



MEDIA RELEASE

A Healthy Dose of Leisure: Sentosa fortifies its formula for PLAY

PI³ formula to raise fascination and keep dissatisfaction at bay

Singapore, 29 March 2011 – Sentosa today showcased its brand of hospitality and service as part of the Customer-Centric Initiative (CCI), under which the island resort was appointed one of four service excellence icons.

Sentosa's service culture is largely driven by a *play-full* strategy that *Invigorates its **People**, Innovates its **Products and Services** and Improves its **Processes***. The island resort will utilise the PI³ formula (pronounced as *pie cube*) to drive change and further transform the guest-experience, to ensure that healthy doses of leisure and pleasure are constantly served up for its growing guest segments.

Launching his Sentosa Experience, Minister Lim Swee Say from the Prime Minister's Office, leapt into action by zipping down Asia's most scenic, 450-metre long flying fox to mark the event that showcased Sentosa's refreshed service journey. Mr Lim, who is also the NTUC Secretary-General, was joined by Minister of State for Trade & Industry and Manpower, Lee Yi Shyan, and Mike Barclay, Chief Executive Officer of Sentosa Development Corporation. About 200 guests from partner agencies such as SPRING Singapore and Workforce Development Agency, and island partners also attended Sentosa's CCI showcase.

"Sentosa is a playground of experiences formulated for a diverse mix of leisure seekers. We have invested in our infrastructure and brought in partners who have contributed to the island's steady transformation," said Mike Barclay, Chief Executive Officer, Sentosa Development Corporation. "To ensure our guests leave Sentosa with enduring memories of spending quality time with family and friends, we have been working to eliminate points of frustration and deliver experiences that are high on fascination."

Sentosa continues to ride the service wave after achieving significant improvement in its service scores under the Customer Satisfaction Index of Singapore (CSISG)¹, which rose from 67.5 in 2009 to 70.3 in 2010. Sentosa's internal research has shown that the monthly Guest Satisfaction score has improved from 83 per cent to 88 per cent to date and its compliment to complaint ratio has nearly doubled since the start of the CCI project in early 2010.

¹ The Customer Satisfaction Index of Singapore (CSISG) is the national barometer of customer satisfaction in Singapore that is jointly developed by the Institute of Excellence at SMU (ISES) and the Singapore Workforce Development Agency (WDA).

Mr Yeo Guat Kwang, Co-Chairperson of the CCI Committee and NTUC Director (Quality Worklife), said, "Sentosa's model of increasing fascination and reducing dissatisfaction is an exemplary one. By focusing on its people, products and services, and processes, Sentosa has further enhanced its service touch points. Through its customer-centric initiatives, Sentosa has enhanced the island's accessibility, connectivity and product offerings to all customer segments – be it young or old."

"Sentosa has taken CCI a step further by engaging its island partners to create a seamless experience for its guests," said Ms Choy Sauw Kook, Co-Chairperson of the CCI Committee and SPRING Assistant Chief Executive. "By involving every stakeholder, Sentosa shows that everyone plays an important role in delivering excellent customer service. Its comprehensive and supportive engagement programme which includes its partners in both training and staff recognition is worth emulating."

Raising Guest Fascination – There's only time for PLAY on Sentosa

Alongside an evolving service culture, Sentosa's transformation included new and refreshed play points to give guests more reasons to visit Sentosa again and again.

Filling the playground with more fun and leisure

The quest to constantly rejuvenate the island's offerings continues with the much anticipated launch of iFly Singapore in the second quarter of 2011. This follows the opening of unique and international attractions such as Wave House Sentosa, Megazip Adventure Park and Resorts World Sentosa, as well as Azzura and Tanjong Beach Club, all of which have garnered popular followings. With the increased leisure choices, more than half of the island's guests now opt to extend their stay on the island. In tandem with this, the range of hotels and resort accommodations has also grown with about 2700 room keys across the island including Shangri-La's Rasa Sentosa Resort's 454 revamped guestrooms and enhanced hotel facilities, as well as the upcoming launch of Mövenpick Hotel Sentosa, a deluxe 181-room resort facing The Merlion. To sustain the momentum of introducing exciting and unique Sentosa elements, a themed splash-and-play zone targeted at families with young kids and beach-goers is currently being constructed at Palawan Beach.

Creating more moments for bonding between families and friends

Having welcomed more than 17 million visitors in 2010, Sentosa will keep refreshing the play time on the island so that guests can continually enjoy new and fun opportunities with their loved ones. For instance, the inaugural Sentosa Buskers Festival brought entertaining and innovative acts to the island in 2010 and will continue to be staged this year after receiving an overwhelming response from the public during its first run. Another signature event, Sentosa Flowers, attracted a record 690,000 guests this year.

Complementing these large-scale events, novel and educational programming activities are regularly rolled out to keep our guests engaged and entertained. These include the all-new Recycled Art campaign held late last year where guests were treated to mesmerizing story-telling sessions and interactive handicraft sessions which emphasized the importance of reusing waste materials in creative ways. Fire-twirling performances and special school holiday activities also took to the new Sentosa Boardwalk to add to the buzz and create a new

dimension to the Sentosa Experience. These complimentary programmes serve to value-add to the guest experience and are part of Sentosa's commitment to bring about positive guest experiences.

