

# Ride the Tide

Resilience, Innovation and Growth

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# Organisational Overview



# ABOUT SDC

## Sentosa Development Corporation

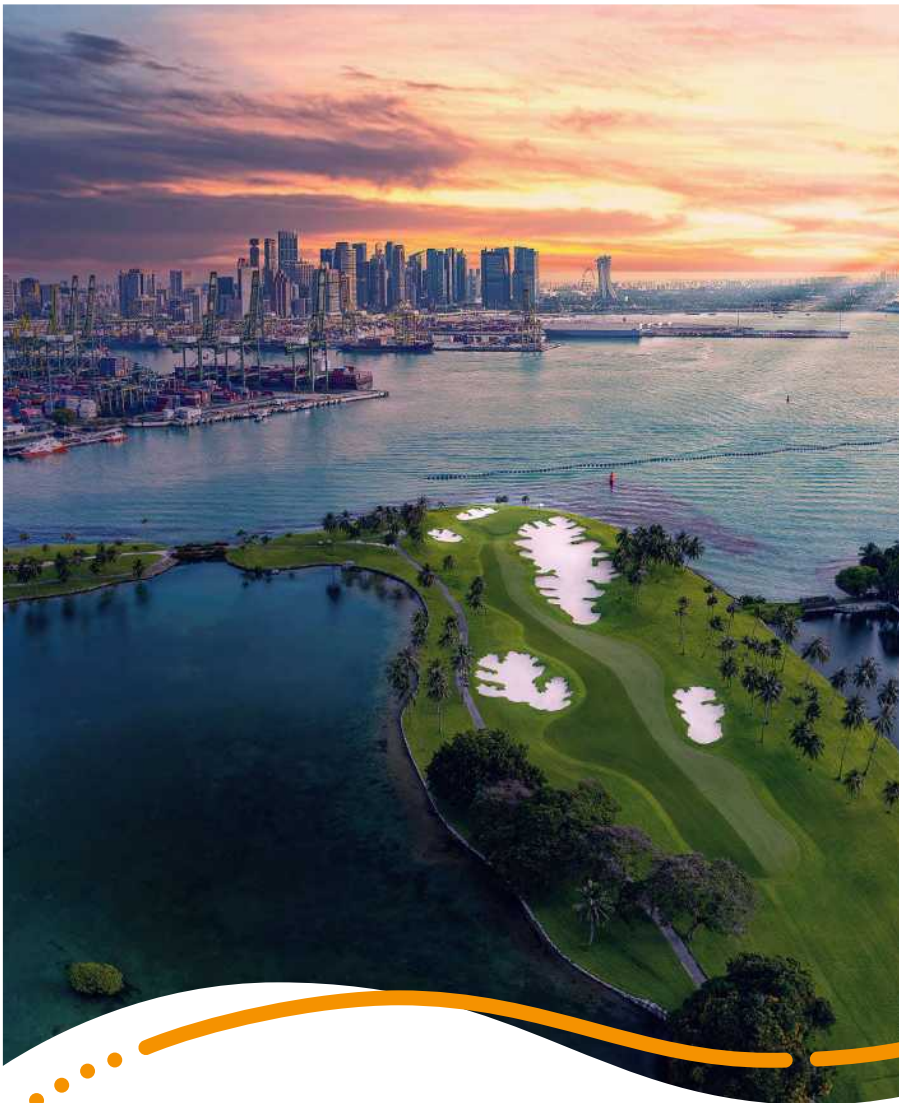
Sentosa Development Corporation (SDC) was established on 1 September 1972 as a Statutory Board under the Ministry of Trade and Industry. As master planner, its charter since inception has been to oversee the development, management, marketing and promotion of the island of Sentosa as a resort destination 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 multi-faceted 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 Singapore Oceanarium (formerly S.E.A. Aquarium), one of the largest aquariums in the world.

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.





## Sentosa Golf Club

Sentosa Golf Club is recognised as one of the most established golf clubs in Singapore and Asia, celebrating its 50<sup>th</sup> anniversary in 2024. With two world-class championship golf courses, The Serapong and The Tanjong, it stands as one of 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 distinguished 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.

