

Media Release

Sentosa refreshes brand to offer guests new ways of discovering experiences and celebrating connections

Singapore, 10 January 2023 – Riding on the momentum of its Golden Jubilee celebrations last year, Sentosa Development Corporation (SDC) today unveiled a new brand identity together with a new tagline, as it refreshes the Sentosa brand to offer both local and international guests new ways of discovering new experiences and celebrating connections on Sentosa.

Sentosa, where discovery never ends

The new brand identity sees the island taking centre stage and reflects Sentosa’s efforts to better connect with its audiences through leisure experiences that play up the island’s natural attributes, while offering guests a breadth of moments and emotions for them to discover on their own.

Ms Thien Kwee Eng, Chief Executive Officer, SDC, said, “Singaporeans and the travellers of the future are both discerning and seeking out high quality leisure experiences that enable them to connect with each other and discover more about themselves. Sentosa is well positioned to meet this need, as the natural island environment inspires SDC to continue to curate new experiences that empower our guests to forge new connections and foster deeper relationships with each other. We hope that more leisure seekers and international travellers will come and experience the many facets of the island and discover a new side of themselves.”

The refreshed brand is anchored on four new brand values:

- **Island Soul**—A celebration of the natural, physical attributes of the island, including the sun, sand, sea and nature.
- **Island Connection**—Enabling the creation of experiences for guests to form new connections and strengthen existing ones, with loved ones and themselves.
- **Island Discovery**—Igniting curiosity and desire to explore and discover new sides of Sentosa or to use Sentosa as a gateway to new experiences, perspectives and destinations.
- **Island Future**—Commitment to sustainability and social responsibility towards preserving and invigorating the island for the enjoyment of future generations.

The new tagline ‘Where discovery never ends’ draws inspiration from the island’s many unexpected sights, sounds, and experiences and conveys a promise of the myriad of offerings and sense of renewed self that awaits its guests to discover and experience, with every visit. For more information about the new brand identity, please visit <https://www.sentosa.com.sg/discoveryneverends> or refer to **Annex A**.

Opportune time for a refresh

SDC has always sought to deliver authentic experiences in line with what its guests are looking for, guided by global trends and travel insights over the years. Studies conducted over recent years have shown that the need for leisure and opportunities to bond with one other remains a key human need. In fact, some studies

suggested that increasing leisure time could result in better overall wellness¹. Additionally, according to the 2022 'Understanding The New Traveller' report by WGSN for the SingapoReimagine Global Conversations², some travellers are looking for renewed purpose through new experiences and opportunities for self-discovery. For more information about the most recent study commissioned by SDC to better understand its guests, please refer to **Annex B**.

In view of guests' evolving needs and the desire to discover new experiences, SDC has delivered new leisure offerings over the course of its Golden Jubilee. These include:

- Sentosa's inaugural wellness festival, Zentosa Fest, which leveraged Sentosa's scenic environment and unique natural island setting to become a perfect wellness island retreat, in response to the growing demand for more health and wellness offerings amid the pandemic.
- The inaugural Sentosa Food Fest, spanning 10 consecutive weeks of exciting food experiences which further enabled guests to connect and bond over a hearty meal on Sentosa. Beyond the popular Sentosa GrillFest held on Siloso Beach, the Sentosa Food Fest was also activated at participating businesses across Sentosa Island, empowering guests to discover new cuisines and more ways to bond.
- Explorers of Sentosa, created by internationally renowned Copenhagen-based recycling artist Thomas Dambo, which encouraged guests to explore and search for the hidden family of giants on Palawan Beach.
- A refreshed Sentosa Islander loyalty membership which rewards fans of Sentosa as they enjoy more leisure ways on Sentosa. The programme also allows SDC to better highlight new experiences and rewards to members, further enabling members to discover new experiences when they next visit the island.

More discoveries in the pipeline

Further playing up the sense of discovery in line with its refresh brand positioning, Sentosa will make its first foray into the metaverse, via a virtual space known as SentosaLand. Hosted on gaming platform Roblox, guests can explore and discover a fantastical reimagination of Sentosa Island, while taking a breather from life's hustle and bustle. For more details about SentosaLand, please visit <https://www.sentosa.com.sg/sentosaland> or refer to **Annex C**.

Looking ahead, Sentosa is welcoming a diverse range of new leisure and experiential offerings. These include new low-carbon leisure experiences in the nearby Southern Islands, which will extend the Sentosa getaway and help guests better appreciate the islands' rich history, flora and fauna.

