

Enthral. Enchant. Experience.

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Sentosa Development Corporation Annual Report 2023/2024

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ORGANISATIONAL OVERVIEW

About SDC



Sentosa Development Corporation

Sentosa Development Corporation (SDC) was established on 1 September 1972 as a Statutory Board under the Ministry of Trade and Industry. As master planner, 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.

Sentosa is a unique leisure and lifestyle destination with an exciting array of themed attractions, award-winning spa retreats, lush rainforests, golden sandy beaches, resort accommodations, world-renowned championship golf courses, exclusive waterfront residences and a deep-water yachting marina. It is a vibrant island resort with multifaceted appeal, catering to both leisure and business visitors.

Sentosa is also home to Singapore's first integrated resort, Resorts World Sentosa (RWS). RWS also operates Southeast Asia's first Universal Studios theme park and the S.E.A. Aquarium, one of the largest aquariums in the world.



Sentosa Golf Club

Sentosa Golf Club is recognised as one of the most established golf clubs in Singapore and Asia, celebrating its 50th anniversary in 2024. Its two world-class championship golf courses, The Serapong and The Tanjong, are among the most challenging and exciting in the region. Situated on the premier island of Sentosa, with a breathtaking backdrop of Singapore's iconic cityscape, the Club regularly receives world-class accolades and is enjoyed by 1,500 members. Off the golf course, it offers exceptional practice facilities, a contemporary clubhouse, excellent meeting and banqueting facilities for corporate networking, as well as high-end dining options.

True to its thriving reputation, the Club has played host to several high-profile professional events over the last two decades, including Barclays and SMBC Singapore Opens, as well as LIV Golf Singapore for the first time in 2023, welcoming many of the world's best golfers and Major Champions to compete on The Serapong for Asia's largest ever golf prize fund. The Club is also home to the HSBC Women's World Championship, the marquee LPGA Tour event dubbed 'Asia's Major', having hosted the event for

the 11th time in 2024. Since becoming the first golf club in the world to sign the United Nations Sports for Climate Action Initiative in 2020, the Club has continued to accelerate its sustainability credentials and was voted World's Best Eco-Friendly Golf Facility for three consecutive years - 2020, 2021 and 2022 - at the World Golf Awards.

The Serapong also collected three accolades at the 2023 World Golf Awards - 'Singapore's Best Golf Course', 'Asia's Best Golf Course', and 'the World's Best Golf Course'. Sentosa Golf Club is ranked inside Golf Digest's 'World's 100 Greatest Golf Courses'. The Club is also ranked in the 'Top 150 Golf & Country Clubs', and 'Top 50 Golf & Country Clubs of Asia-Pacific' by Platinum Clubs of the World. While The Serapong occupies the top spot in Golf Digest's latest biennial rankings for 'Singapore's Best Courses', which it has done for over a decade, The Tanjong is close behind in third place. At the Asian Golf Awards in 2023, The Serapong also captured the accolade of 'Singapore's Best Golf Course' after being named 'Best Championship Course in Asia-Pacific' in 2022.



Sentosa Cove Resort Management

Sentosa Cove Resort Management (SCRM) oversees the management of Sentosa Cove, a luxury residential and commercial waterfront district. It includes the ONE°15 Marina Club, W Singapore – Sentosa Cove and Quayside Isle, which offers a selection of specially curated restaurants, dining concepts from established groups and specialty retail stores.

Mount Faber Leisure Group

Mount Faber Leisure Group, a subsidiary of SDC, operates a suite of leisure and lifestyle services, including attractions, guided tours, event venues, souvenir and lifestyle outlets as well as F&B operations. The company's portfolio of products and services include the Singapore Cable Car, SkyHelix Sentosa, Sentosa Island Bus Tour, Mount Faber Peak, Arbora @ Mount Faber Peak, Arbora Café @ Mount Faber Peak, Dusk @ Mount Faber Peak, Cable Car Gift Shop and Faber Licence. The company also operates the Central Beach Bazaar in Sentosa that includes Sentosa SkyJet, Sentosa Musical Fountain, International Food Street, Wings of Time, Good Old Days Food Court, and Sentosa Shop.



Vision

To be the world's best loved leisure and lifestyle resort destination

Mission

To create and deliver the One Sentosa Experience through outstanding service and world class offerings

STAR Values

Sentosa continually strives to enhance its level of service to offer our guests a memorable experience at the island where discovery never ends. The Sentosa STAR values reflect our commitment in providing service from the heart.

STAR embodies:

SERVICE

Serve from the heart and enjoy it!

TEAMWORK

Care for one another and build trust and respect

ACTING WITH INTEGRITY

Be professional and honest

RESULTS-ORIENTED

Be innovative and decisive to make things happen

We recognise that in order for a resort island like Sentosa to be successful, every component in the service chain is crucial — be it the need to invigorate our people to provide the best service, to constantly innovate our products in the face of increasing competition both locally and regionally, or to continually improve our processes internally and for guests. The Sentosa STAR Values reflect that commitment we have made to our guests and our frontline staff, known as the island's service ambassadors, who are always encouraged to go the extra mile for guests.

SHOW Service Values

Service Vision: Having Fun, Creating Fun

Service Values: SHOW (Safe, Helpful, Outstanding, Welcome)

SAFE

- Ensure that safety is practiced by Sentosians and me.
- Report any hazards or dangerous behaviour that could compromise guests and staff on the island.

HELPFUL

- Do my best to understand the needs of my guests, Sentosians and Island Partners.
- Take the initiative to help others in need.
- Constantly look for ways to deliver the One Sentosa Service Experience.

OUTSTANDING

- Create a fun and energetic work environment.
- Go the extra mile to create a memorable experience for my guests and Sentosians.
- Strive for competence in my job, so that I can serve my guests better.

WELCOME

- Smile and greet my guests and Sentosians positively.
- Address the needs of my guests and Sentosians enthusiastically.
- Make eye contact with guests and Sentosians whenever I am in a conversation with them.

Core Competency Framework

The Core Competency Framework directs our people towards delivering our Star Values and SHOW Service Vision, while fulfilling our Vision and Mission.

The framework translates our strategic priorities into clear expectations for our people and guides them on the key knowledge, skills and abilities required to be successful in their roles today and in the future. Our staff can utilise the framework to enhance their job performance, and facilitate their career planning and development.

The framework depicts our growth as One Sentosa through our People, who are Purposeful in driving Possibilities for the Organisation.

PEOPLE

- Working as One Sentosa
- Inspiring performance

PURPOSEFUL

- Connecting the dots
- Serving with passion and purpose
- Striving for excellence

POSSIBILITIES

- Accelerating possibilities
- Leading into the future

Board Members

As at 31 March 2024



1

BOB TAN BENG HAI

Chairman
Sentosa Development Corporation
Jurong Engineering Limited

3

ANG SHIH-HUEI

CEO and Co-Founder
H/Advisors
Klareco Communications

6

MARIAM JAAFAR

Managing Director &
Senior Partner
The Boston Consulting Group

8

KEVIN KWOK

Company Director
Board Singapore Technologies Engineering Ltd and Standard Chartered Bank (Singapore) Ltd