Beyond 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 from 2023 to 2025, 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'. Sentosa Golf Club is also renowned for its ground-breaking sustainability agenda, having become the first golf club in the world to sign the United Nations Sports for Climate Action Initiative in 2020.

The Serapong also collected two prestigious accolades at the 2024 World Golf Awards - 'Singapore's Best Golf Course' and 'Asia's Best Golf Course', while the Club was awarded 'Asia's Best Eco-Friendly Golf Facility'. Since Andrew Johnston assumed the roles of General Manager, Director of Agronomy and Resident Golf Course Architect in 2010, the Club has achieved significant recognition, including rankings in the 'Top 150 Golf & Country Clubs', and 'Top 50 Golf & Country Clubs of Asia-Pacific', by Platinum Clubs of the World. The Serapong consistently holds the top spot in Golf Digest's latest biennial rankings for 'Singapore's Best Courses', a position it has held for over a decade, while The Tanjong is ranked third. 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 (MFLG) is one of Singapore's leading operators of 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, The Mirabilis Bar @ Mount Faber Peak, Cable Car Gift Shop and Faber Licence. The company also operates the Central Beach Bazaar in Sentosa that includes Wings of Time Fireworks Symphony, Good Old Days, Food Kiosks at Central Beach Bazaar and Sentosa Shop.

Spanning across the hilltop at Mount Faber and Sentosa Island, MFLG's products are linked by the Singapore Cable Car Sky Network. This network comprises six stations across two main lines - the Mount Faber Line that connects mainland Singapore to Sentosa and the Sentosa Line that connects to the island's western end at Siloso Point.

MFLG, a wholly owned subsidiary of SDC operating as an autonomous commercial arm, is also one of the 17 founding members of Singapore's first carbon neutrality-driven business alliance, the Sentosa Carbon Neutral Network (SCNN). Established in September 2021, the SCNN is a collective public-private effort to achieve Sentosa's sustainability goals, including carbon neutrality by 2030. MFLG is also a member of the Carbon Pricing Leadership Coalition (CPLC) Singapore and a recipient of the LowCarbonSG Logo, awarded to companies that successfully measure and monitor their carbon footprint.

## 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 both 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 behaviours 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 AND MANAGEMENT TEAM

(as at 31 March 2025)



1

## BOB TAN BENG HAI

Chairman

Sentosa Development Corporation

Jurong Engineering Limited

3

## ANG SHIH-HUEI

Chief Executive Officer & Co-Founder

H/Advisors Klareco

6

## MARIAM JAAFAR

Managing Director & Senior Partner

The Boston Consulting Group

9

## KEVIN KWOK

Company Director

Board Singapore Technologies Engineering Ltd

Standard Chartered Bank (Singapore) Ltd

12

## MELISSA OW

Chief Executive Officer

Singapore Tourism Board

14

## KEITH TAN

Deputy Secretary (Industry) & Deputy Secretary (Energy and Carbon)

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

10

## ANDREW LIM

Partner

Allen & Gledhill LLP

13

## MICHAEL SYN

President & Head of Global Markets Division, SGX Group

Singapore Exchange Ltd

15

## RON TAN AIK TI

Executive Chairman & Group Chief Executive Officer

NEON

5

## GUNA CHELLAPPAN

Country General Manager for Singapore

Red Hat Asia Pacific Pte Ltd

8

## EDMUND KOH

Chairman Asia Pacific

UBS AG

11

## GERALDINE LOW

Deputy Secretary (Development)

Ministry of National Development

# SENIOR EXECUTIVE TEAM

(as at 31 March 2025)