In addition, guests can also look forward to more offerings coming on-stream, including:

- Topsy Unicorn Beach Club at Siloso Beach in April 2023
- Raffles Sentosa Resort & Spa – Singapore's first villa-only hotel featuring 62 villas

¹ Morse KF, Fine PA and Friedlander KJ (2021) Creativity and Leisure During COVID-19: Examining the Relationship Between Leisure Activities, Motivations, and Psychological Well-Being. *Front. Psychol.* 12:609967. doi: 10.3389/fpsyg.2021.609967

² *Understanding The New Traveller: Post-pandemic Travel Trends Report by WGSN for the SingapoReimagine Global Conversation*. Retrieved here: <https://www.stb.gov.sg/content/stb/en/trade-events-and-resources/global-conversations/Post-Pandemic-Travel-Trends-Report.html>

- The Palawan @ Sentosa – Shangri-La Group’s upcoming lifestyle precinct at Palawan Beach
- Sentosa Sensoryscape, the first milestone of the Sentosa-Brani Master Plan.

High-res images can be downloaded [here](#). Photos to be credited to Sentosa Development Corporation.

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About Sentosa

Sentosa, where discovery never ends, 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. Sentosa is also home to Singapore’s first integrated resort, Resorts World Sentosa, which operates Southeast Asia’s first Universal Studios theme park.

Situated on the eastern end of Sentosa Island is Sentosa Cove, an exclusive waterfront residential enclave bustling with more than 2,000 homes, 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 Tanjong. Sentosa Golf Club has hosted a number of high-profile professional and amateur tournaments, including the Singapore Open and HSBC Women’s World Championship, welcoming international star players and world-class golf professionals from across the world.

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, #SentosaDiscovery, #DiscoveryNeverEnds

 @sentosa_island

 @sentosaisland

About 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 charter since inception has been to oversee the development, management, marketing, and promotion of the island of Sentosa as a resort destination for locals and tourists.

SDC wholly owns its subsidiaries Sentosa Cove Resort Management Pte Ltd and Sentosa Golf Club Pte Ltd. SDC also owns the Singapore Cable Car Sky Network, managed by Mount Faber Leisure Group Pte Ltd, a wholly owned subsidiary which operates as an autonomous commercial arm.

As a testament to its commitment to sustainability, SDC has been conferred the Global Sustainable Tourism Council – For Destinations (GSTC-D) certificate, making Sentosa the first island destination in Asia to receive this accolade.

Annex A – Sentosa’s new brand identity



As part of the brand revitalisation, SDC unveiled its refreshed logo alongside the tagline ‘Where discovery never ends’. The discovery symbol is designed as a tranquil sunrise to represent an array of emotions from the experiences on the island, with the positivity and energy from the sunrays balanced by the calm, hypnotic waves of sea.

In addition, the new tagline ‘Where discovery never ends’ draws inspiration from the island’s many unexpected sights, sounds, and experiences at every turn. It also conveys a promise of the myriad of offerings and sense of renewed self the brand wants its guests to experience, with every visit.

Annex B – Recent guest study commissioned by SDC

Having a holistic and deep understanding of its guests is a key priority for SDC, and the organisation regularly conducts first-party research to garner new insights on guests' needs. Most recently, SDC commissioned a survey in November 2022 to find out what are some of the lessons that Singaporeans and local residents have learnt two years on from the COVID-19 pandemic, and how has this shifted their attitudes towards work-life and leisure time?

An online survey was administered by research house IPSOS amongst 1,000 Singapore citizens and permanent residents nationally representative with soft quotas on age, gender, race, and monthly household income. Here are some key findings from the survey:

1) **Having leisure time for yourself is a necessity, not just a luxury**

Three in four respondents agree that leisure time helps them to find the space to discover themselves to be their best. This stands in contrast with a similar survey conducted in 2019, revealing that Singaporeans and local residents were stressed out by the idea of doing nothing during their spare time.

2) **Although many agree that leisure time is important, there is still a gap between the amount of leisure time that respondents desire versus what they are able to enjoy**

Seven in 10 respondents feel that leisure time is a necessity that should not be compromised, but half of the respondents still struggle to find time for it.

Additionally, one in three respondents enjoy less leisure time than desired, with the gap between their ideal and actual amount of leisure especially pronounced on weekdays.

3) **Stuck in a 'productivity trap'**

Among respondents who are working, with higher household income, and with children, more than half of them end up working longer hours when they work-from-home.