Facilitating PLAY on Sentosa - Increasing Guest Satisfaction with greater convenience

To help guests maximise their play time on the island, Sentosa has introduced tools to enable them to minimise time taken for queuing, making purchases and way-finding.

Leveraging technology to offer innovative solutions

The newly-launched *MySentosa* mobile application is now available as a free download to Apple iPhone users. It offers users information on the island including promotions, weather updates, as well as directions to specific locations on Sentosa.

Complementing the digital enhancements, Sentosa has revamped its website, www.sentosa.com.sg, which boasts an itinerary cart to help guests plan their activities in advance, and a navigation tool which provides recommendations for the mode of transport nearest to the attraction.

Further leveraging technology to improve guest satisfaction, Sentosa will introduce digital games at waiting areas so that guests can engage in interactive and fun activities to re-purpose their idle time. The two games, *Oscars in a Bubble* and *Swim Smart*, feature the star of Songs of the Sea, Oscar, and Sentosa's beach safety mascot, Buddy Cool.

Going the extra mile in connectivity

Apart from strengthening the island's infrastructure, Sentosa is also dedicated to improving accessibility within the island as well as between the mainland and Sentosa. The most recent addition to Sentosa's comprehensive transport network is the Sentosa Boardwalk, a 700-metre walkway that gives guests the choice of taking a leisurely stroll against the scenic waterfront. Design elements that support Sentosa's guest-centric culture, such as ramps and travelators, were also weaved into the new structure for the convenience of the elderly and guests who are wheelchair-bound.

Within the island, connectivity has also been given a boost for the benefit of guests who visit multiple attractions and dining outlets. Guests can hop on to the recently-extended intra-island bus shuttle services or travel via the Sentosa Express which has increased its frequency to accommodate up to 4,000 passengers per hour. A new cableway, that will begin construction in the second half of 2011, is also targeted to reduce travel time for guests.

For the convenience of tourists visiting Sentosa from the city or the airport, Sentosa launched the Sentosa Rider last August to provide a dedicated tour coach service that connects key locations around Singapore to Sentosa, Resorts World Sentosa and Mount Faber. This direct travelling experience also allows passengers to beat the queues by purchasing the attraction packages during their rides.

Simplifying planning to maximise play

Adding to the convenience of planning ahead for an outing to Sentosa, the recently launched island Play Passes give guests the choice of enjoying their visit to multiple attractions on just one-ticket. They are not only freed from having to purchase tickets on the go, they also enjoy up to 60 per cent in cost savings. Over 5,000 guests have opted for the Play Passes since the launch in February 2011. In a tie-up with TransitLink, the Play Passes are also available on mainland Singapore at six MRT stations.

To help guests plan their outing on the island and create itineraries that best suit them, Sentosa opened a new Sentosa Visitor Centre in January to enable guests to tap ready information as well as Sentosa's ambassadors before they make their purchases for attractions packages.

Striving for Service Excellence

Since March 2010, Sentosa Development Corporation has been recognised by the Workforce Development Authority as an Approved Training Organisation. In transferring benefits to Sentosa's guests, more frontline staff, including island partners who enroll in the training, are now equipped with certified service skills to assist guests in enjoying their time on the island. Guests who shared constructive feedback with Sentosa's staff have also witnessed tangible and favourable changes such as the inclusion of new amenities, including prayer rooms and additional water points.

To encourage greater demonstration of excellent service, staff are lauded with the quarterly Sentosa Service STAR Award which is given out based on compliments from guests. For instance, when an Indonesian grandmother slipped and hurt her ankle on her way to watch *Songs of the Sea*, Sentosa's staff attended to her immediately and earned her family's acknowledgement when they went the extra mile to arrange for tickets to the next show. This reward system is also extended to Sentosa's island partners so that all guests on the island can benefit from a holistic Sentosa service culture. Exemplary staff from Sentosa 4D Magix, Underwater World Singapore, Skyline Luge Sentosa and MegaZip Adventure Park have been recognised together with Sentosa's staff for going the extra mile to provide good service.

In continuing the journey to cultivate a more robust service culture, Sentosa welcomes constructive feedback from the public. Guest service officers can be contacted at 1800-SENTOSA (736-8672) daily from 9.00am to 6.30pm or via email at guest_services@sentosa.com.sg.

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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 also manages the Southern Islands, and 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. 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 residential enclave. By 2014, it will be bustling with some 2,000 homes, romantic quayside restaurants, 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.

ABOUT THE CUSTOMER-CENTRIC INITIATIVE (CCI)

The CCI is a multi-agency initiative spearheaded by SPRING Singapore and the NTUC with representatives from the Singapore Workforce Development Agency (WDA), Singapore Tourism Board (STB) and Singapore National Employers Federation (SNEF). The CCI is part of the Go-the-Extra-Mile for Service (GEMS) Up movement to transform Singapore's service quality in the retail, food and beverage, hospitality, healthcare, transport and travel sectors.

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