1

## THIEN KWEE ENG

Chief Executive Officer

2

## HEAH SOON POH

Assistant Chief Executive,  
Integrated Development  
& Operations Group

3

## LEE CHEH HSIEN

Assistant Chief Executive,  
Corporate & Sustainability  
Group

4

## MICHAEL MA

Assistant Chief Executive,  
Business & Digital  
Technology Group

5

## CHAN BENG KIAT

Divisional Director,  
Architecture & Land Planning

6

## CHEW TIONG HENG

Divisional Director,  
Business & Experience  
Development

7

## CHEW YUN MENG

Divisional Director,  
Integrated Operations

8

## ROSALIND CHUA

Divisional Director,  
Finance & Procurement

9

## KOH PIAK HUAT

Divisional Director,  
Special Duties

10

## LAM YUE KWAI

Divisional Director,  
Engineering & Project  
Management

11

## LINDA LEE

Divisional Director,  
Human Resource &  
Administration

12

## GARY NG

Divisional Director,  
Digital Technology  
Transformation

13

## CHRIS POK

Divisional Director,  
Marketing & Guest  
Experience

14

## KELLY YOONG

Divisional Director,  
Corporate Planning  
& Development

15

## ANDREW JOHNSTON

General Manager,  
Sentosa Golf Club

# JOINT CHAIRMAN AND CEO MESSAGE



**BOB TAN BENG HAI**  
Chairman

The past financial year has been a period of 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, reaching a total of 16.9 million in FY2024/2025. This represents a 1.2 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.

## **OVERCAME ENVIRONMENTAL CHALLENGES: THE OIL SPILL**

The year also presented us with unforeseen challenges, notably the oil spill incident in June 2024. This environmental crisis tested Sentosa's resilience and our collective ability to respond swiftly and decisively. Thanks to the strong coordination between Sentosa Development Corporation (SDC), key government agencies, the Oil Spill Response team, Island Partners and our community volunteers, the spill was contained rapidly and extensive cleanup operations were conducted. We resumed swimming and water activities at all three of our beaches ahead of schedule. The clean-up was completed in an accelerated timeframe, allowing us to restart activities before the anticipated three-month period. These efforts safeguarded our precious marine and coastal ecosystems, underscoring our unwavering commitment to environmental stewardship and sustainable practices. The experience reaffirmed our steadfast determination to protect Sentosa's natural heritage, even amidst adversity.

## **ADVANCING NEW DEVELOPMENTS**

This year saw significant developments that elevated our island's appeal. The groundbreaking of the Waterfront Lifestyle development at Resorts World Sentosa (RWS) and the opening of Raffles Sentosa Singapore mark major milestones in our infrastructure evolution. Furthermore, new attractions like Universal Studios Singapore's 'Minion Land' and the reimagined 'Wings of Time' Fireworks Symphony added fresh excitement to our guest offerings, while showcasing our commitment to developing and enhancing world-class experiences for our visitors.

## **CREATING MEMORABLE EXPERIENCES**

Our events calendar delivered an exceptional array of experiences throughout the year. The 'Sentosa Night Mode' campaign established the island as a vibrant nightlife destination. Meanwhile, 'A Big, Big World' transformed multiple precincts into a whimsical wonderland during the festive Christmas and Chinese New Year season. This initiative represented the first partnership between SDC, RWS, DBS Bank (DBS) and the Singapore Tourism Board (STB).

Sentosa Sensoryscape celebrated its first anniversary in March 2025, surpassing five million visits since its opening. Meanwhile, signature events like 'Sentosa GrillFest', 'Waterbomb Singapore 2024' and the 'HSBC Women's World Championship' continued to cement our position as a premier lifestyle and events destination.

## DIGITAL INNOVATION

In embracing innovation, we launched several transformative initiatives, such as the Summer AI Chatbot and Enhanced Digital Loyalty Programme, which have revolutionised guest interactions. Meanwhile, Project Cumulus-Workday and Workday Kaki have modernised our internal operations. Collectively, these digital advancements have significantly improved both guest and employee experiences.

## SUSTAINABILITY AND COMMUNITY

Our commitment to sustainability and community engagement continued to strengthen through significant initiatives and partnerships. Sentosa was proud to host the 'GSTC Conference 2024' with 500 delegates from 55 countries, which positioned us as a leader in sustainable tourism in the destination space. Alongside this, the successful launch of the One Sentosa Transformation and Equipping Platform (1-STEP), in partnership with NTUC LearningHub, attained a significant milestone in workforce development. It aims to upskill 15,000 workers across Sentosa in emerging tourism capabilities such as customer experience, wellness, sustainability and digital innovation.

We also deepened our social impact through the second edition of 'Sentosa Cares Week', welcoming over 1,300 beneficiaries, including persons with disabilities and families with children living in public rental housing units who are supported under the ComLink initiative. This is part of a three-year partnership with the Ministry of Social and Family Development (MSF) and SG Enable, reflecting our commitment to inclusive tourism.

