

Press Release



Sentosa and HarbourFront stakeholders form business association

*Sentosa HarbourFront Business Association aims to promote the precinct
as a key leisure, lifestyle and MICE destination*

Singapore, 26 December 2013 – Fourteen businesses and stakeholders from the Sentosa and HarbourFront precinct have come together to form an association that will leverage all the tourism and leisure assets of the area and promote these collectively as the preferred leisure, lifestyle and MICE resort destination in the region.

Leveraging each others' products to create synergies in promotional efforts and collaborating to bid for business events together, the members stand to reap the benefits from increased visitation and visitor spend once the efforts bear fruit.

Mr Goh Chye Boon, the Association's Chairman and Executive Vice President of Resort Operations, Resorts World Sentosa said, "The Sentosa and HarbourFront precinct has seen many new developments in recent years, and it is timely for us to team up and further realize the potential of the area especially in the face of intensifying competition."

The precinct has everything to offer for event organizers and MICE delegates, with a combined hotel room inventory of more than 3,100 ranging from heritage hotels to luxurious villas and MICE facilities that can accommodate more than 21,000 delegates, including a ballroom at Resorts World Sentosa that can seat up to 6,500 guests. Options for incentive programmes and leisure activities include world-class attractions like Universal Studios Singapore and iFly Singapore, two international 18-hole golf courses, Singapore's largest shopping mall VivoCity, sandy beaches, six spas including Singapore's largest luxury spa ESPA and more than 200 dining outlets, all within easy reach of each other.

"Our aim is to leverage these assets as a whole and promote the entire precinct as a leisure and MICE destination, in order to attract more visitors and events to the area, and to create a vibrant precinct with year-round events and celebrations," said Mr Goh.

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The Sentosa HarbourFront Association was launched officially today by Mr S Iswaran, Minister from Prime Minister's Office and Second Minister for Home Affairs and Trade and Industry. Minister S Iswaran announced that the association has pledged S\$3 million to a destination marketing fund in the next 3 to 5 years for joint marketing campaigns, with Resorts World Sentosa funding 50 percent of the initiatives. The Association targets to increase the number of MICE visitors to the precinct by 20%, and a 5% increase in visitorship and events by 2016. Last year, Sentosa island welcomed more than 20 million visitors and VivoCity attracted 82 million shoppers.

The Association will lead a team to participate in the Asia Pacific Incentive & Meeting Expo (AIME) in Melbourne in February 2014, where it will promote HarbourFront as a MICE destination and bid for business events jointly. In April 2014, the Association is planning a precinct-wide Easter celebration to inject more vibrancy to the area with promotional activities and decorations across all properties. Besides these, the Association will also look into enhancing the work environment for the precinct's 18,000 employees, such as improved staff benefits and welfare by leveraging members' resources.

Ben Bousnina, Vice President Resorts & General Manager of Shangri-La's Rasa Sentosa Resort & Spa, Singapore said, "SHBA will provide a platform for us to build up a sense of togetherness. Jointly, we will promote our destination firstly, to foreign and local guests; and secondly but by no means less important, to be the preferred work place in the tourism industry in Singapore. Unity is strength."

"Mapletree Commercial is delighted to be a part of the Sentosa-HarbourFront Business Association as we have witnessed active participation by all the partners involved. We hope that by combining our talents and resources, the HarbourFront Precinct will continue to dazzle visitors with more signature events and bring new dimensions to shopping and entertainment at Singapore's Southern waterfront," said Joanna Lee, Head of Retail Management, Mapletree Investments Pte Ltd.

Minister Iswaran met with key stakeholders today and was updated on the precinct's development during a ride on Singapore Cable Car and tour of Sentosa Island, Resorts World Sentosa and VivoCity. He was briefed on the latest developments including the intra-island cableway development, Mount Imbiah's transformation, and also experienced the easy connectivity between the various attractions. Minister Iswaran also witnessed the exciting line-up of programmes during the year-end holiday season including the annual PLAYcation celebration at Sentosa, Christmas show at Universal Studios Singapore featuring the cast of Sesame Street, as well as festivities at the HarbourFront Promenade.

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