10

GERALDINE LOW

Deputy Secretary (Development)
Ministry of National Development

13

KEITH TAN

Deputy Secretary (Industry)
Ministry of Trade and Industry

2

THIEN KWEE ENG

Chief Executive Officer
Sentosa Development Corporation

4

ANGELENE CHAN

Chairman
DP Architects

7

BENJAMIN STEWART KING

Country Managing Director
Google Singapore

9

ANDREW LIM

Partner
Allen & Gledhill LLP

11

MELISSA OW

Chief Executive
Singapore Tourism Board

14

RON TAN AIK TI

Executive Chairman and Group CEO
NEON

5

GUNA CHELLAPPAN

Country General Manager for Singapore
Red Hat Asia Pacific Pte Ltd

12

MICHAEL SYN

President and Head of Global Markets Division, SGX Group
Singapore Exchange Ltd

Senior Executive Team

As at 31 March 2024



1

THIEN KWEE ENG

Chief Executive Officer

2

HEAH SOON POH

Assistant Chief Executive

3

LEE CHEH HSIEN

Assistant Chief Executive

4

MICHAEL MA

Assistant Chief Executive

5

CHIN SAK HIN

Senior Advisor

6

CHAN BENG KIAT

Divisional Director,
Architecture & Land Planning

7

CHEW TIONG HENG

Divisional Director, Business
and Experience Development

8

ROSALIND CHUA

Divisional Director,
Finance & Procurement

9

KOH PIAK HUAT

Divisional Director,
Operations

10

LAM YUE KWAI

Divisional Director,
Project Development

11

LINDA LEE

Divisional Director, Human
Resource & Administration

12

GARY NG

Divisional Director,
Information Technology

13

CHRIS POK

Divisional Director, Marketing
& Guest Experience

14

ANDREW JOHNSTON

General Manager,
Sentosa Golf Club

Joint Chairman & Chief Executive Officer Message



BOB TAN BENG HAI
Chairman

The past financial year has been a period of vibrant growth and innovation for Sentosa. With the encouraging return of tourists to Singapore, we are pleased to report a steady increase in Sentosa's visitorship, with a total of 16 million visitors to the island in FY2023/2024. This is a 20 per cent increase in the number of visitors as compared to the same period last year. This growth is a testament to our progress in shaping Sentosa into a world-class leisure destination, in close collaboration with our Island Partners.

ENHANCING GUEST EXPERIENCE THROUGH NEW ATTRACTIONS AND OFFERINGS

Continually refreshing our offerings and experiences is paramount to ensuring that Sentosa remains a compelling destination for visitors. In the past year, we have introduced several groundbreaking initiatives, with the soft launch of Sentosa Sensoryscape being a monumental achievement.

Sentosa Sensoryscape, a 30,000 square metre green connector, blends nature, design, and technology into an immersive, multi-sensorial journey for our guests, linking Resorts World Sentosa in the north to Sentosa's golden beaches in the south. As the first key milestone of the Greater Sentosa Master Plan, the completion of Sensoryscape underscores SDC's efforts towards the island's evolution (including Pulau Brani) into a game-changing leisure and tourist destination.

We are also proud to have unveiled several new-to-Singapore experiences, alongside refreshed offerings. These include the inaugural Sentosa Music Fest, which introduced an array of music genres to our guests, and the return of Zentosa LiveWELL Festival, which was kicked

off by Korean mixed martial artist Choo Sung Hoon, also known as Captain Choo of 'Physical 100' fame. Topsy Collective's largest concept in Singapore, Topsy Unicorn Beach Club, also made its way to our shores, alongside The Palawan @ Sentosa, with eight distinct leisure experiences, such as HyperDrive, Asia's first gamified indoor go-kart circuit. The launch of Into the Woods, the first ever beachfront glamping experience on Lazarus Island, as well as the Asia Pacific debut of highly anticipated Harry Potter: A Forbidden Forest Experience on Sentosa, and the launch of the world's first SkyOrb Cabins by Singapore Cable Car, also added to the diverse range of experiences catering to visitors of all ages and interests on Sentosa, where discovery never ends.

Continually refreshing our offerings and experiences is paramount to ensuring that Sentosa remains a compelling destination for visitors. In the past year, we have introduced several groundbreaking initiatives, with the soft launch of Sentosa Sensoryscape being a monumental achievement.

As we look to the future, we remain committed to actively exploring new ways to engage our guests and offering fresh discoveries and opportunities for personal and shared connections.

BOLSTERING SUSTAINABILITY AND SOCIAL INCLUSIVITY

At Sentosa, sustainability is a core pillar of our operations, and we remain committed to implementing practices that contribute to preserving the island for future generations. Over the past year, we have made significant strides in our sustainability efforts, including the completion of the first phase of our solarisation programme, which involved the installation of over 5.2 megawatt-peak solar capacity, with the potential to achieve an overall carbon emissions reduction equivalent to emissions generated by 97,700 hotel room nights. Meanwhile, we had also inked a three-year Memorandum of Understanding with the Ministry of Social and Family Development and SG Enable, to champion fair employment and social opportunities for persons with disabilities and families in public rental housing. Together, these efforts highlight our dedication to fostering a sustainable and inclusive environment for our overseas guests and the local community.

HARNESSING TECHNOLOGY AND INNOVATION

In line with our Smart Sentosa innovations, we have been steadfast in our pursuit to harness technology to enhance guest experiences and streamline operational processes. Our 5G-enabled Extended Reality trial at Fort Siloso Skywalk offered a glimpse of heritage-themed interactive gaming opportunities, while the implementation of systems such as the Straight-To-Gate service, and the deployment of Generative AI Pilots and Data Analytics, have all contributed to elevating operational efficiency.

REACHING NEW HEIGHTS

As One Sentosa, we are honoured to have received prestigious accolades and awards in recognition of our collective efforts. These include SDC's accolades at the Ministry of Trade and Industry's Firefly Symposium 2023 Awards, ASA ESXA Awards 2023, and the Singapore Business Review National Business Awards. Our pristine golf course The Serapong course at Sentosa Golf Club also received the World's Best Golf Course award at the World Golf Awards in Abu Dhabi. Similarly, our Island Partners continue to excel in delivering exceptional experiences and services as well, with ONE^o15 Marina Club, Sentosa Cove honoured as the International Marina of the Year (2023), Resorts World Sentosa's hotels winning the Singapore Hotel Sustainability Award (2023 - 2024), and W Singapore - Sentosa Cove named as the recommended hotel recipient in the 2024 Forbes Travel Guide Star Award, among many others. These accolades serve as a testament to the dedication and commitment of the entire Sentosa team in delivering exceptional experiences and services.



THIEN KWEE ENG
Chief Executive
Officer

FORGING AHEAD

As we look to the future, we remain committed to actively exploring new ways to engage our guests and offering fresh discoveries and opportunities for personal and shared connections. We are dedicated to delivering a world-class One Sentosa experience for our visitors. In closing, we extend our heartfelt gratitude to our Island Partners, our staff, and also our guests, for their unwavering support and dedication. Together as One Sentosa, we will continue to chart new frontiers and shape the future of leisure and lifestyle experiences.

Warm regards,

BOB TAN BENG HAI
Chairman

THIEN KWEE ENG
Chief Executive Officer



CELEBRATE

Sentosa Sensoryscape, the first milestone
of the Greater Sentosa Master Plan

Sentosa Sensoryscape



Inspired by the verdant, undulating landscapes of Sentosa's rainforest ridge, the Sensoryscape connector serves as the main artery of the island. It is a harmonious transition point for all who amble – leading from the vibrant activity hub in the north to the serene coastal splendour of our southern beaches.

Sensoryscape goes beyond the traditional confines of conventional park design. Emerging as a defining landmark for Sentosa, it symbolises the first milestone project under the Greater Sentosa Master Plan. This unique experience elevates Sentosa's standing as a world-class destination offering fulfilling experiences from dawn to dusk. The walkway invites guests to explore the island's diverse facets. Here, daytime excursions seamlessly transition into night-time adventures, resulting in a rich tapestry of experiences.

More than just a passage for respite and wayfinding, it comprises several sensory gardens: Lookout Loop, Tactile Trellis, Scented Sphere, Symphony Streams, Palate Playground, and Glow Garden. Each is enriched with immersive and audio-visual experiences, inspiring and delighting guests of all ages.