## RECOGNITION AND ACHIEVEMENTS

We are heartened by the validation by our industry peers who recognise Sentosa's efforts in enhancing guest experiences.

Sentosa Sensoryscape secured six Platinum wins at the MUSE Design Awards and was named Project of the Year by the Building and Construction Authority. The attraction's launch campaign also earned The Public Sector Award at the PRCA APAC Awards 2025, Gold for Best PR Campaign (Government/Public Services) at MARKETING-INTERACTIVE PR Awards 2025 and Bronze for Best Brand Awareness at Singapore Media Marketing Awards 2025.

Our digital initiatives also gained recognition, with our Enhanced Digital Loyalty Programme winning the Digital Economy Award at the GovInsider Festival of Innovation Awards 2025. In addition, our ranking as 7th on Trip.com's 'Global 100 Best Things To Do' list and 'Best Island Destination (Asia Pacific)' at the Travel Weekly Asia Readers' Choice Awards 2024 affirm our position as a world-class destination. Recognising our ongoing commitment to inclusive tourism and meaningful community impact, SDC was honoured with the President's Volunteerism & Philanthropy Award by the National Volunteer and Philanthropy Centre. We were also named a Champion of Good for its exemplary leadership and role as a multiplier of positive social impact.

## FORGING AHEAD

As we look to the future, we remain committed to actively exploring new ways to engage our guests, while offering fresh discoveries and opportunities for personal and shared connections. Our focus on sustainability, innovation and inclusive tourism will continue to guide our development in delivering a world-class One Sentosa experience for our visitors. In closing, we extend our heartfelt gratitude to our Island Partners, staff and 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.



**THIEN KWEE ENG**  
Chief Executive Officer

# IMPACT HIGHLIGHTS

## FY24/25 at a Glance

1

Welcomed over **16.9 million visitors** globally, achieving a **1.2 per cent year-on-year increase** in Sentosa's visitation.

2

Swiftly **turned crisis into opportunity**, overcoming an oil spill incident with accelerated recovery and restoration efforts.

3

Elevated Sentosa's portfolio of world-class experiences with **eight major launches** and **signature events** that delighted guests.

4

Cemented **SDC's leadership in sustainability and inclusive tourism** through key milestones such as the hosting the 'GSTC Global Conference' and installing inclusive beach enhancements at Siloso and Palawan Beach.

5

**Accelerated organisational transformation** with initiatives including 1-STEP with NTUC LearningHub, Project Cumulus, and a revamped CRM system, building future-ready capabilities.

6

Achieved a **96 per cent guest satisfaction** score in 2024, along with **multiple prestigious industry accolades**.



# Anchored in Resilience: Tackling Challenges



## Managing the Pasir Panjang Oil Spill

On 15 June 2024, Sentosa Development Corporation (SDC) responded to the Pasir Panjang oil spill, which resulted from a vessel allision that released 400 tonnes of low-sulphur fuel into the sea. The oil spill severely impacted Sentosa's waters and beaches, leading to the closure of coastal areas and water activities for two and a half months.

SDC took a comprehensive approach, grounded in transparency and proactive communication, while working with government agencies and key stakeholders. Regular updates to Island Partners and the public ensured cleanup efforts proceeded smoothly. Concurrently, close coordination with government agencies and partners facilitated an effective response strategy. Throughout the operation, rigorous oversight was maintained through drone surveillance and regular water quality testing.

Amid clean-up efforts, Sentosa experienced an estimated decline in visitorship of 15 per cent during the impacted period. To address this, SDC enhanced marketing and social media support for island partners. Promotional incentives were introduced, including triple Sentosa Islander loyalty points and two hours of complimentary parking for guests of impacted beachfront businesses. These efforts aimed to revitalize visitor interest by showcasing the reopening of pristine beaches and promoting a variety of safe, enjoyable activities available across Sentosa.



### PHASE ONE: OIL CONTAMINANT REMOVAL

For the first phase of cleaning, a large-scale cleanup operation was initiated. Over 300 workers were mobilised to physically remove oil-contaminated sand from our beaches. Deflective oil booms and oil absorbent booms were also deployed across Sentosa to protect the island from further contamination.