Annex C – SentosaLand, a virtual extension of the island in the metaverse

Further playing up the sense of discovery, Sentosa will make its first foray into the metaverse, via a virtual space known as SentosaLand. Guests can explore and discover a fantastical reimagination of Sentosa island while taking a breather from life’s hustle and bustle.

Accessible to the public from 10 January 2023 and hosted on gaming platform Roblox, SentosaLand will see key areas of the island reimaged with a whimsical touch, as well as gravity-defying quests to engage guests in this virtual space. Players can run through the Imbiah Magical Forest, chill out at a beach club, and even explore their way through a garden maze.



Onboarding instructions to enter SentosaLand

In SentosaLand, you’re more than just a traveller. You’re an adventurer on a quest to discover the other side of Sentosa. Follow us on the path to discover a whole new Sentosa.

STEP 1: Download [Roblox](#) on your mobile or desktop and register an account for FREE



STEP 2: Search for SentosaLand or hit this [link](#)

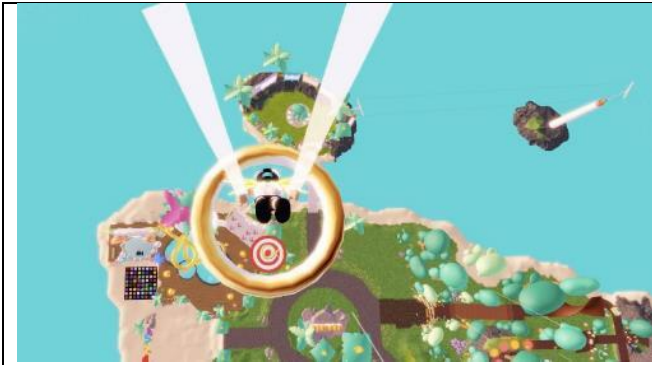
STEP 3: Enter the SentosaLand experience to start discovering a fantastical reimaged version of Sentosa island

For more information, kindly visit <https://www.sentosa.com.sg/sentosaland>.

Gameplay on SentosaLand

SentosaLand is made up of three experience zones, themed after the classical island elements of Land, Water, and Air.

Experience zones	Gameplay
<p>Land: Imbiah Magical Forest</p> <p>Enter SentosaLand’s magical forest, and step into an adventure course of topsy-turvy proportions. Within its lush foliage hides an exhilarating secret—SentosaLand’s wildest obstacle course.</p> 	<p>Run through the topsy-turvy forest and avoid obstacles. Collect bonus coins along the way and make it as far as you can.</p>
<p>Water: Siloso Speedway</p> <p>From land to sea, Siloso Speedway is a massive sandcastle high above the land. Hop onto a luge kart and speed your way downwards and through into the sea!</p> 	<p>Race against the clock to hit checkpoints and add more time to your countdown clock.</p> <p>Hit speed boosts to go faster, collect coins, and avoid obstacles that will slow you down. Clock your fastest timing to earn a place on the leaderboard.</p>
<p>Air: Southernmost Sky Flyer</p> <p>Take to a reimagined space station and bring your avatar back to SentosaLand, in this freefall from outer space that tests your agility, reflexes, and accuracy.</p>	<p>Freefall from a reimagined space station and bring your avatar back to land.</p> <p>Stay in control by slowing yourself through the use of hoops. Collect gold coins as a bonus along the way. Then, land on the target as accurately</p>



as possible. Scores are determined by the level of difficulty you choose and how close a player lands to the middle of the bullseye.



One of the first views that awaits players upon entering SentosaLand



Lounge on a floatie at the beach club



Strike a meditative pose and take a breather from life's hustle and bustle



Unlock new outfits and experiences while discovering more of SentosaLand

Real fun with real rewards

In SentosaLand, players can explore and experience the virtual island and take part in quests to earn real-life rewards on Sentosa.

The player with the most coins at the end of the contest period will be crowned the winner and be rewarded with a 2D1N Staycation Package (worth \$1,100) at **Sofitel Singapore Sentosa Resort & Spa**. Contest ends on 28 February 2023, 1500H + 8GMT.

Participating merchants on Sentosa	Sure-win rewards
Central Beach Bazaar	One scoop of Slurps & Scoops ice cream at Central Beach Bazaar

Le Faubourg	1 Diabolo Fizz Drink with any food purchase (homemade lemonade mixed with French syrup - different flavours available)
Madame Tussauds Singapore	A pair of Madame Tussauds Singapore Standard Ticket + Marvel 4D
Sentosa	1 limited-edition Sentosa mini building block set
Sentosa Islander Membership	500 Sentosa Islander membership points

Redemption instructions can be found in game, terms and conditions apply.