This enthralling passageway from ridge to reef boasts of approximately 220 species of trees and plants, including over 100 different native fauna-attracting tree and shrub species. These were introduced to ensure biodiversity continuity on the island, providing a supportive ecosystem for animals, such as the Plantain Squirrel, Swinhoe's White-eye, Scaly Breasted Munia, Olive-backed Sunbird and Common Bluebottle.

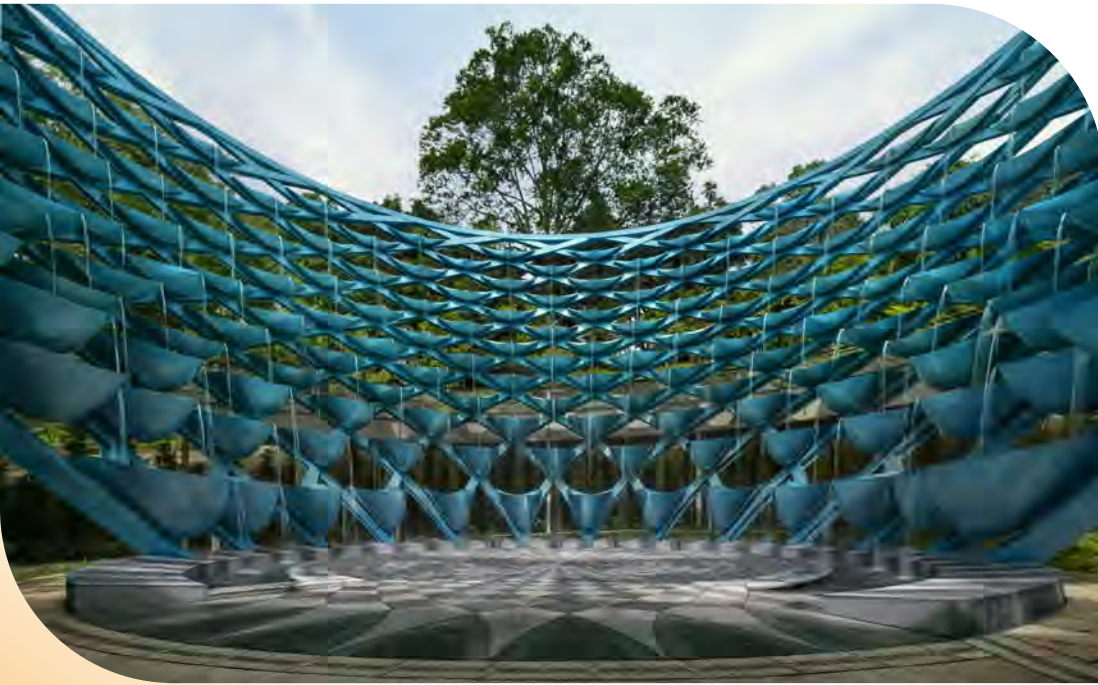
Soft Launch of Sentosa Sensoryscape

On 11 March 2024, we celebrated the soft launch of Sentosa Sensoryscape, a ridge-to-reef landmark connecting guests from Resorts World Sentosa in the north to Sentosa's golden beaches in the south with an immersive, multi-sensory experience.



Glow Garden

Visitors can experience a breathtaking display of light at the Glow Garden, where towering flower stalks come alive with rhythmically shifting colours. Together, they illuminate a mesmerising entry plaza from the south. Here, guests are transported into a world of imagination under the beauty of the night sky. Located at the southern end of the walk, adjacent to Beach Station, Glow Garden features rows of visually striking giant flower stalks with pre-programmed colour-changing illumination effects at night as part of the structure's design.



Symphony Streams

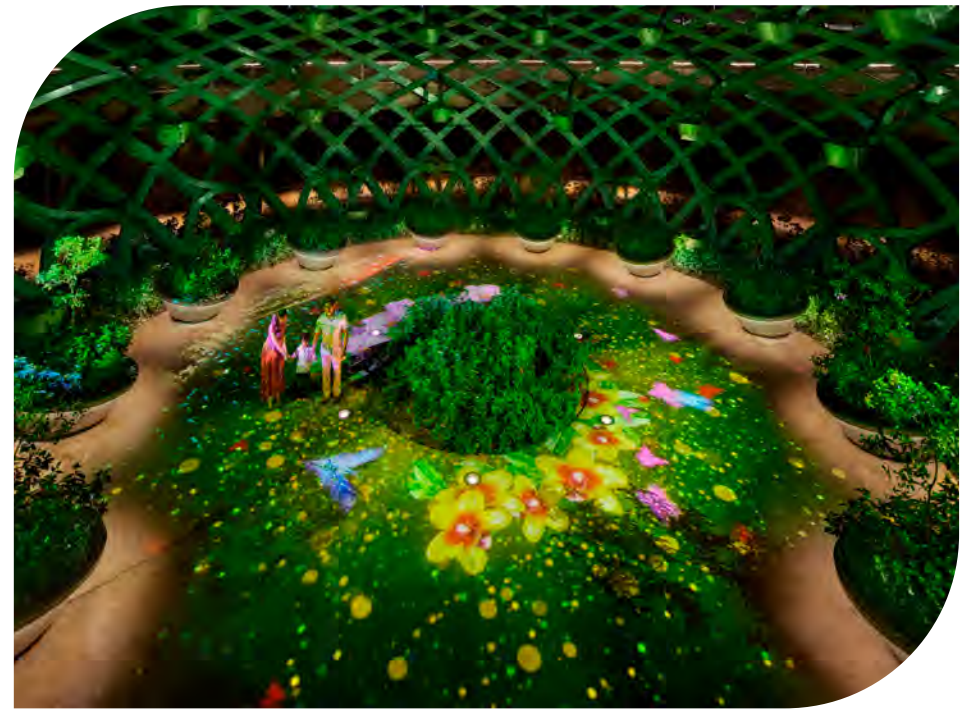
The Symphony Streams is a haven of tranquillity, where guests can unwind to the serene rhythm of trickling water. This soothing symphony harmonises with coastal breezes to offer guests a calming retreat within their Sensoryscape journey. The design features a semi-porous diagrid steel design with water trickling down from various pods, creating polyphonic effects.

As part of the ImagiNite experience, guests can dive into a surreal underwater realm and immerse themselves in the night experience with an oceanic soundscape and virtual marine creatures.

Scented Sphere

Guests can indulge their sense of smell amidst the aromatic landscape and therapeutic flora of the Scented Sphere. The porous steel vessel of the Scented Sphere is accented by a ring of overhanging giant armatures containing scented plants.

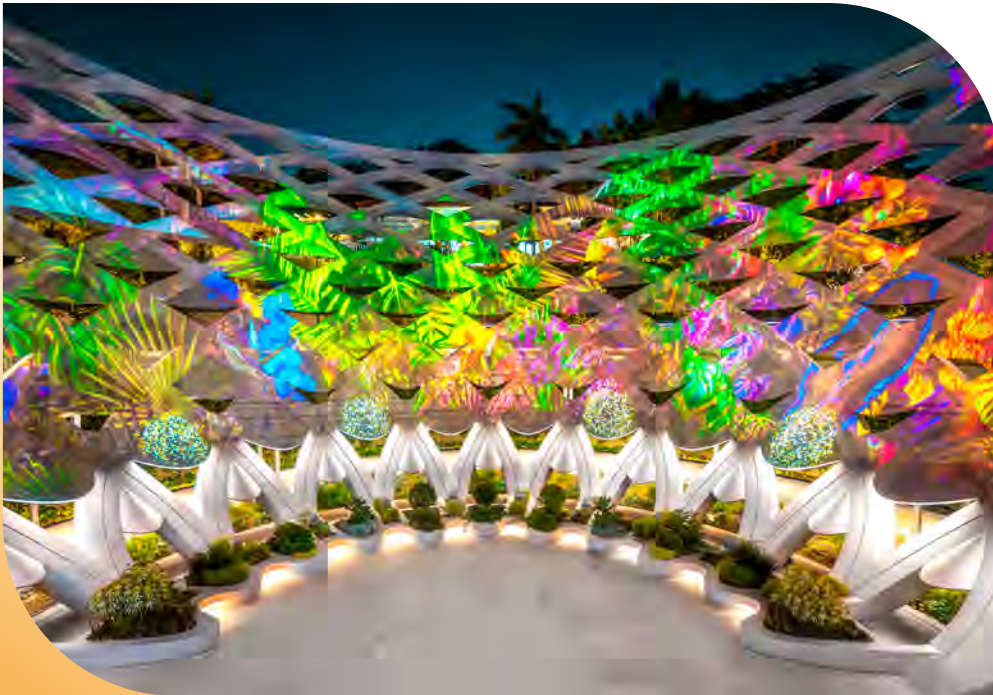
As part of the ImagiNite experience, guests can immerse themselves in a magical interactive light art and augmented reality experience. They can also dance with butterflies surrounded by the illusionary flowers that only bloom at night.