In particular, the five-layer oil absorbent boom system played a crucial role in minimising the spill's impact at Sentosa Cove. Additionally, a specialist oil spill contractor was appointed, along with SDC's existing Environmental Management team and our term contractors for the clean-up.



### PHASE TWO: SPECIALISED CLEANING

In parallel with Phase One cleaning, specialised cleaning was conducted, with low-pressure water jets deployed to clean the rock bunds.

### PHASE THREE: VOLUNTEER ENGAGEMENT

A notable milestone in the cleanup process was the transition to community involvement. Between 19 and 28 July 2024, SDC organised six volunteer beach cleaning sessions to remove remnant tar balls from the beaches. A total of 455 volunteers participated, with the diverse group comprising individuals from the Sentosa Islander loyalty programme, Sentosa Cove residents, Island Partners and volunteer pools from the National Parks Board (NParks), the Singapore Environment Council and the Singapore Canoe Federation.

Additionally, SDC partnered with the National Environment Agency (NEA) and NParks to drive a volunteer-driven cleaning initiative across all affected areas in Singapore, rallying over 1,500 Singaporeans to expedite the clean-up process. The initiative was further reinforced by the support of Minister for Sustainability and the Environment and Minister-in-charge of Trade Relations Grace Fu and Minister of State for Trade and Industry and Culture, Community and Youth Alvin Tan, who joined the clean-up efforts on 21 July 2024.



## Reopening the Beaches

Within two months of the oil spill, on 3 August 2024, Siloso Beach became the first of the three beaches to be successfully restored and opened. To commemorate this key milestone, SDC hosted the 'Great to be Back' event, bringing together government agencies, Island Partners and volunteers who contributed to the clean-up efforts. The event featured symbolic moments such as the switching of beach safety flags to 'Good for Swimming', the removal of rope barriers, and the unveiling of a specially commissioned sand sculpture by local artist, JOOheng Tan. Special guests, including Minister for Sustainability and the Environment and Minister-in-charge of Trade Relations Grace Fu and Minister of State for Trade and Industry and Culture, Community and Youth Alvin Tan joined members of the Singapore Canoe Federation in a celebratory paddle to mark the occasion.

Following the official reopening, SDC launched 'First Dippers', a social-led campaign that spotlighted everyday beachgoers as heroes. The first guests to swim, build sandcastles, or simply relax at Siloso Beach were featured on SDC's social media channels to encourage more visitors to rediscover the island's beaches.

Throughout the duration of the cleanup, SDC also kept its Island Partners informed of relief measures and insurance claims process. The large-scale cleanup operation at Sentosa concluded on 27 August 2024, two weeks ahead of the original target, allowing all affected beaches on Sentosa to reopen.



