



## MEDIA RELEASE

# DISCOVER SENTOSA ANEW THROUGH THE PARTNERSHIP OF ICONIC BRANDS

*Sentosa Development Corporation, Resorts World Sentosa, DBS Bank, and Singapore Tourism Board ink multi-lateral partnership to level up visitor experience in Sentosa Island and Resorts World Sentosa*

**SINGAPORE, 10 May 2024** – Sentosa Development Corporation (SDC), Resorts World Sentosa (RWS), DBS Bank (DBS), and Singapore Tourism Board (STB) signed a Memorandum of Understanding (MOU) today to enhance Sentosa’s guest experience through the development of a Sentosa Precinct Partnership. This multi-lateral partnership will unveil an exciting line-up of joint offerings aimed at propelling tourism growth and solidifying Sentosa’s position as Asia’s premier island resort getaway and leading lifestyle destination.

The inaugural partnership will synergise the marketing efforts adopted by all parties which will invite guests to discover more of Sentosa. These efforts include SDC’s holistic event line-up and new offering launches; STB’s *Made in Singapore* global brand campaign; RWS’ offerings of world-class attractions, luxury hotel stays, and lifestyle experiences; and DBS’ strengths in offering exceptional value in shopping, dining, travel and family experiences for its customers across Singapore and key inbound markets including China, Hong Kong, India, Indonesia, and Taiwan.

It will strengthen Sentosa’s existing collaborations with businesses on the island and enhance guest experiences, driving overall growth in tourism arrivals and local attendance. Additionally, the partnership will encourage discovery of Sentosa offerings across accommodations, attractions, entertainment, F&B, and retail, enabling a longer and more meaningful stay on Sentosa.

### **Enhanced visitor experiences and exciting offerings across Sentosa**

Guests to Sentosa can expect an enlivened precinct, with enhanced unique and personal experiences that create unforgettable memories and evoke the love of discovery with every visit to Sentosa. The partnership will also amplify opportunities for communities to co-create content across Sentosa, providing a platform for shared creativity to pursue their interest and passion.

Over at RWS, Singapore’s first integrated resort, marine enthusiasts can anticipate a renewed sense of discovery as they explore the expanded wonders of the S.E.A. Aquarium which will be tripled in size and rebranded as the Singapore Oceanarium. Expect new fascinating oceanic zones on the largely unexplored deep ocean and



representations of Singapore's coastal ecosystems. RWS will also play host to the Asian Premier of Harry Potter: Visions of Magic, a multimedia spectacle showcasing mysterious places of the Wizarding World™ within a dramatically transformed indoor venue in Q4 2024. Soon after, fans of the Minions will be delighted as Illumination's Minion Land opens at Universal Studios Singapore.

The Forum, which serves as RWS' first port of call for many visitors, is also undergoing an extensive makeover into a 20,000 sqm trendy lifestyle space of upscale restaurants, specialty retail, entertainment, and new-to-market concept stores that lifestyle aficionados and gourmands will surely enjoy. These offerings are expected to elevate RWS' destination appeal when they open progressively in 2025.

### **Entrenching Singapore and Sentosa as the premium destination of choice**

The multi-lateral partnership announcement follows the soft opening of the highly anticipated Sentosa Sensoryscape. This 350-metre-long connector, featuring six innovative sensory gardens and an immersive night experience, is directly linked to Ave8 at RWS - a vibrant locale that offers a slew of diverse dining concepts. Further amplifying guests' experiences are other recently opened offerings such as 1-Flowerhill which promises a multisensory dining experience nestled in nature; the lifestyle and entertainment destination The Palawan @ Sentosa with various dining and new-to-Singapore leisure experiences; and Topsy Unicorn Beach Club, the high-energy beach club in Siloso Beach with live performances and themed events.

With Singapore's robust tourism performance in 2023 and an optimistic outlook for 2024, this precinct partnership aims to boost tourism growth by offering visitors fresh and exciting experiences to look forward to. According to STB's 2023 data, tourism receipts across all categories recovered close to pre-pandemic levels, and visitors are staying for a longer duration than in 2019. This supports the continued exploration of joint marketing initiatives to promote the precinct, enrich the visitor experience and strengthen Singapore's standing as a vibrant lifestyle and business destination.

This significant growth is also observed by DBS in its major overseas card markets. In 2023, DBS recorded a third consecutive record year across its cards, with travel spending surpassing pre-pandemic levels. Today, the bank is the largest issuer of specialised cards with travel perks in Taiwan, such as the newly launched DBS Travel World Elite card, and offers preferential travel privileges for its Treasures customers across its markets.