Tactile Trellis

We welcome guests to explore a world of intriguing textures, from the velvety Chinese Wormwood to the feathery Asparagus plant and the spiky nature of the Juniperus species. Housed within a petal-like granolithic vessel, these tactile plants and nature's many other treasures are sources of inspiration for man-made designs.

As part of the ImagiNite experience, guests can delve into a creative account of how light and fire sparked the sense of imagination among our predecessors in the heart of the tropical forest.



Lookout Loop

The Lookout Loop offers panoramic vistas of the northern landscape and glimpses of the southern sea above this plaza of Sensoryscape. Tall Pink Mempat trees with a captivating seasonal flowers create a cool canopy with a misty veil, providing a tranquil refuge for all to enjoy.

When evening fades into night, this plaza bursts into life with animated light beams extending skyward, as the ImagiNite experience entices guests from afar.

Palette Playground

From aromatic herbs to exotic spices, this garden is home to a diverse range of edible plants, representing the rich variety of local flavours. Here, guests can explore the garden and seek culinary inspiration, or simply enjoy a moment of respite on the log seats made from the island's recycled Tembusu trees.

At night, Palette Playground transforms into a feeding ground for the virtual creatures that inhabit Sentosa. The ImagiNite experiences features an interactive floor projection showcasing our unique ridge and reef flora and fauna, allowing guests to learn more about the food web during their explorations



ImagiNite

As the sun sets, nature unveils her hidden beauty through seven unique digital light art installations along this north-south spine that ignite our guests' imagination. Additionally, they can experience mesmerising virtual realms through augmented reality at our Scented Sphere and Symphony Streams, as well as digital light projections across Sensoryscape.



DISCOVER

New and refreshed offerings for the year

Southern Islands

On 5 October 2023, we expanded our suite of environmentally sustainable, rustic experiences on the Southern Islands. Alongside local company Big Tiny's low carbon "tiny houses", we introduced new amenities such as a convenience store by Bespoke Dining Club, glamping facilities by Into The Woods and watersports facilities by Lazarus Sea Sports Centre. These light-touch activations offered a more complete and enhanced leisure experience, while bringing guests closer to nature.

Furthermore, in collaboration with nature organisations, we developed a 'Discover the Southern Islands' guide, which includes essential advice on wildlife interaction and waste management tips, among other valuable insights.



Zentosa LiveWELL Festival 2023

The Zentosa LiveWELL Festival took place from 10 June to 9 July, offering over 250 wellness-related activities and a specially organised 'Discovery Walk'. Guests got to discover more about Sentosa's coastal and natural history as they embarked on the walk, while enjoying insightful pit stops along the route. The festival transformed Sentosa into an idyllic sanctuary, allowing guests to rejuvenate amidst the island's lush surroundings.

To maximise impact, Korean mixed martial artist and judoka Choo Sung Hoon, also known as 'Captain Choo', lent his star power to flag off 'Discovery Walk', delighting fans of the Korean sports reality show Physical 100.

A notable feature of the event was its focus on mental wellness, showcased through art installations and poetry at Fort Siloso. These elements, rooted in the historical significance of the venue, encouraged guests to engage in moments of introspection. Meanwhile, our island partners, including hotels, attractions and F&B establishments, curated wellness staycation programmes, healthier menu choices and family bonding packages to enhance the festival experience for our guests.



Sentosa Brand Campaign

In November 2023, we launched the 'Where you find yourself in new ways' campaign to inspire older working adults and active seniors to embark on a journey of self-discovery in Sentosa. Through an evocative 60-second film and curated editorial content with BBC StoryWorks, the campaign prompted introspection on personal growth against the backdrop of Sentosa's endless discoveries.



WATCH THE
FILM HERE



Sentosa Food Fest 2023

Sentosa Food Fest 2023 made a triumphant return, offering a delectable range of dining experiences following its a successful debut last year. Spanning 10 weeks from 7 July, the festival attracted over 200,000 guests to the island, providing them with a diverse array of gastronomic delights. The iconic GrillFest featured flame-cooked dishes from countries ranging from South Africa to Egypt in the new International Delights zone. Other signature events included the Sentosa Restaurant Trail, Sentosa Food Truck Fiesta and the inaugural 10 Hands Culinary Dinner.



Sentosa Music Fest 2023 and Jazz by the Cove

The debut of our first-ever Music Fest offered guests a dynamic range of musical genres, from the electrifying DJ Spin Off to soulful blues performances at Jazz by the Cove. The inaugural Jazz by the Cove took place over two weekends at Sentosa Cove in 2023, featuring a stellar lineup of jazz luminaries, including artists such as Jeremy Monteiro to Sheila Majid. The event reached its crescendo with an all-stars jam on the event's final day that showcased the collaborative brilliance of the jazz community. We also celebrated the 20th anniversary of ZoukOut, Asia's longest-running dance music festival, with an inaugural sunset-to-sunrise party.

Wrapping up the year's festivities was the Sentosa Countdown Party, which featured a mesmerising drone performance that illuminated the skyline with iconic Sentosa landmarks. This was followed by a countdown and fireworks display to usher in the new year.





Harry Potter: A Forbidden Forest Experience

Harry Potter: A Forbidden Forest Experience made its Asia Pacific debut on 3 February 2024. This immersive outdoor experience transformed Sentosa's Coastal Trail into an illuminated nighttime forest trail. Drawing inspiration from the iconic Forbidden Forest, it showcased characters from both the Harry Potter and Fantastic Beasts series.

This enchanting experience was brought to life through a collaboration between Warner Bros. Discovery Global Themed Entertainment, entertainment discovery platform Fever and global sports and culture company IMG.



Island Happenings and Partnerships

Throughout the year, our monthly Sentosa Festive Market and Movies by the Beach witnessed a surge in popularity, collectively attracting nearly 100,000 guests. While the Sentosa Festive Market shone the spotlight on local artisans and their craft, our movie screenings featured diverse themes to cater to our guests' differing interests.



To further enhance the appeal for these events, we expanded their reach by collaborating with foreign embassies on select occasions, such as the French Film Festival in November 2023 and the Latin American and Caribbean Festival in February 2024. Through these partnerships, we fostered cultural exchanges and deepened engagement with diverse communities, thereby elevating guest experiences.



The Palawan @ Sentosa



To further strengthen Sentosa's position as a premier island destination, The Palawan @ Sentosa, Shangri-La Group's first lifestyle and entertainment development located on Sentosa island, features eight distinct experiences with various new-to-Singapore leisure activities for visitors of all ages.

