



40 Fun-Filled Years with an Invigorating Future

- *Heighten the guest-experience and deepen visitors' affinity with Sentosa*
- *9.2 million visitor arrivals recorded between January and June 2012*
 - *Pre-war site to be released for hotel development*

Singapore, 31 August 2012 – Sentosa Island¹ today celebrates 40 years as Singapore's iconic playground and leisure destination. It now offers an array of buzzing entertainment clusters that have been carefully built up over the years, and which extend from Mount Faber² to Imbiah Lookout³ and the beach-front⁴ as well as South East Asia's first Universal Studios theme park. Over the past four decades, the island resort has welcomed more than 150 million guests.

"In this Ruby year, we are celebrating Sentosa Island's transformation from a British military stronghold to today's incarnation as a buzzing lifestyle and entertainment destination," said Mike Barclay, CEO of Sentosa Development Corporation (SDC). "We now offer a tremendous array of unique attractions and experiences on Sentosa, with the sole objective of bringing fun and joy to our guests. We are proud to have more than 200 commercial enterprises operating on the island, offering diverse dining, entertainment, 'edu-tainment' and accommodation experiences. We are also home to more than 5,000 residents at Sentosa Cove."

Island visitorship has grown from a base of 600,000 visitors per annum in the '70s, to 2 million in the '80s, and 4 million in the '90s. In FY07/08, Sentosa welcomed 6 million visitors. This figure grew to 19 million in

¹ The island was a British military fortress during the Second World War and was called Pulau Blakang Mati, until it was handed over to the Singapore government. In 1972, the government designated the island as a holiday resort for local visitors and tourists and renamed it 'Sentosa'. Sentosa Development Corporation was set up on 1 September to oversee the development of the island.

² Mount Faber is one of Singapore's oldest parks. Standing at 105 metres, the hill-top destination is also home of the Singapore Cable Car which transports visitors between mainland Singapore and Sentosa.

³ Imbiah Lookout is one of Sentosa's entertainment clusters and includes attractions such as the Sentosa Skyline and Luge, Megazip Adventure Park, 4D Magix, Desperadoes, Cineblast, Butterfly Park and Insect Kingdom, The Tiger Sky Tower, Images of Singapore museum, Sentosa Nature Discovery gallery.

⁴ Three beaches, Siloso, Palawan and Tanjong, form Sentosa's southern coastline. With a unique identity each, the three clusters form a compelling 3.2km stretch of beachfront entertainment that attracts more than 5.7 million visitors annually (or 1 out of every 4 island guests).

2011. So far this year, between January and June, 9.2 million guests have visited Sentosa, putting the island resort on track for its annual target of 19-20 million visitors.

“Building on the island’s success, we are looking at how best to provide our guests with more activities and accommodation choices”, added Mike Barclay. “We are exploring how to optimise the potential of the beach strip as a day-time play hub and as a lifestyle venue in the evenings. We also recognise the potential in enhancing the key pedestrian thoroughfares and way-finding on Sentosa to provide a lift in the overall guest-experience.”

More Accommodation

SDC will be releasing a site for the development of a hotel. The land parcel was once a military parade square and includes six blocks of barracks which span an area about the size of four football fields (4.2ha). The site was previously occupied by the Tourism Academy, a training institution for tourism and hospitality students. A public tender will be called in September 2012.

The new hotel will be part of a unique belt⁵ of colonial buildings which have been expertly transformed into heritage hotels that not only bear their own hallmark, but have embraced the surrounding nature and feature some of Sentosa’s oldest trees. The proposed site can accommodate up to 550 rooms.

By the end of 2012, there will be a total of 3,134 hotel keys across Sentosa. In September, W Hotel will be launched followed by Movenpick Hotel’s new Heritage Wing at the end of the year, bringing the number of hotels on Sentosa to 14.

Creating more Sentosa experiences

Sentosa will be developing an 11,500 square metre Family Entertainment Centre (FEC) to house a new attraction, KidZania Singapore at Palawan Beach. The leisure cluster by the beach is being rejuvenated into a destination for families with young children.

The FEC and KidZania Singapore will complement the outdoor fun of Palawan Beach with a best-in-class in-door, weather-proof experience for Sentosa’s junior guests. At the same time, the array of leisure experiences on Palawan Beach and Sentosa will help to fuel the dynamic family tourism industry in Singapore and the region.

The FEC is scheduled for completion in 2014 and will be directly linked by a sheltered bridge to the Sentosa Express monorail and a new Arrival Plaza for coaches and private vehicles.

The Sentosa Bungy will feature Singapore’s first Bungy Jump and the only double swing of its kind in the world, a new innovation which allows guests to race each other, side by side or criss-cross to enhance

⁵ Capella Singapore, Amara Sanctuary Resort and Movenpick Hotel currently form Sentosa’s unique belt of heritage hotels. By the end of 2012 when Movenpick Hotel’s Heritage Wing opens, these hotels will have a total of 522 rooms which contribute 16.5 percent of hotel accommodation on Sentosa.

the experience. Scheduled to open by the end of 2013, this exhilarating ride will complement the high energy of Siloso Beach and provide another breath taking and innovative option for adventure.

Intra-island cableway

The cableway is part of Sentosa Development Corporation's transport strategy to boost intra-island mobility. The electric ropeway system will transport guests between three main clusters of attractions at the Merlion Plaza, Imbiah Lookout and Siloso Point.

Featuring a continuous circulation system that will stretch over 860-metres, the cableway will operate up to 38 cabins which can accommodate 8 passengers each, and transport an estimated 1,600 passengers per hour per direction. Cabins will arrive at each station at scheduled intervals of 20 seconds.

The aim is for guests to spend as little time as possible in queue lines while they move about the island. With the highest point at 80m above sea level, the cableway will provide guests with a birds-eye view of Sentosa Island and the Straits of Melaka, as they enjoy seamless transfers between the activity zones.

Scheduled for completion in 2015, the cableway system will complement the existing service provided by the Singapore Cable Car and will be an added wow dimension to the experience for guests.

An Invigorating Future

Sentosa Development Corporation will continually strive to strengthen Sentosa's appeal as 'Asia's Favourite Playground' for local visitors and tourists alike.

Building on the steady transformation of the last forty years and enhancing the current vibrancy through careful planning, SDC is positioning Sentosa for an invigorating future where leisure seekers can repeatedly return to feel the pulse of the unique atmosphere, and luxuriate in the surrounding beauty and greenery.

"SDC is working with our partners and stakeholders to offer new concepts and experiences, as well as seamless connectivity and clustering across the island", said Mike Barclay. "This is essential in order to sustain Sentosa's success in the future. At the same time, we will be mindful to maintain Sentosa's unique island charm by preserving and celebrating our heritage, flora and fauna."

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