



## MEDIA RELEASE

### **A New Way to Play at Sentosa**

One Pass, One Price, More Play - up to 60 percent savings with new Sentosa Play Pass

**Singapore, 14 February 2011** – Sentosa today launched the Day Play Pass, a convenient one-ticket system which allows guests to experience up to 13 attractions on the island resort. The new bundled offering is designed to offer guests up to 60 per cent in cost savings and reduce potential queuing time at the 13 pre-determined attractions by up to two hours.

This new system will also give guests more flexibility by allowing them to make changes to their itinerary after their purchase. For the convenience of guests who purchase the Day Play Pass, they will also have the option of buying the All-You-Can-Eat Pass. This combination entitles pass holders to dine at the two Tastes of Singapore outlets (Siloso and Imbiah) between 11am and 7pm and enjoy a variety of Asian and Western fare. For guests who prefer to visit only specific attractions or plan to spend only half a day on the island, Sentosa also introduced the 'Noon Play Pass and Premium Play Pass. The 'Noon Play Pass allows guests to visit up to four attractions from a pre-determined list of 13, while the Premium Pass grants access to three from a list of six.

Guests who purchase the new passes are entitled to one visit per attraction. However, they can choose to top-up the value of their passes at the attraction of their choice, if they wish to repeat the ride or experience.

“With more attractions opening up this past year, more and more guests now spend at least a day playing on the island. So we created the Play Pass in response to the growing trend,” said Addison Goh, Sales Director, Sentosa Leisure Group. “We wanted to simplify the ticketing process so that guests can get more out of their play-time, including enjoying meals together.”

Going one step further to ease the booking process, Sentosa is taking its ticketing system to mainland Singapore in a new partnership with TransitLink. From 1 March 2011, the new initiative will see six new ticketing points across mainland Singapore.

“The new service will be available at six of TransitLink’s sales counters that are popular with tourists and the public. These additional sales outlets will make it more convenient for both tourists and the public to make

their purchases before hopping on the public transport network and connecting to Sentosa,” said Corrine Ng, Vice President, Corporate Communications, TransitLink.

The new Play passes replace the Choice Packages and are valid only for the same day of purchase. The Play Passes will be sold at the following price points and locations:

Type of Pass	Day Play Pass (9am to 7pm)		'Noon Play Pass (2.30pm to 7pm)		Premium Play Pass (9am to 7pm)		All-You-Can-Eat Pass (Available only with purchase of Day Play Pass) (11am to 7pm)
	Weekday	Weekend/ Public Holiday	Weekday	Weekend/ Public Holiday	Weekday	Weekend/ Public Holiday	
Adult	S\$63.90	S\$69.90	S\$37.90	S\$39.90	S\$65.90	S\$71.90	S\$25.00
Child	S\$47.90	S\$51.90	S\$31.90	S\$33.90	S\$65.90	S\$71.90	S\$25.00

Points of Purchase	
On Sentosa	On mainland Singapore
Sentosa Express Station Ticketing Counter	Sentosa Express Station (Level 3, VivoCity)
Waterfront Station Ticketing Counter	Chinatown MRT Station
Beach Station Ticketing Counter	City Hall MRT Station
Imbiah Station Ticketing Counter	Bugis MRT Station
Merlion Plaza Ticketing Counter	Orchard MRT Station
Fort Siloso Ticketing Counter	Somerset MRT Station
Sentosa Visitor Centre	Changi Airport MRT Station
Images of Singapore Ticketing Counter	
Merlion Ticketing Counter	
Sentosa Boardwalk Ticketing Counter	

Please refer to the table below for the list of pre-determined attractions.

Day Play Pass	'Noon Play Pass (Choice of four attractions from the list)	Premium Play Pass (Choice of three attractions from the list)
<ol style="list-style-type: none"> <li>Fort Siloso</li> <li>The Merlion</li> <li>Images of Singapore</li> <li>Sentosa Nature Discovery Guided Tour (30 min)</li> <li>Tiger Sky Tower</li> <li>Sentosa 4D Magix</li> <li>Sentosa Cineblast</li> <li>Desperados</li> <li>Sentosa Luge or unlimited Skyrides</li> <li>Segway FUN Ride</li> <li>Gogreen Bi-Pedal Bicycle (One Hour)</li> <li>Butterfly Park &amp; Insect Kingdom</li> <li>The Flying Trapeze</li> </ol>	<ol style="list-style-type: none"> <li>Fort Siloso</li> <li>The Merlion</li> <li>Images of Singapore</li> <li>Sentosa Nature Discovery Guided Tour (30 min)</li> <li>Tiger Sky Tower</li> <li>Sentosa 4D Magix</li> <li>Sentosa Cineblast</li> <li>Desperados</li> <li>Sentosa Luge or unlimited Skyrides</li> <li>Segway FUN Ride</li> <li>Gogreen Bi-Pedal Bicycle (One Hour)</li> <li>Butterfly Park &amp; Insect Kingdom</li> <li>The Flying Trapeze</li> </ol>	<ol style="list-style-type: none"> <li>Segway Guided Eco Adventure</li> <li>Gogreen Heritage &amp; Island Explorer</li> <li>Jewel Cable Car Ride (2-way)</li> <li>MegaZip@ MegaZip Adventure Park</li> <li>ClimbMax @ MegaZip Adventure Park</li> <li>Wavehouse – FlowRider</li> </ol>

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