

**MEDIA RELEASE**

*For Immediate Release*

**Sentosa Sensoryscape marks first-year anniversary with more than 5 million in footfall**

- *Sensoryscape's central location and blend of architecture, nature and technology solidifies its role as a premier offering, further strengthening Sentosa as a world-class destination.*
- *Since its opening in 2024, Sensoryscape's footfall has exceeded 5 million, reinforcing its status as a must-visit attraction on Sentosa.*
- *Senseri, a new AR superbeing has been launched, enhancing the 'sixth sense' of imagination for visitors during the ImagiNite night-time experience.*

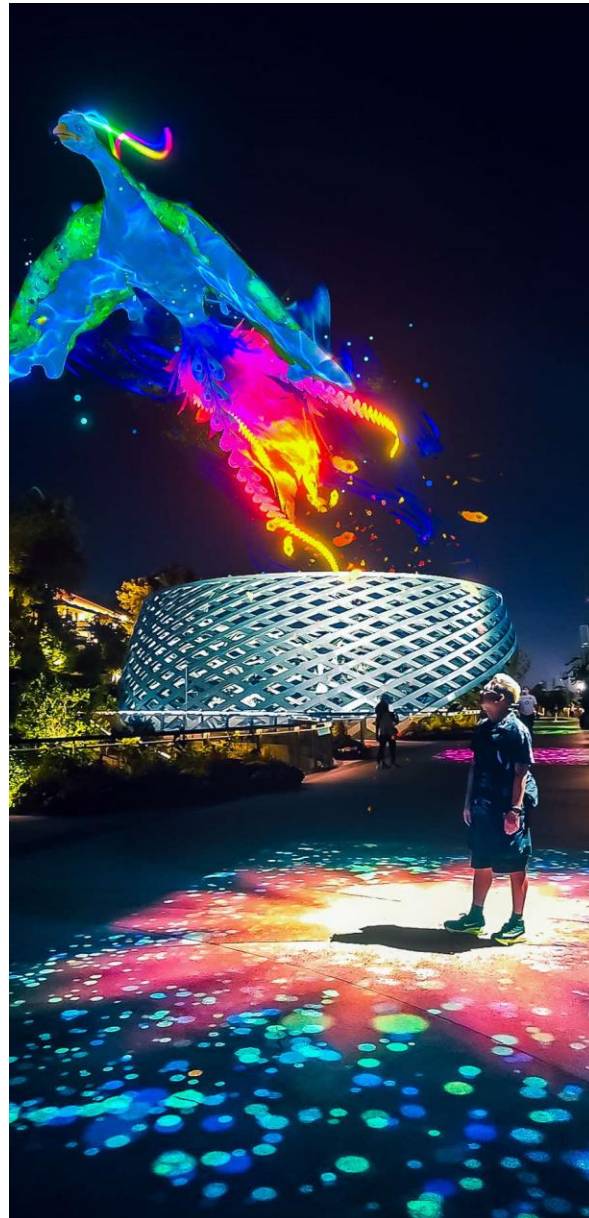


**Singapore, 13 March 2025** – Sentosa Development Corporation (SDC) marked the first-year anniversary of Sentosa Sensoryscape, announcing the landmark milestone of exceeding 5 million in footfall, since its opening in March 2024. The ridge-to-reef attraction connects guests from Resorts World Sentosa to Sentosa's beaches, allowing for a multi-sensory experience as they explore the island.

As a first milestone of the Greater Sentosa Master Plan, Sensoryscape continues to redefine visitor experiences, having increased dwell time on the island by one hour since its soft launch last year. The 30,000 square metre green connector, home to more than 200 trees and shrubs species, draws

and delights guests with its immersive experiences that seamlessly blend nature, design, and technology into an enchanting journey that engage the senses. Meanwhile, the nighttime ImagiNite outdoor phygital experience at Sensoryscape, which incorporates Augmented Reality (AR), amongst other digital features, remains the first of its kind in Southeast Asia. Complementing earlier efforts in enhancing Sentosa's after-dark appeal, guests have now extended their evenings during their visit, cementing the island's reputation as a day-to-night destination for both locals and tourists.

**Launch of a new Augmented Reality (AR) feature – the mystical Senseri**



In conjunction with this milestone anniversary, SDC has also launched Senseri, a new AR feature that further enhances the ImagiNite experience that transforms Sensoryscape into an alluring spectacle after dusk. Taking flight across Sensoryscape in the night sky, the mystical superbeing Senseri immerses guests in a fusion of tangible and virtual reality through the ImagiNite app. Taking

inspiration from the peacocks that roam Sentosa, and the spirit of the island, Senseri's name is derived from "Sen", linking it directly to Sentosa, and "seri", a word in Malay that means "radiance".

To discover the ***The Story of Senseri***, please refer to **Annex A**.

