

Media Release

Sentosa to welcome more novel after-dark leisure experiences

Singapore – 29 March 2019 – As part of a multi-pronged approach to take Sentosa to its next phase of growth, Sentosa Development Corporation (SDC) today announced plans to strengthen the island’s position as a night destination by bringing in more novel, after-dark leisure experiences for locals and tourists in the coming months.

Anchored on two main thrusts, the strategy will see SDC partnering the private sector to (i) develop quality day-to-night attractions and (ii) curate compelling and differentiated night events. The expanded night offerings will cater to a wide target audience with diverse needs and wants, ranging from families to adults and locals to tourists.

New night attractions and infrastructure

Leveraging Sentosa’s island charm and scenic views, SDC will be developing a brand-new lifestyle enclave named Siloso Green, located on the western end of the island. With magnificent waterfront and harbour views, the site sits within the Siloso precinct, the heart of Sentosa’s thrill and adventure zone for the young and energetic. Spanning over 24,500 square metres, Siloso Green will be a mixed-use container development featuring many unique concepts befitting the waterfront setting, comprising food and beverage (F&B) establishments, retail shops, accommodation options, as well as event and concert spaces. (Please see **Annex A** for artist impression)

When completed in late 2019, Siloso Green will provide the perfect backdrop for a great night out – from dining at trendy food trucks, grooving to live music under the stars, hitting the bars for a drink or two, to indulging in some retail therapy. For those who like the idea of being in the heart of all the nightlife, there is also the option of renting a room for a staycation experience like no other.

In the more immediate horizon is the opening of Rumours Bar & Grill in mid-2019, bringing to Sentosa a unique beach bar concept that was popularised in Bali.

Mr Chee Hong Tat, Senior Minister of State for Trade and Industry and Education, said, “I am glad Sentosa Development Corporation has taken up the challenge to develop Sentosa into an attractive night-time destination for locals and tourists, by providing a diverse range of after-dark leisure experiences together with their island partners. The initial set of plans is a good start. We will continue to grow the offerings over time by taking on board feedback and suggestions from industry partners and stakeholders. In particular, we want to position Sentosa as a test-bed for interesting business concepts that are not yet available in other parts of Singapore. This will add to Sentosa’s allure and charm.”

Against this backdrop, Far East Hospitality will be opening three new hotels in Sentosa from next week. Mr Arthur Kiong, Chief Executive Officer, Far East Hospitality, said: “We believe that the opening of our three new hotels will help strengthen Sentosa’s unique island getaway proposition, as it will encourage a longer dwell time on the island and add a whole new dimension to appreciating the island from day into the night. For example, The Outpost Hotel caters exclusively for adults and young couples. Trendy and picturesque, The Outpost Hotel provides its guests the most-coveted premium getaway and the perfect base to explore Sentosa’s diverse offerings at their own pace.”

Compelling and differentiated night events

SDC will also be bringing in more differentiated night events, through partnerships with well-known brands.

These include the inaugural Skechers Sundown Festival in Singapore from 19 to 21 April 2019, which will feature more than 50 music artistes on three stages over three days, curated art installations, film screening, a market bazaar, street food and fringe entertainment.

Also new to Sentosa’s events calendar is the AIA GLOW Festival taking place on 25 May 2019. The first-ever wellness and music hybrid festival promises a full day of non-stop excitement starting from a fun run, followed by mass yoga sessions and a music festival featuring both international headline artists like Rudimental and some of the biggest local acts including homegrown band The Sam Willows.

Said Martin Capstick, Chief Executive Officer of Exceed Sports and Entertainment that is behind the AIA Glow Festival: “AIA Glow Festival is the ultimate festival to unwind, and the beautiful Palawan Beach on Sentosa Island provides the perfect backdrop where visitors can enjoy live performances from world class music acts such as Rudimental, Lost Frequencies, Nina Nesbitt and The Sam Willows, celebrity led yoga by world renowned yogis Marysia Do and Laura Kasperzak, a fun filled charity 5K run, and delicious festival feasts from some of Singapore’s coolest restaurants. Feel good vibes are what AIA Glow Festival is all about, and that’s what makes Sentosa Island the ideal venue for us.”

SDC will continue to work with its partners to build on successful night events such as Peroni Sunset Cinema, as well as SDC-owned signature events such as the Sentosa GrillFest, Singapore’s only 1km beachside food street, and Siloso Beach Party, the largest beach year-end countdown party in Singapore.

Said Ben Williams, Events Director of Groundswell Events, the company behind the Peroni Sunset Cinema: “One of the wonderful things about Singapore is its tropical climate. We encourage the audience to take advantage of Singapore’s balmy nights and catch a film at Peroni Sunset Cinema on Tanjong beach. Fringed by palm trees, Tanjong Beach is one of Singapore’s most spectacular waterfront locations. As you catch up with friends on the beach while the sun is setting, you’ll be just metres away from the gently lapping waves. As darkness falls, the audience relaxes into their comfortable deck chairs and watches an award winning film under the stars. It feels like you’re on holiday, but you’re only a short drive from the centre of Singapore.”

Having partnered SDC in Sentosa GrillFest, Michael Lian, Managing Director of Steward's Solution Pte Ltd added: "Through our involvement in Sentosa GrillFest last year, it became clear to us that Sentosa's unique proposition - as an island with novel leisure experiences all in one place - is what contributed to the success of the event. Sentosa GrillFest is more than just a food festival, but an entire evening beachside experience that you cannot get anywhere else in Singapore. We definitely see prospects in Sentosa as a night destination, and look forward to more collaborations with SDC on this front."

SDC is also exploring the possibility of having a busking space for local and international buskers to perform in Sentosa, further enhancing the unique night ambience of the island.

Sentosa at night today

Sentosa today offers a slew of activities which guests can enjoy after-dark, with some 30% of the island's attractions open until 9pm or later, including Universal Studios Singapore (USS). Since January this year, USS has extended its operating hours until 10pm every Friday, Saturday and selected public holidays – complete with a special line-up of night-only programmes such as the Hollywood Dreams Light-Up Parade and a dazzling fireworks display.

Of the array of F&B establishments on the island, the majority are also open until 9pm, with a number of bars and beach clubs operating up to 1am on most days.

SDC will continue to engage its Island Partners (tenants) and the public to create more novel after-dark experiences as part of the continual efforts to refresh and rejuvenate Sentosa's offerings. More details will be shared in due course.

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About Sentosa

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, and operation of the various leisure offerings and management of the residential precinct on the island.

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 oceanfront and residential enclave bustling with some 2,000 homes, romantic quayside restaurants, retail and specialty shops. The Island is also proud to be home to Sentosa Golf Club and its two acclaimed golf courses, The Serapong and The New Tanjong. Sentosa Golf Club hosts the SMBC Singapore Open and the HSBC Women's World Championship, featuring some of the world's best golf professionals.

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. For more information, please visit: www.sentosa.com.sg.

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Annex A: Artist impression of Siloso Green



Please download image here: <https://www.dropbox.com/s/c8mmq7m46n6huqv/Annex%20A%20-%20Artist%20Impression%20of%20Siloso%20Green.jpg?dl=0>