

MEDIA RELEASE

Sentosa Development Corporation and STIC Travel Group Partner to Launch Unique Immersive Educational Programmes



The signatories were Michael Ma, Assistant Chief Executive, SDC (seated, left); Isha Goyal, CEO & Executive Director, STIC Travel Group (seated, right). The signing ceremony was witnessed by Chew Tiong Heng, Divisional Director (Business & Experience Development) SDC (standing, left); Anshul Gupta, Manager Product and Operation, STIC Travel Group (standing, right).

SINGAPORE, 23 October 2024 – Sentosa Development Corporation (SDC) and STIC Travel Group (STIC) signed a Memorandum of Understanding (MoU) today to enhance Sentosa’s standing as a sustainable destination in the Indian market. This one-year partnership will seek to create innovative educational experiences targeted at students in India, highlighting Sentosa’s sustainable practices and diverse ecosystems.

The MoU signifies a joint effort to design immersive learning experiences that utilise Sentosa’s unique environment as a living classroom to foster a deeper understanding of the importance of sustainability. These programmes will emphasise key concepts such as the United Nation’s Sustainable Development Goals, carbon footprint reduction and biodiversity conservation.

This partnership builds upon STIC’s broader efforts to boost educational tourism in Singapore by offering Indian students an opportunity to explore Singapore’s heritage, sustainable development initiatives and interactive learning experiences.

CREATING AN IMMERSIVE SUSTAINABILITY ADVENTURE

Central to this partnership is the launch of the “Unchartered Sentosa” tour designed to inspire students to become advocates for positive environmental change in their own communities.

Slated to roll out in November 2024, Unchartered Sentosa offers Indian students a hands-on exploration of sustainability principles through a diverse range of activities:

- Intertidal exploration of the Southern Shores to learn about marine conservation and coastal ecology
- Guided nature walks along Serapong and Imbiah Trail to discover native flora and fauna in Sentosa
- Amazing Race adventure on Sentosa and St John's Island to educate participants on the importance and relevance of responsible consumption
- Interactive workshops that equip participants with ocean survival skills at Lazarus Island
- Visits to Sentosa's sustainable attractions such as the Cable Car and Skyline Luge
- Eco Tour of Siloso Beach Resort demonstrating real-world applications of sustainable design and green technology

"Our partnership with SDC aligns perfectly with STIC's mission to offer innovative and meaningful travel experiences," commented Isha Goyal, CEO, STIC Travel Group. "By combining our expertise in educational tourism with Sentosa's world-class sustainable practices, we're creating a truly distinct offering for Indian students. This initiative not only enhances their global perspective but also equips them with practical knowledge about sustainability that they can bring back to their communities."

ESTABLISHING SENTOSA AS AN EDUCATIONAL HUB FOR SUSTAINABILITY

The MoU is set to strengthen Sentosa's positioning as a sustainable destination for leisure, business and education. As the first island destination in Asia to be conferred the Global Sustainable Tourism Council – For Destinations certificate, Sentosa is committed to creating robust eco-conscious tourism experiences. SDC's comprehensive sustainability approach, integrates eco-friendly practices across all visitor touchpoints – leisure activities, accommodation, transport and dining – minimising environmental impact while engaging guests in sustainable initiatives throughout their Sentosa journey.

"This partnership with STIC represents a significant milestone in our ongoing efforts to promote sustainable tourism through education, particularly in this growing segment," said Thien Kwee Eng, Chief Executive Officer, SDC. "By leveraging Sentosa's ecological diversity, we're creating a unique platform for students to gain hands-on experience in environmental stewardship. We look forward to creating unique Sentosa-based itineraries and experiences with STIC that showcase Sentosa's commitment to sustainability and provide invaluable educational opportunities for students."

This is expected to boost tourism arrivals from India, Sentosa's top source market, particularly in the educational travel segment. By offering immersive sustainability-focused experiences, the partnership aims to encourage longer and more meaningful stays on the island.

MOU Signing Ceremony

The MOU was signed at ITB Asia 2024.

High resolution images of the MoU signing ceremony can be downloaded from this [link](#). All images are 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.

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#Sentosa, #SentosaDiscovery, #DiscoveryNeverEnds

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.

About STIC Travel Group

Established in 1973, STIC Group has today become one of the largest travel groups in India with offices in all major cities across the country. The group has varied interests within the travel industry, ranging from GSA Representation Services, to Inbound Tourism, Youth Travel and Private Air Charters. For more information, please visit: www.sticgroup.com.