These include HyperDrive, Asia's first indoor go-kart circuit with gamification features, and UltraGolf, an 18-hole mini golf course. Unique dining experiences

take centre stage at Splash Tribe, a family-oriented beach club, +Twelve, an elevated adults-oriented beach club, and The Palawan Food Trucks serving authentic flavours from around the world. For dog owners, The Palawan Dog Run is a dedicated doggie paradise with secure green space and water points for furry friends to run around and mingle off leash.



Tipsy Unicorn Beach Club

Tipsy Unicorn Beach Club, by the Tipsy Collective Group, opened in July 2023 as a 500-seater venue with indoor and outdoor areas featuring private cabanas, daybeds and VIP lounges. As the only beach club in Sentosa to bring live bands to its shores, Tipsy Unicorn houses state-of-the-art staging, lighting and sound systems. During the year, the club collaborated with sports brand PUMA on the launch of their very first shop-in-shop concept on Sentosa, which retails a range of sports, fashion and beach apparel and merchandise.



SkyOrb Cabins by Mount Faber Leisure Group



The highlight of the 50th anniversary celebrations was the debut of the SkyOrb Cabins, exclusively designed for the Singapore Cable Car. These innovative cabins, fitted with a glass floor, are the world's first chrome-finished spherical cabins. Minister for Sustainability and the Environment and Minister-in-charge of Trade Relations, Ms Grace Fu, officially launched seven futuristic SkyOrb Cabins on the Singapore Cable Car - Mount Faber Line on 15 March 2024 at Mount Faber Peak.

Refreshed Pampered Meow Room Package by Amara Sanctuary Sentosa

Amara Sanctuary Sentosa has refreshed its Pampered Meow Staycation Package with more thoughtful amenities for a relaxing and fun staycation experience for pawrents and their feline companions.

Tailored exclusively for guests with pet cats, this unique staycation package features a Deluxe Room decked up with fun and functional cat furniture by VETRESKA, an exquisite meal made from premium human-grade ingredients by BossiPaws, a local pet bakery and gourmet as well as a Furkid Amenity Box specially prepared by Kohepets, Singapore's largest online pet store.



Oasia Resort Sentosa New Courtyard Premier

Oasia Resort Sentosa has unveiled a new room category, Courtyard Premier, alongside refreshed Junior Suites. The hotel, together with Oasia Spa, exemplifies Singapore-inspired hospitality as guests embark on pragmatic wellness journeys.

The spacious Courtyard Premier room is equipped with an alfresco area where guests can bond over a meal or simply enjoy a good read amidst nature. In a first for the hotel, dogs below 10kg are now welcomed to its Courtyard Premier room, with pawrents for a pet-friendly staycation.

Within the heritage building, 62 refreshed Junior Suites feature a new wooden panelled headboard that centres the bedroom, blending in the warm tones of the suite which opens up to floor-to-ceiling windows overlooking Sentosa's latest day-to-night multi-sensorial attraction, Sentosa Sensoryscape.

Complementing these accommodations, the hotel has also refreshed its line-up of fitness and workshop calendar. Guests can recharge with a variety of fitness programmes, such as sunrise yoga, sunset Pilates, aqua boxing and kids pool activities across this precinct of four hotels.



Madame Tussauds - Hyun Bin and Yip Pin Xiu Wax Figures

Madame Tussauds Singapore kicked off an exciting year of figure launches with the unveiling of the highly anticipated Hyun Bin's wax figure, the first of its kind in the world. Fans from the region who attended the exclusive fan meet-and-greet were captivated by the charm and charisma of the South Korean heartthrob.

This was followed by a global multi-launch of Harry Styles's wax figure, where Harry's Singapore figure was launched alongside six others.

The excitement continued as Bollywood star Ranveer Singh's figure was launched in both Singapore and London, and Indian cricketer Virat Kohli's replica impressed our trade partners at a trade launch right in the midst of the Cricket World Cup 2024 season.

Then, in February 2024, Singapore's Paralympian, Yip Pin Xiu, unveiled her first wax figure in collaboration with the Singapore Disability Sports Council (SDSC).





Royal Albatross – World’s First Cat Cruise

From the curators of the world’s only Dog Cruise, Royal Albatross launched the world’s first Cat Cruise on a 47m luxury tall ship based in Resorts World Sentosa. As part of the Sunset Dinner Cruise, feline companions have access to a personal cabin or ‘Catacomb’ with guaranteed sea views right next to their pawrents table.



Other unique cat-centric experiences on board include the ‘Pussy Cat Lounge’ in the air-conditioned Grand Salon with playtime activities and cat-themed entertainment for all. Additionally, to enhance the experience for our cat-loving guests, the Royal Albatross invited speakers from cat welfare organisations to help educate and encourage responsible cat ownership.

Skyline Luge Singapore – Night Luge Ride the Beat

Skyline Luge Singapore introduced a new night-time extravaganza, Night Luge Ride the Beat, making it the world’s first Skyline Luge to integrate musical elements into its tracks. With monthly themes and guest DJ playlists, riders embark on a thrilling downhill journey guided by pulsating beats and vibrant neon lights with every twist and turn. The Expedition Trail and the Jungle Trail offer unique musical ambiances, amplifying the adrenaline rush for all riders.



Collaborating with AFTERLIFE by AIKO Collective and local DJ, DJ Hamez, Ride the Beat delivered unforgettable nights filled with music, lights, and non-stop fun during its launch in February 2024.



Tanjong Beach Club

Dioriveria Pop-Up

Tanjong Beach Club embraced the Dioriveria summer sun in June, hosting the Dioriveria pop-up with Parfums Christian Dior global brand ambassador, Cha Eun-Woo, and other friends of the House from across the region.

The launch celebrated the new La Collection Privée Dioriviera fragrance, transforming Tanjong Beach Club with Dior's signature Toile de Jouy print. The experience included customised citrusy cocktails inspired by the new fragrance and a special Dioriviera ice cream, attracting guests from near and far.



Sephora Squad Asia-Pacific Event and Lacoste 90th Anniversary

In October 2023, Tanjong Beach Club hosted a sunset soirée for the Asia-Pacific Sephora Squad, comprising 25 influencers against a backdrop of waves and the setting sun.

Tanjong Beach Club was also the venue for Lacoste's 90th anniversary celebration on 13 October 2023. The star-studded evening welcomed a long list of local and international influencers and Key Opinion Leaders. The event transformed the club to explore the cultural impact Lacoste apparel and its signature crocodile have left on various communities since its founding in 1933. The event, held in partnership with Hypebeast, offered picturesque beachside activities, DJ performances, and challenges, blending high-fashion and contemporary interpretations of sports culture.



Image: Courtesy of Dior



AMPLIFY

Engaging in international trade shows and hosting world-class events



Positioning Sentosa as a Premier MICE Destination

In our ongoing efforts to position Sentosa as a premier meetings, incentives, conventions, and exhibitions (MICE) destination, we proactively target the higher-yield segment. This core strategy focuses on hosting prestigious queen bee conferences to optimise weekday performance and elevate our reputation in this sector.

Participation in events such as the Trip Summit, which attracted over 2,000 delegates from China, showcased our ability to collaborate effectively across agencies, having seamlessly integrated 17 island partners to deliver a unified MICE experience.

Beyond garnering valuable media coverage, it also spotlighted Sentosa as a leading MICE destination.

Our success at queen bee conferences such as the Asia Tech x Singapore Summit and the Bloomberg New Economic Forum validates the effectiveness of our One Sentosa strategy.



Strategic Partnerships to Woo International Arrivals

To bolster visitorship and accelerate Sentosa's tourism recovery, we have established strategic partnerships through Memorandums of Understanding (MoUs) with industry partners. These partnerships aim to expand our global reach and enhance visibility to grow international arrivals from key markets.