Building on the success of a three-year partnership between STB and DBS to stimulate tourism recovery in Singapore, this continued partnership will offer DBS/POSB customers a comprehensive and diverse suite of exclusive offers spanning accommodation, attractions, entertainment, dining, and retail experiences for every type of traveller.



### **MOU Signing Ceremony**

The MOU was signed at the STB Tourism Industry Conference and was witnessed by Minister for Sustainability and the Environment and Minister-in-charge of Trade Relations, Grace Fu. The signatories were SDC Assistant Chief Executive (Business and Digital Technology Group) Michael Ma; RWS President Lee Shi Ruh; DBS Managing Director and Head of Consumer Banking Group (Singapore) Jeremy Soo; and STB Assistant Chief Executive (Marketing Group) Kenneth Lim.

In addition to Minister Grace Fu, the signing ceremony was witnessed by SDC Chief Executive Officer Thien Kwee Eng; RWS Chief Executive Officer Tan Hee Teck; Singapore Country Head of DBS Bank, Han Kwee Juan; and STB Chief Executive Melissa Ow.

### ENDS ###



## QUOTE SHEET

**Ms Thien Kwee Eng, Chief Executive Officer, Sentosa Development Corporation,** said, “The Sentosa Precinct Partnership is a bold step to foster even stronger collaboration and create a holistic One Sentosa Experience with our partners. We hope to unlock more opportunities for innovative and transformative guest experiences, further strengthening Singapore and Sentosa’s appeal to guests from our shores and beyond. We are excited to work with our MOU partners to pave the way for a future where every visit to Sentosa is a journey of discovery, leaving visitors with renewed inspiration and a sense of personal rejuvenation.”

**Mr Tan Hee Teck, Chief Executive Officer, Resorts World Sentosa,** said, “Resorts World Sentosa always captivates guests with our distinctive combination of unique world-class attractions and lifestyle offerings. At the heart of our partnership with the Singapore Tourism Board, Sentosa Development Corporation and DBS is a shared vision to draw global visitors from diverse and affluent segments to the island, as well as increasing tourist spend. As we embark on our new chapter with our RWS 2.0 transformational plan, Resorts World Sentosa is well poised to become a shining gem of Singapore’s Greater Southern Waterfront, propelling tourism growth for Singapore over the next decade.

**Mr Han Kwee Juan, Singapore Country Head, DBS Bank,** said, “As Asia’s leading bank, DBS is delighted to be part of this inaugural strategic partnership to shape the future of Singapore’s tourism landscape amid a slew of exciting new developments in Sentosa. Local tourists, travellers, and especially families can unlock exclusive benefits and rewards from our extensive card privileges and offerings, amplifying their experience of the island’s myriad attractions. We hope that this partnership will draw more visitors to Sentosa and enhance Sentosa’s reputation as a world-class destination.”

**Mr Kenneth Lim, Assistant Chief Executive (Marketing Group), Singapore Tourism Board,** said, “We are delighted to partner Sentosa Development Corporation, Resorts World Sentosa and DBS in this first-ever partnership to further engage visitors to Sentosa Island. With an exciting lineup of new and enhanced offerings being progressively launched within Sentosa, the partnership aims to encourage locals and overseas visitors to explore Sentosa and all it has to offer. With the support of dedicated partners, we are confident that Singapore will continue to appeal as a thriving tourism destination.”

### Translated terms

Sentosa Development Corporation	圣淘沙发展局
Singapore Tourism Board	新加坡旅游局
Resorts World Sentosa	圣淘沙名胜世界
DBS Bank	星展银行
Thien Kwee Eng Chief Executive Officer, Sentosa Development Corporation	田桂英 圣淘沙发展局局长
Michael Ma Assistant Chief Executive (Business and Digital Technology Group), Sentosa Development Corporation	马立豪 圣淘沙发展局助理局长 (业务与数码科技司)
Melissa Ow Chief Executive, Singapore Tourism Board	欧燕媚 新加坡旅游局局长
Kenneth Lim Assistant Chief Executive (Marketing Group), Singapore Tourism Board	林子敦 新加坡旅游局助理局长 (市场营销司)
Tan Hee Teck Chief Executive Officer, Resorts World Sentosa	陈启德 圣淘沙名胜世界总裁
Lee Shi Ruh President, Resorts World Sentosa	李溪茹 圣淘沙名胜世界总统
Han Kwee Juan Singapore Country Head, DBS Bank	韩贵元 星展集团新加坡主管
Jeremy Soo Managing Director and Head of Consumer Banking Group (Singapore), DBS Bank	苏孝进 星展银行新加坡消费银行部董事总经理兼主管



### **About Sentosa**

Sentosa, where discovery never ends, 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. Sentosa is also home to Singapore's first integrated resort, Resorts World Sentosa, which operates Southeast Asia's first Universal Studios theme park.