To further commemorate the occasion, SDC hosted a media event featuring a symphony showcase by composer August Lum and a 16-piece orchestra. The ensemble spotlighted Lum's bespoke soundscape composed for Sensoryscape, comprising an evocative soundtrack that plays during the day, providing for a differentiated day-to-night experience for visitors, alongside the ImagiNite experience at night. This soundscape gently engages visitors' sense of sound and amplifies the multi-sensory experience of the lush space as they explore Sensoryscape.

Event attendees were also the first to view the new Sensoryscape Word Block, designed by local artist, JOOheng Tan. Tan is also the designer for the iconic Siloso Word Block on Siloso Beach, which has become synonymous with Sentosa's unique beachside charm.

### **A dynamic programming and experiential space at the heart of Sentosa**

Having established itself as an experiential attraction and a holistic programming space, Sensoryscape is an ever-evolving space, enhancing visitor experiences by collaborating with local artists, creative minds and interest groups to create spaces that are beloved by our guests and connect with diverse communities. Some examples include the precinct shining in yellow and purple in support of the #ShineforDementia initiative, as well as the vibrant "18 Blessings in Bloom" floral installations during the Chinese New Year season.

Since its opening, the attraction, with its award-winning design, has cemented itself as a tranquil and experiential space where guests can slow down and rediscover their senses, right in the heart of Sentosa. Upcoming programmes across 2025 will leverage Sensoryscape, including the WWF Earth Hour 2025 Festival, and the Sentosa Cares Week later this year.

Ms Thien Kwee Eng, Chief Executive Officer, Sentosa Development Corporation said, "As we mark the first anniversary of Sentosa Sensoryscape, we are heartened by the overwhelming response from our visitors. Sensoryscape has not only welcomed millions but has also become an integral part of evolving landscape of our island, one that invites exploration, imagination, and connection and has redefined how guests experience the island. With the introduction of Senseri, we take this journey further to awaken a new dimension of imagination and inspiration with our visitors globally."

Sentosa Sensoryscape is open to the public daily, with the ImagiNite experience starting nightly from 7.30pm till 9.15pm.

From 15 to 23 March and from 6 to 14 September, guests can enjoy complimentary island admission into Sentosa across these modes of entry:

1. Sentosa Express via the VivoCity Station; and
2. Passenger vehicles driving in via all gantries at the Sentosa Gateway.
3. Existing ways to enter Sentosa for free will also continue to be in place, including via the Sentosa Boardwalk, SBS Transit's Service 123 (only distance-based bus fare applies), as well as through cycling.

For more information on Sentosa Sensoryscape, please visit <https://sensoryscape.sentosa.com.sg>

High-resolution images of Sentosa Sensoryscape and Senseri can be downloaded from [this link](#).  
Photos are to be credited to Sentosa Development Corporation.

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**About Sentosa Sensoryscape**

Sentosa Sensoryscape is Sentosa Island's newest ridge to reef passageway for unmatched discoveries. Located at the heart of Sentosa, the 30,000sqm Sentosa Sensoryscape, which is approximately the size of 5.5 football fields, serves as the main artery linking Resorts World Sentosa in the north to Sentosa's beaches in the south through a multi-sensory experience.

Inspired by Sentosa's natural wonders, such as the island's lush tropical landscape, Sentosa Sensoryscape will feature a series of immersive sensory gardens. Each of these is framed by signature architectural features with a semi-enclosed sensory garden that invites guests to let their senses wander while offering spaces for contemplative appreciation of the surroundings. Set to pique and amplify one of the five senses through various elements such as polyphonic water features, mist, as well as plant species with unique scents, this immersive, day to night experiential attraction is a seamless blend of lush surrounding and man-made spaces aims to invigorate the soul of guests.

The first milestone of the decades-long Sentosa-Brani Master Plan, Sentosa Sensoryscape inspires guests to discover more of Sentosa, with new opportunities and experiences to delight guests all year round.

[#SentosaSensoryscape](#)

**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](http://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.

### **Annex A – The Story of Senseri**

#### **Background and Design Inspiration**

Senseri is no ordinary being. She is a mystical island guardian crafted from the very essence of nature. Her feathers are woven from the softest petals of Sentosa's flowers, while her wings are formed from the delicate fans of coral reefs.

Her beak is shaped from the strongest branches of the island's ancient trees, while her soulful eyes sparkle with centuries of wisdom.

But Senseri is not merely made of the island's flora and fauna. She is also infused with the majesty of its forested hills. The rugged peaks impart their strength and resilience to Senseri, allowing her to soar to great heights and navigate the most turbulent of skies — and struggles.

## **Behold the Awakening of Senseri**

As dusk descends, the majestic Senseri takes flight, igniting the Sentosa night sky with flashes of radiance.

Embodying the peacock and the spirit of the island, it stands as a symbol of spiritual awakening and wisdom. More than that, she is a physical manifestation of Sentosa Island's duality – Ridge and Reef.

The upper part of her form represents the Ridge, evoking an ecosystem of the island's forests, hills and life forms. The underside symbolises the Reef, mirroring the dynamic ecosystem of the sea.