Throughout the year, we solidified commitments with prominent market leaders such as India's Thomas Cook and SOTC Travel, China's Trip.com and Vietnam Airlines. These agreements are centred on spotlighting Sentosa as a premier destination through coordinated marketing initiatives across extensive databases, digital platforms, and leading media channels. These initiatives drive conversions and sustain visitorship from pivotal markets, positioning us to seize market opportunities.



Hosting Large-Scale Events



HSBC Golf Women’s Championship 2024

The 16th edition of the HSBC Women’s World Championship was held from 29 February to 3 March at our world class championship golf courses at the Sentosa Golf Club. The event attracted 22 of the world’s top female golfers.

The US\$1.8 million HSBC Women’s World Championship boasted an international field with representation from 22 countries across the world. The 72-hole stroke play tournament was played on The Tanjong, which hosted the 11th edition of the tournament.



Singapore Yachting Festival 2023 and 2024

The Singapore Yachting Festival made a return to Sentosa Cove, showcasing the glamour of the yachting world. Held at ONE*15 Marina Sentosa Cove from 27 to 30 April 2023, the event dazzled participants with a display of 50 yachts and featured 70 boating-related businesses. Drawing over 9,000 visitors, the festival included interactive demonstrations, activities, and sea trials, while providing networking opportunities for those within the boating industry.



LIV Golf Singapore 2023

From 28 to 30 April 2023, LIV Golf Singapore showcased top golfers competing in both individual and team tournaments. Adding to the excitement, a concert by The Chainsmokers delighted both their fans and golf aficionados with hits from the EDM-pop genre.



UPLIFT

Bolstering social inclusivity and sustainability

Sentosa Cares

On 30 September 2023, SDC inked a three-year Memorandum of Understanding (MoU) with the Ministry of Social and Family Development and SG Enable, to champion fair employment and social opportunities for persons with disabilities and families in public rental housing.

As part of this initiative, Sentosa Cares Week 2023 involved the participation of 18 Island Partners across 14 itineraries, and was supported by more than 200 volunteers from Sentosa Development Corporation and Mount Faber Leisure Group, in aid of over 1,000 beneficiaries and their caregivers. Additionally, 18 Island Partners pledged to SentosaCares Champions, demonstrating their commitment to uphold inclusive hiring practices.



Island Partners Leaders Forum

SDC regularly engages with Island Partners through the Island Partners Leaders Forum and Coffee Sessions on a quarterly basis. During these sessions, updates on Sentosa's visitorship numbers, marketing efforts, events, sales strategies, and any operational matters that require our Island Partners' attention are provided. Additionally, these sessions serve as a platform for Island Partners to share their feedback with SDC's management, addressing any issues and exploring opportunities for better collaboration to amplify the Sentosa brand. These sessions are typically scheduled in February, May, August, and October of every year.



One Sentosa HR Network

SDC launched the One Sentosa HR Network (OSHRN) with our businesses on the island in June to collectively drive best practices in HR and cultivate a robust One Sentosa employer branding. We are proud to share that to date, 24 businesses on the island have joined the One Sentosa HR Network. The OSHRN members are champions of inclusivity, and in collaboration with SGenable, two of our Island Partners, Mount Faber Leisure Group and Capella Singapore, have achieved the Enabling Mark (Silver). To highlight the diverse career opportunities available on the island, the OSHRN is developing the One Sentosa Internship Programme, which offers students the chance to gain work exposure across different Island Partners.

Sentosa Carbon Neutral Network

Established in September 2021, Singapore's first carbon neutrality-driven business alliance, the Sentosa Carbon Neutral Network (SCNN), was established. This is a collective public-private effort to achieve Sentosa's sustainability goals, including carbon neutrality by 2030. Together, SDC and the network of industry players develop Sentosa-wide sustainability solutions through the sharing of resources and expertise, while also leveraging economies of scale and a common network to introduce large-scale solutions.



SCNN has grown to a total of 30 members, up from 17 founding members. They include:

1. Sentosa Development Corporation
2. Amara Sanctuary Resort Sentosa
3. Baristart Coffee Singapore
4. Big Tiny
5. Camelot
6. Capella Singapore
7. Co+Nut+Ink
8. C-Side (Bikini Bar, Coastes, Sand Bar)
9. Far East Hospitality
10. FOC Sentosa
11. GoGreen Holdings
12. Madame Tussauds Singapore
13. Mega Adventure Park
14. Mount Faber Leisure Group
15. Ola Beach Club
16. ONE°15 Marina Sentosa Cove
17. Resorts World Sentosa
18. Rumours Beach Club
19. Scentopia
20. Sentosa Golf Club
21. Shangri-La Rasa Sentosa
22. Siloso Beach Resort
23. Skyline Luge Singapore
24. Sofitel Sentosa Resort & Spa
25. Tanjong Beach Club
26. Topsy Collective
27. W Singapore - Sentosa Cove
28. Quayside Isle
29. Skypark Sentosa by AJ Hackett
30. Bespoke Dining Club

Collectively, these members account for more than 90 per cent of the island's estimated carbon profile, thus potentially bringing about the largest reduction in Sentosa's carbon emissions.

Protecting Sentosa's Natural and Historical Heritage and Futureproofing

Completion of Phase One of Solarisation Programme on Sentosa

In our continuous efforts to advance our Sustainable Sentosa Roadmap, we have successfully completed Phase One of our solarisation programme, achieving 5.2 megawatt-peak (MWp) capacity across 46 island locations under SDC, Mount Faber Leisure Group, Resorts World Sentosa (RWS), Capella Singapore, ONE°15 Marina Sentosa Cove, as well as Big Tiny, which operates Tiny Away Escape @ Lazarus Island.

This will effectively offset carbon emissions equivalent to 97,700 hotel room nights. SDC has commenced Phase Two of the programme by engaging more businesses to come on board the solarisation journey, with the next milestone goal of a cumulative island-wide solar capacity of more than 6 MWp in 2025, which can generate an estimated annual yield of over 7 GWh of clean energy.

Additionally, we piloted Singapore's first solar pavement on Fort Siloso Skywalk, which was implemented by local startup Raitan – the winner of Enterprise Singapore's Sustainability Open Innovation Challenge.



Survey on Sentosa's Insect Biodiversity

In collaboration with Yale-NUS College, SDC conducted a year-long survey to study Sentosa's insect biodiversity. To achieve a comprehensive understanding, we employed various methods, such as leaf litter, sweep netting and hand collection, in addition to setting up different traps, including malaise, pan, light, and canopy traps.

These diverse techniques allowed us to survey a wide range of insects that thrive in different niches, ensuring thorough coverage. Meanwhile, the data collected will serve as a baseline for future research and biodiversity initiatives.



Citizen Science Training and Surveys

SDC and RWS collaborated with the National University of Singapore (NUS) for a series of citizen science training and surveys aimed at better understanding Sentosa's habitats in our artificial beach lagoons. Staff and volunteers from both organisations participated in workshops led by NUS researchers on Sentosa and at the National Marine Lab on St. John's Island.

From 8 to 12 May 2023, surveys were conducted across all three of our lagoons, systematically documenting marine fauna on our sandy and rocky shores, as well as on pontoons and underwater. Additionally, RWS established an outreach booth to educate the public about the survey and share information through science communication posters.





Sentosa Peace Blossoms

In line with Exercise SG Ready 2024, we commemorated the Battle of Singapore and the 40th Anniversary of Total Defence from 15 to 19 February 2024. This occasion provided an opportunity to reflect on the significant role of Fort Siloso in Singapore's defence.

As a symbolic gesture of peace, the muzzles of eight guns at Fort Siloso were adorned with flowers, known as the Sentosa Peace Blossoms. These blossoms, featuring varieties such as Peace Lily, Gerbera, Eustoma, Lavender, and Chrysanthemum, were crafted into elegant floral arrangements to symbolise silencing the guns. Additionally, a special Fort Siloso tour aligned with National Education objectives was conducted by the Recreational Nodes Unit.

