Kucher & Partners, fielding through panel data provided by Dynata, an independent market research agency. The study surveyed 10,281 consumers across 17 countries: USA (N=1,062), Germany (N=1,022), Denmark (N=771), Sweden (N=757), Brazil (N=539), China (N=516), Japan (N=516), Spain (N=515), Switzerland (N=514), UK (N=513), Australia (N=510), Austria (N=510), France (N=510), the Netherlands (N=510), Norway (N=506), Italy (N=506), UAE (N=504), including representative quotas set for age, gender, living area, education level, employment status & income level. The study, which was designed to measure consumer attitudes towards sustainability, importance of sustainability and willingness-to-pay for sustainability, also focused on 17 different product/service categories of the following sectors: Consumer Goods & Retail; Automotive; Travel & Tourism; Energy/Utilities; Financial Services; and Construction/Home.

The certification to GSTC Destination Criteria also represents a significant milestone for SDC and the Sentosa Carbon Neutral Network (SCNN), a carbon neutrality-focused business alliance comprising of 21 businesses and partners on Sentosa. Together with Resorts World Sentosa (RWS) which was GSTC-Destination certified and GSTC-Industry Criteria certified for its hotels in 2021, Sentosa is the first island destination in Asia to be GSTC-D certified as a sustainable tourism destination.

Randy Durband, Chief Executive Officer, GSTC, said, “Achieving this certification as a sustainable destination means that Sentosa passed stringent audits verifying its compliance with the GSTC Destination Criteria, the most widely accepted holistic standards in travel and tourism. This is an attestation to Sentosa Development Corporation's active involvement and commitment to sustainability and reducing carbon emissions.”

Ms Thien Kwee Eng, Chief Executive Officer, SDC, said, “We are proud and heartened that Sentosa is the first island destination in Asia, together with RWS, to be certified as a sustainable tourism destination. This certification was made possible through the continued and collective efforts of SDC and the businesses on the island. As Sentosa transits towards tourism recovery, we will continue to work closely with both public and private sectors to meet the needs of travellers who have become more inclined towards sustainable offerings.”

Mr Keith Tan, Chief Executive, Singapore Tourism Board, said, “We congratulate SDC and the businesses on the island on achieving this globally-recognised certification. It is a boost to our vision of becoming a top sustainable urban destination and supports our tourism sustainability strategy. I hope Sentosa’s achievements will inspire other tourism businesses to do their part for sustainability.”

As a certified sustainable destination, Sentosa will continue to support the Singapore Green Plan 2030 to build a sustainable Singapore for future generations of Singaporeans and global visitors. SDC will build upon its close partnership and strong rapport with businesses on and outside the island, as well as public agencies, to launch more sustainability-focused initiatives and experiences.

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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](http://www.sentosa.com.sg).

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#sentosa

## **Annex A**

### **About GSTC**

The Global Sustainable Tourism Council® (GSTC) establishes and manages global sustainable standards, known as the GSTC Criteria. There are two sets: Destination Criteria for public policy-makers and destination managers, and Industry Criteria for hotels and tour operators. They are the result of a worldwide effort to develop a common language about sustainability in tourism.

The Criteria are arranged in four pillars: (A) Sustainable management; (B) Socioeconomic impacts; (C) Cultural impacts; and (D) Environmental impacts (including consumption of resources, reducing pollution, and conserving biodiversity and landscapes). Since tourism destinations each have their own culture, environment, customs, and laws, the Criteria are designed to be adapted to local conditions and supplemented by additional criteria for the specific location and activity.

The GSTC Criteria form the foundation for GSTC's role in providing assurance for impartiality and competence of Certification Programs that certify hotels/accommodations, tour operators, and destinations as having sustainable policies and practices in place. GSTC does not directly certify any products or services; but it provides assurance for those that do.

The GSTC® is an independent and neutral organization, legally registered in the USA as a 501(c)3 non-profit organization that represents a diverse and global membership, including national and provincial governments, leading travel companies, hotels, tour operators, NGO's, individuals and communities – all striving to achieve best practices in sustainable tourism. GSTC is an ISEAL Community Member.

# sustainable sentosa

## KEY INITIATIVES SUPPORTING GSTC-DESTINATION CRITERIA

### Sustainable Management



- Launch of **Sentosa Carbon Neutral Network (SCNN)** as a collective public-private effort for sharing of resources and expertise
- **Sustainability reporting** for Sentosa Development Corporation

### Cultural Sustainability



- **Careful management of pre-war buildings and artefacts**, including the gazetting of Fort Siloso
- Development of **SentoSights, Sentosa's signature, sustainability-themed tours** to immerse guests in its nature and heritage

### Socio-Economic Sustainability



- Sentosa X Enterprise scheme to encourage **local entrepreneurship and innovation**
- Advocating **local food sourcing**

### Environmental Sustainability



- Island wide **carbon profiling and decarbonisation roadmap**
- Wildlife and nature area **protection programmes**
- **Large scale deployment of photovoltaic cells** in Sentosa Development Corporation and Resorts World Sentosa sites to harness solar energy