Situated on the eastern end of Sentosa Island is Sentosa Cove, an exclusive waterfront residential enclave bustling with more than 2,000 homes, 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 Tanjong. Sentosa Golf Club has hosted a number of high-profile professional and amateur tournaments, including the Singapore Open and HSBC Women's World Championship, welcoming international star players and world-class golf professionals from across the world.

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](http://www.sentosa.com.sg).

/SentosaOfficial                      @sentosa\_island                      @sentosaisland  
#Sentosa, #SentosaDiscovery, #DiscoveryNeverEnds

### **About Sentosa Development Corporation**

Sentosa Development Corporation (SDC) was established on 1 September 1972 as a Statutory Board under the Ministry of Trade and Industry. Its charter since inception has been to oversee the development, management, marketing, and promotion of the island of Sentosa as a resort destination for locals and tourists.

SDC wholly owns its subsidiaries Sentosa Cove Resort Management Pte Ltd and Sentosa Golf Club Pte Ltd. SDC also owns the Singapore Cable Car Sky Network, managed by Mount Faber Leisure Group Pte Ltd, a wholly owned subsidiary which operates as an autonomous commercial arm.

As a testament to its commitment to sustainability, SDC has been conferred the Global Sustainable Tourism Council – For Destinations (GSTC-D) certificate, making Sentosa the first island destination in Asia to receive this accolade.

### **About the Singapore Tourism Board**

The Singapore Tourism Board (STB) is the lead development agency for tourism, one of Singapore's key economic sectors. Together with industry partners and the community, we shape a dynamic Singapore tourism landscape. We bring the Passion Made Possible brand to life by differentiating Singapore as a vibrant destination that inspires people to share and deepen their passions.

More: [www.stb.gov.sg](http://www.stb.gov.sg) or [www.visitsingapore.com](http://www.visitsingapore.com) | Follow us: STB LinkedIn, STB Facebook or STB Instagram

### **About Resorts World Sentosa**



Resorts World Sentosa (RWS), Asia's premium lifestyle destination resort, is located on Singapore's resort island of Sentosa. Spanning 49 hectares, RWS is home to world-class attractions including Universal Studios Singapore, S.E.A. Aquarium, Dolphin Island and Adventure Cove Waterpark. Complementing the adventure and adrenaline of its theme parks and attractions are six unique luxury hotels, the premier Resorts World Convention Centre, and a casino. RWS offers award-winning dining experiences and exciting cuisines from around the world helmed by celebrity chefs, establishing itself as a key player in Singapore's vibrant and diverse dining scene and a leading gourmet destination in Asia for epicureans. The integrated resort also offers world-class entertainment, from star-studded concerts to immersive exhibitions. RWS is the first integrated resort to be inducted into the TTB Travel Hall of Fame in 2023 after being named "Best Integrated Resort" for 10 consecutive years at the TTB Travel Awards, which recognises the best of Asia-Pacific's travel industry.

RWS is wholly owned by Genting Singapore, a company of the Genting Group. For more information, please visit [www.rwsentosa.com](http://www.rwsentosa.com).

### **About DBS Bank**

DBS is a leading financial services group in Asia with a presence in 19 markets. Headquartered and listed in Singapore, DBS is in the three key Asian axes of growth: Greater China, Southeast Asia and South Asia. The bank's "AA-" and "Aa1" credit ratings are among the highest in the world.

Recognised for its global leadership, DBS has been named "World's Best Bank" by Global Finance, "World's Best Bank" by Euromoney and "Global Bank of the Year" by The Banker. The bank is at the forefront of leveraging digital technology to shape the future of banking, having been named "World's Best Digital Bank" by Euromoney and the world's "Most Innovative in Digital Banking" by The Banker. In addition, DBS has been accorded the "Safest Bank in Asia" award by Global Finance for 15 consecutive years from 2009 to 2023.

DBS provides a full range of services in consumer, SME and corporate banking. As a bank born and bred in Asia, DBS understands the intricacies of doing business in the region's most dynamic markets.

DBS is committed to building lasting relationships with customers, as it banks the Asian way. Through the DBS Foundation, the bank creates impact beyond banking by supporting businesses for impact: enterprises with a double bottom-line of profit and social and/or environmental impact. DBS Foundation also gives back to society in various ways, including equipping underserved communities with future-ready skills and helping them to build food resilience.

With its extensive network of operations in Asia and emphasis on engaging and empowering its staff, DBS presents exciting career opportunities. For more information, please visit [www.dbs.com](http://www.dbs.com).

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