Disposables Policy

SDC teamed up with WWF-Singapore to launch the Sentosa Playbook for Reducing Disposables. This Playbook is Singapore's first precinct-level disposable guidebook to help businesses adopt sustainable practices by providing them with 16 measures to reduce disposable waste, covering everything from takeaway bags to food containers and amenity kits. In addition, members of the SCNN have pledged to remove single-use plastic bottled water from guest rooms, as well as dine-in, takeaway, and events settings by the end of 2023.



Blue Water EduFest 2023

Held from 2 to 4 November 2023, the Blue Water EduFest brought together individuals passionate about marine and coastal conservation. The event included a two-day educational conference covering topics ranging from ocean governance to blue finance, as well as an awards ceremony to recognise eco heroes. The event concluded with a communal beach clean-up.



Green Economy Regulatory Initiative (GERI)

The Green Economy Regulatory Initiative (GERI) is a multi-agency effort to accelerate innovation in the green economy. Led by Ministry of Trade and Industry, a total of 17 agencies including SDC have come together to support innovative, impactful green proposals through a one-stop platform for companies to access existing and new regulatory sandboxes with an expedited timeline. The GERI work group also won the Regulatory Excellence Award at the Public Service Transformation Awards 2023.



ADVANCE

Innovating to enhance guest experience

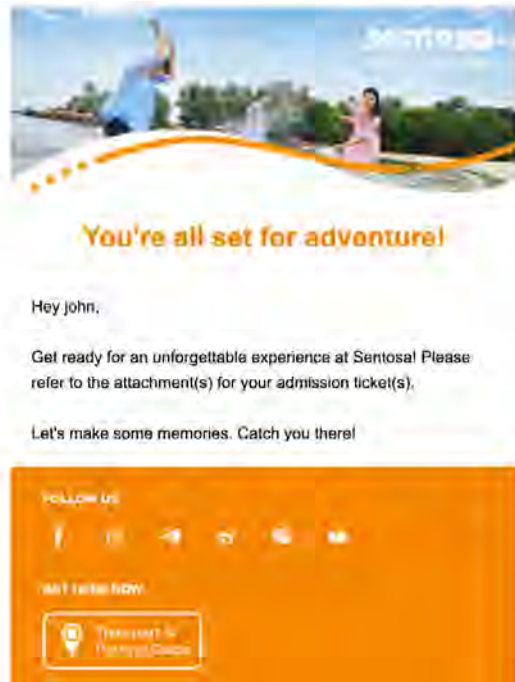
5G-Enabled Extended Reality Experience of The Battle of Fort Siloso

SDC unveiled the world's first outdoor 5G-enabled Extended Reality (XR) trial at Fort Siloso Skywalk. Blending XR technology and 5G, this Proof-of-Concept (POC) offered guests audio-visual experiences and interactive gaming opportunities that recreate The Battle of Fort Siloso. Through wearable Augmented Reality (AR) glasses, visitors engage in a 20-minute immersive World War Two battle at Fort Siloso, navigating checkpoints and participating in activities such as shooting down military planes.

Jointly developed by the Singapore Tourism Board (STB), SDC, Government Technology Agency (GovTech), and Singtel as part of the 5G@Sentosa testbed, this initiative seeks to familiarise tourism and technology companies with XR to enhance visitor experiences. Operating until mid-August 2024, the testbed aims to spur public sector adoption of 5G by facilitating trials to enhance operational efficiency and citizen-centric services ahead of the nationwide 5G rollout in 2025.

Since October 2021, over 10 agencies have conducted 30 trials on Sentosa, harnessing 5G's lower latency, higher speed, and broader bandwidth to innovate across sectors ranging from construction to manufacturing and tourism.





Straight-To-Gate

To address the absence of integration stemming from the varied ticketing systems used by our Island Partners, Digital Technology Transformation division developed Straight-To-Gate to streamline the guest journey. Previously, guests encountered a cumbersome process involving multiple stages, from purchasing tickets via Sentosa’s online channels to exchanging them for entry passes at specific Island Partners.

This prompted the development of Straight-To-Gate, a platform that seamlessly integrates with the Island Partners’ ticketing systems, thereby eliminating the need for ticket exchanges. As a result, guests now benefit from a hassle-free experience, with reduced delays and operational bottlenecks. Additionally, this enhancement has bolstered efficiency and saved time, while enhancing the overall guest experience.

Customer Relationship Journey

In March 2021, we embarked on a Customer Relationship Management (CRM) journey to improve customer understanding and elevate experiences. Following a discovery study, we recommended a CRM solution for personalised interactions that would connect SDC’s customer systems and facilitate a seamless online-to-offline journey for our One Sentosa Experience.

On 21 March 2024, we successfully launched the Salesforce CRM and Marketing Cloud platforms, marking the conclusion of the first phase. These platforms provide a 360-degree customer view, enhancing marketing and case automation while offering analytics for actionable insights.

B2C Recommender Engine

The B2C Recommender Engine, implemented in September 2023, pushes attraction options to online visitors based on their browsing history, resulting in a healthy 20 per cent click-through rate and 9 per cent sales conversion on B2C. The Recommender for MySentosa App was developed to enable cross-channel personalisation and enhance the guest online-to-offline experience.

Gen AI Pilots

The Guest Experience Companion, designed for guest feedback auto-categorisation and auto-response, was co-developed with GovTech on Launchpad and subsequently deployed on SDC production in April 2024. It is expected to save 250 man-hours monthly. Sponsored by Smart Nation and Digital Government Office (SNDGO), SDC received an innovation award from the Google AI Trailblazer programme for the companion.



APPRECIATE

Working together with the island's community

Organisational Excellence

Awards Received by SDC



MTI Firefly Symposium 2023 Awards

The Ministry of Trade and Industry (MTI) Firefly Symposium recognises exceptional contributions from officers at the ministry and its statutory boards, presenting awards to individuals who have demonstrated excellence.

One of the awards was the Borderless Award, which recognises exemplary collaborations within MTI and across the whole-of-government to advance the ministry's mission of bolstering economic growth and facilitating job creation. In 2023, SDC received the gold award in recognition of our joint efforts spanning 3.5 years alongside 19 other agencies and the Singapore Tourism Board (STB). These efforts culminated in Singapore becoming the world's first country to be certified as a sustainable destination in January 2023.

Additionally, SDC received the Firefly Silver Borderless Award for adopting the One Sentosa Experience approach, which unified and harmonised initiatives across 200 businesses island-wide, while delivering impactful outcomes. These ranged from accelerating tourism recovery in terms of visitorship and receipts, to driving the development of technology platforms and formulating a long-term sustainability roadmap.

Kelly Yoong, Director for Planning and Data Analytics, was honoured with the Gold Exemplary Firefly Award for promoting innovation, collaboration, perseverance and risk-taking. This accolade acknowledged his dedication to fostering collaboration among Sentosa's vendors, business community and government entities to propel data transformation. He was also recognised for his efforts in championing innovative data projects and advocating for the adoption of data analytics in the tourism industry.

Go-the-Extra Mile Service Award (GEMS)

MTI recognised seven SDC staff members with the Going the Extra Mile Service (GEMS) Award for consistently upholding exceptional service standards. In January 2024, Nur Ilyiani Binte Razali received the GEMS Award, while six officers, including Pugunes Visvanathan, Navinah Palaniappan, Nurul Izzah Binte Taha, Theventhran Subramaniam, Jamilah Binte Abdullah and Gao Liqing were honoured with the Commendation Award.



