



so exciting need to savour again!

FOR IMMEDIATE RELEASE

Sentosa launches new integrated travel experience for guests onboard the *Sentosa Rider*

- *Special service links Singapore hotspots to Sentosa island, Resorts World Sentosa and Mount Faber*
- *Hourly operations through Orchard Road, Suntec City, Marina Bay, Chinatown and Changi Airport*
- *Pre-booking options with resident host to tailor Sentosa getaways before arrival*

SINGAPORE, 2 AUGUST 2010 – Getting to Sentosa from the airport and the city is now even more convenient for tourists, with the newly-launched Sentosa Rider, a dedicated tour coach service that connects key locations around Singapore to Sentosa, Resorts World Sentosa and Mount Faber.

Commencing 3 August 2010, the Sentosa Rider offers guests a direct and fuss-free travel experience to launch their very own Sentosa getaway. This service aims to give Sentosa's island partner hotels and attractions an exclusive network to strengthen their reach in the tourism market, especially among Free and Independent Travellers (FITs).

“The number of FITs to Sentosa has been picking up over the past five years”, said Susan Ang, Divisional Director (Commercial) of Sentosa Leisure Group. “Seven out of every ten tourists to the island last year were on a free-and-easy itinerary. This is up from five out of ten such tourists in 2005. With the global economy picking up and more people planning holidays abroad, the Sentosa Rider is a timely initiative that will allow us to tap into the FIT market.”

MEDIA RELEASE

This new service will see six Sentosa Rider coaches plying three routes to Sentosa from (1) the Changi Airport, (2) Orchard Road and Chinatown, and (3) the Marina Bay areas. Between 8am and 10pm daily, guests can hop on to the hourly service from eleven key locations across Singapore, which include key tourist hubs in the city belts, selected hotel lobbies and public bus stops along the above-mentioned routes.

Sentosa Rider fares range from \$5 per trip from Orchard and Marina to \$9 per trip from the airport, and include Sentosa's island admission charge. The prices make the Sentosa Rider a compelling choice as an affordable alternative to driving and taking a taxi or public transport, even as it provides seamless access to Sentosa.

The Sentosa Rider will bring guests to Sentosa's Imbiah Lookout, Siloso Point, Beach Station and key hotel and attraction zones on the island, including Resorts World Sentosa. It will also be the only coach service that is allowed to make multiple stops on the island. Currently, all coaches do their drop-offs at Sentosa's Guest Arrival Centre or Coach Park.

Greater Offerings for Guests

Adding value to the experience onboard the Sentosa Rider, each coach is equipped with wireless internet access and television monitors which bring to life the exciting choices that await guests at Asia's Favourite Playground. Guests will have a choice from seven specially-themed leisure packages to tailor their Sentosa getaway, enjoying bundled discounts up to 20% at the same time. These packages, themed around Fun, Nature and Thrill, are available only onboard the Sentosa Rider. In addition, a resident host will be onboard the coach throughout the journey to assist guests in planning their itinerary. Both the hosts and coach captains have completed the *WOW! Sentosa* training programme, customised to equip them with knowledge on the various island offerings as well as service values that make the Sentosa experience special.

With the convenience of securing their attraction packages prior to their arrival at Sentosa, guests can receive their tickets without having to stand in line at the respective attractions. What's more, Sentosa Rider passengers will also enjoy exclusive discounts at participating retail and F&B outlets on the island. As part of the launch, children under twelve years old, when accompanied by paying adults, will get to enjoy the Sentosa Rider for free from 3 August to 31 September 2010.

A New Avenue for Businesses

Businesses in different industries have joined hands with Sentosa to ride on the potential of the Sentosa Rider. Local tour operators, SH Tours and Tour East Singapore, have come onboard as official partners to run the coach service for the three routes.

Cecilia Teo, Managing Director of SH Tours, said “Since the opening of the IRs this year, we have seen very impressive growth in the tourist arrivals and especially from the FIT segment. Sentosa is definitely the key beneficiary of this growth being the largest leisure destination in Singapore. SH Tours has been a long time partner with Sentosa in various programmes and it is indeed our privilege to be the official partner of the Sentosa Rider.”

Added Yvonne Wong, General Manager of Tour East Singapore, “What sets The Sentosa Rider apart from other tour coach services is that the Sentosa experience starts the moment guests step onboard the Sentosa Rider. More than a convenient travel option to the resort island, this integrated coach service offers a plethora of tourist-friendly features which make the experience so much more memorable for our international guests.”

Sentosa’s island partners such as Amara Sanctuary Sentosa Resort, Siloso Beach Resort and the four hotels in Resorts World Sentosa have also indicated their interest in being partners of the Sentosa Rider. When the Sentosa Rider plies the Changi Airport route in a couple months’ time, guests can be drop off directly at their hotel door steps.

Sentosa Rider has also tied up exclusive deals with selected partners to enhance offerings to tourists. Citibank, as the official credit card of the Sentosa Rider, offers Citibank card members exclusive privileges including further discounts off the attraction packages available onboard the coach. Global Blue, which is the official tax refund partner, will be introducing additional benefits to the guests of Sentosa Rider during their various promotions throughout the year.

ABOUT SENTOSA ISLAND

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, operation of the various leisure offerings and management of the residential precinct on the island. The Corporation manages the Southern Islands, and also owns Mount Faber Leisure Group, which runs Singapore’s only cable car service.

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. In 2010, Sentosa welcomed 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 residential enclave. By 2014, it will be bustling with some 2,000 homes, romantic quayside restaurants, and retail and specialty shops. Offering Singapore's only truly oceanfront residences, Sentosa Cove is fast becoming the world's most desirable address.

The island is also proud to be home to Sentosa Golf Club and its two acclaimed golf courses, The Serapong and The Tanjong. Since 2006, Asia's richest national open, the annual Barclays Singapore Open, has teed off on The Serapong with star-studded line-ups featuring international players and golf professionals from Asia, Europe and the USA playing to nail-biting finishes.

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.