Enabling Mark 'Silver'

In 2023, we achieved the Enabling Mark 'Silver', a national-level accreditation by SG Enable that recognises organisations dedicated to fostering best practices in disability-inclusive employment. The Enabling Mark seeks to

- Incentivise organisations to build a positive corporate image with disability-inclusive hiring.
- Inspire employers to adopt the best practices in building an inclusive workforce with leading organisations serving as role models.
- Inform and support organisations as they improve their inclusive employment practices.





Singapore Tourism Awards 2023

The Singapore Tourism Awards celebrates the accomplishments of individuals and organisations within the tourism sector who have excelled in creating exceptional experiences and demonstrating enterprise excellence.

Organised by the Singapore Tourism Board, the event enhances the industry's competitiveness and encourages the development of compelling experiences and the adoption of best practices. Siti Sukainah Sairi and Pugunes Visvanathan were nominated as finalists in the Customer Service Excellence (Attractions) category, with the latter eventually taking home the award.

ASA ESXA Awards 2023

The Association of Singapore Attractions (ASA) recognises individuals who demonstrate service excellence in their respective sectors through the Excellent Service Award (EXSA). The event, in March 2024, saw SDC bagging 238 accolades, comprising 27 Gold, 204 Silver and 7 Star awards. Muhammad Saifullah Kamaludin, Deputy Manager, Recreational Nodes, Environmental Management, was nominated as a finalist for the top-tier Super Star award.



CEO Star Awards 2023

At the CEO Star Awards 2023, we recognised outstanding individuals from SDC and our island partners who exceeded expectations in delighting guests.

The event saw five individuals - Julian Ong Ta Wei, Adikin Wong Shyh Chyi, Sheikh Uthman Mustaffa, Noor Azhar Mustaga and Sharmae Omaguing and The Barracks Hotel Sentosa team members receiving the STAR Experience Awards for providing extraordinary guest experiences.

Additionally, Gerald Lim, Senior Assistant Commissioner, Ho See Ying, Superintendent and Keith Tan, Inspector, Singapore Police Force were honoured with the STAR Resilience Award for demonstrating remarkable fortitude in overcoming challenges. Haris Abdullah and the Sentosa Resilience team were recipients of the Workplace Safety & Health Award.

The Sustainability Showcase: Explorers of Sentosa by Thomas Dambo and Launch of Island Admission QR Code & Contactless Payments team were presented with the STAR Collaboration Awards.



SiteCore Awards

Corporate Planning Department, Design & Technology & Marketing and Guest Experience's innovative approach to data utilisation earned acclaim from SiteCore, receiving the Best Use of Data to Connect the Experience award. This recognition underscores the effectiveness of our strategy in engaging users with relevant products in real time, thereby bolstering digital engagement, while drawing more visitors to the island.



Singapore Business Review (SBR) National Business Award and the OpenGov Recognition of Excellence

Our One Sentosa Platform (OSP) received three prestigious awards including the Singapore Business Review (SBR) National Business Award, the SBR Business Technology Excellence Award and the OpenGov Recognition of Excellence.

The development of OSP stemmed from the necessity to manage Sentosa Island's interconnected ticketing, gantry, financial and sales systems amidst challenges posed by aging infrastructure. This innovative solution utilises an application programming interface (API) gateway and advanced microservice technologies to streamline integration among diverse systems, thereby enhancing security and speed.

OSP not only reduces integration time, but also promotes collaboration with partners, as demonstrated by the successful implementation of the 'Island Partner Straight-To-Gate' initiative, which resulted in significant time savings in development.

ASEAN Public Toilet Award 2023-2024

At the 15th Let's Observe Ourselves (LOO) Awards on 19 November 2023, our Palawan Beach West restroom was honoured with the ASEAN Public Toilet Award, while all our participating Happy Toilets received five-star ratings. These accolades recognise public restrooms that exhibit good restroom design and initiatives focused on restroom cleanliness and maintenance.

Enhancing Employee Experience

Throughout the year, we implemented several initiatives aimed at enhancing the employee experience:

- We revamped the onboarding process for new staff, making it more experiential to help them understand our culture and the key success factors within the organisation.
- We held a two-month SDC Wellness Festival in June and July 2023, emphasising the importance of prioritising self-care among our staff.
- The inauguration of the Core Competency Framework Evangelist Network provided our leaders with a platform to share and learn from each other's experiences in cultivating our desired culture. In line with our efforts to promote a learning culture, SDC's leaders engaged in 'Up Close and Personal' sessions with staff and facilitated 'Leaders for Leaders' sessions.



In addition, SDC partnered with Singapore Polytechnic to sign a Memorandum of Understanding (MoU). This collaborative agreement leverages their educational expertise and our industry knowledge to offer workforce upskilling through training in design thinking (DT) and humanity-centred innovation. To this end, we developed a Design Thinking Playbook to empower staff to incorporate DT principles into their projects. As a testament to our ongoing commitment to fostering an engaged workforce and inclusive workplace environment, SDC was also ranked among Singapore's Best Employers 2023 for the first time, coming in at number 241 on the list.



Snowflake Data Drivers Award

The Snowflake Data Drivers Award recognises individuals who fully embody what it means to be data driven. The 2023 edition of the awards saw Kelly Yoong, Director for Planning and Data Analytics, clinching the title of Snowflake Data Driver of the Year for ASEAN Award, presented at the Data Cloud World Tour event. The team worked with businesses on the island to better understand the needs of guests, to delight them with personalised experiences while driving innovation and world-class customer experiences in Sentosa.



Top CIO 100 Award

Gary Ng, Divisional Director & CIO at SDC, has been honoured with the top 100 CIO award as part of the CIO 100 Awards, which recognises the top senior technology executives and teams in Southeast Asia and Hong Kong who are driving innovation and influencing rapid change.

Organisational Excellence

Accolades for Sentosa Golf Club

The Serapong golf course at the Sentosa Golf Club (SGC) solidified its standing as Singapore's top golf course, achieving the 55th position in the latest edition of the Golf Digest's ranking of the World's Greatest Golf Courses.

At the World Golf Awards in Abu Dhabi, The Serapong claimed three honours, including its first-ever title as 'World's Best Golf Course', joining a list of past winners that include the Old Course at St Andrews and Augusta National.

It also retained its titles as 'Singapore's Best Golf Course' and 'Asia's Best Golf Course' for the second consecutive year.



Awards Received by Island Partners (Tenants)

Sofitel Sentosa Resort & Spa

- Singapore Food Agency Farm-to-Table Recognition (Highest tier)

W Singapore Sentosa Cove

- Recommended hotel recipient in the 2024 Forbes Travel Guide Star Award
- Finalist in the Expat Living's Readers' Choice Award 2024
- Honeycombers Love Local Awards 2023
- Honeykids Reader's Choice Awards 2023
- Singapore Food Agency's Farm-to-Table Recognition
- Hapers Bazaar Spa Awards 2023: Best Drainage Massage Travel + Leisure
- Luxury Awards Asia Pacific 2023 – 2nd Best Hotel Pool
- Tripadvisor Travellers' Choice 2023 – SKIRT

The Royal Albatross

- Marketing Excellence Award for Marketing Innovation

ONE°15 Marina Club, Sentosa Cove

- International Marina of the Year (2023)
- Tripadvisor's Travellers' Choice Awards 2023
- Singapore Hotel Sustainability Award 2023-2024

Resorts World Sentosa

- First integrated resort inducted into Travel Hall of Fame
- Singapore Tourism Awards 2023 (Outstanding Employer)
- Renewal of Global Sustainable Tourism Council (GSTC) Destination Criteria and Industry Criteria for Hotels
- Singapore MICE Awards 2023 – Sustainability Initiative of the Year
- Singapore Hotel Sustainability Award 2023-2024 (all RWS hotels were honoured with this award)
- Arbora Hilltop Garden & Bistro: Runner-up, Best Fusion Restaurant at Epicurean Star Award 2023