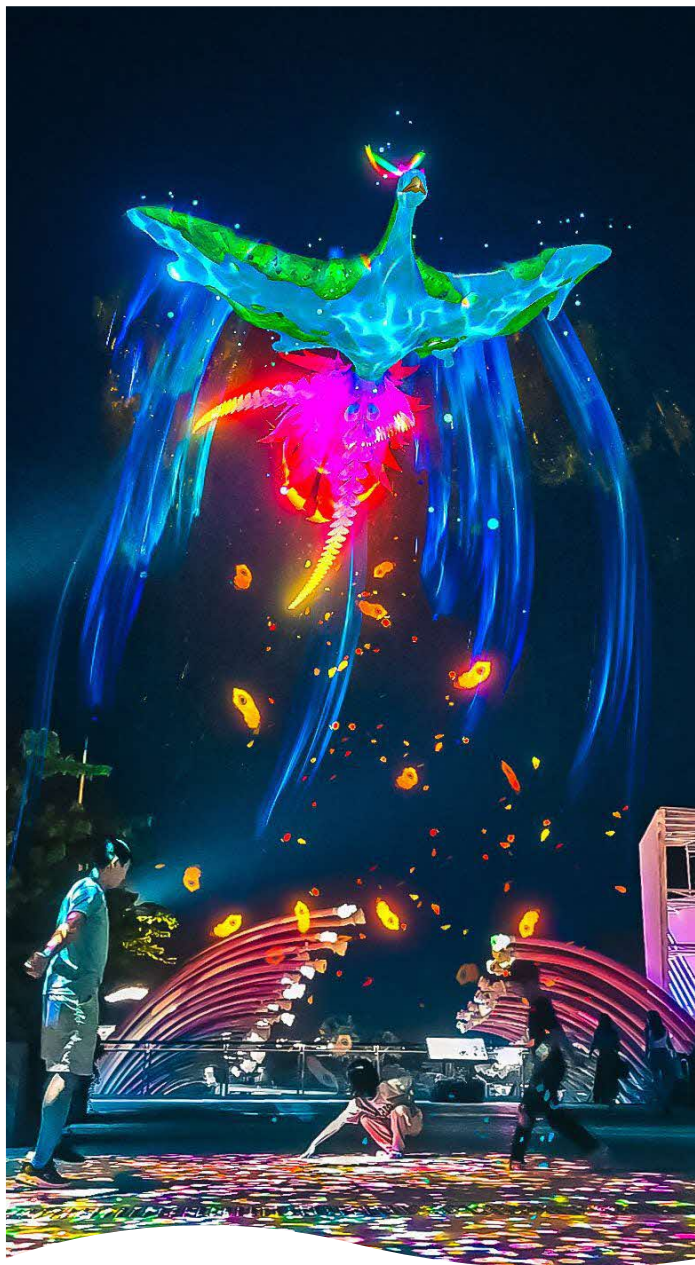
## The Aftermath: Strengthening Capabilities

The lessons learned from this crisis further strengthened SDC's emergency response capabilities. Since the June 2024 oil spill, three subsequent incidents - an oil leak report at Bukom on 20 October 2024, the Shell Bukom spill on 27 December 2024 and the Police Coast Guard Brani Regional Base incident on 5 February 2025, were managed effectively in coordination with partner agencies, with no observable impact to Sentosa's environment.

The preventive measures implemented from lessons learnt from the Pasir Panjang oil spill helped mitigate potential impacts. More importantly, these collective learnings strengthened SDC's crisis management framework and reinforced the organisation's agility in managing future environmental challenges.



# Making Waves: Elevating Destination Appeal, Shaping Moments



## Sentosa Sensoryscape First Anniversary

In March 2025, Sentosa Development Corporation (SDC) marked the first anniversary of Sentosa Sensoryscape, an immersive space that has recorded more than five million visits since its opening. The milestone event was anchored by the launch of 'Senseri', a mystical augmented reality (AR) feature via the ImagiNite app developed by the consortium, 1→10, Inc and Hexagon Solutions Pte Ltd.

The celebratory highlights included a special live performance by August Lum, composer of the Sensoryscape soundtrack, backed by a 16-piece orchestra at the Tactile Trellis, as well as the unveiling of a new Sensoryscape Word Block designed by local artist JOOheng Tan.



## A Big, Big World Precinct Activation

In May 2024, SDC, Resorts World Sentosa (RWS), DBS Bank (DBS) and the Singapore Tourism Board (STB) inked a Memorandum of Understanding (MOU) to establish the Sentosa Precinct Partnership. This multilateral collaboration seeks to elevate guest experience across the precinct, drive tourism growth and strengthen Sentosa's position as Asia's premier island resort and leading lifestyle destination.

The first initiative under the partnership was the inaugural 'A Big, Big World' precinct activation, a two-month-long island-wide festive activation held from 12 December 2024 to 16 February 2025. Spanning Christmas and Chinese New Year, the activation invited guests to discover three distinct zonal experiences across RWS, Sentosa Sensoryscape and Palawan Beach through a range of immersive installations, cultural showcases and day-to-night programming.

'A Big, Big World of Excitement' at RWS showcased the different cultures and festive offerings of diverse countries through four themed zones. Inspired by England, France, Germany and Japan, each zone featured larger-than-life installations, from an 8.5-metre



hot air balloon to a 7.8-metre cuckoo clock. Other offerings included snowfall and carolling during Christmas and the 'Starlit Dragon Spectacular' featuring an 88-metre-long illuminated dragon during Chinese New Year.

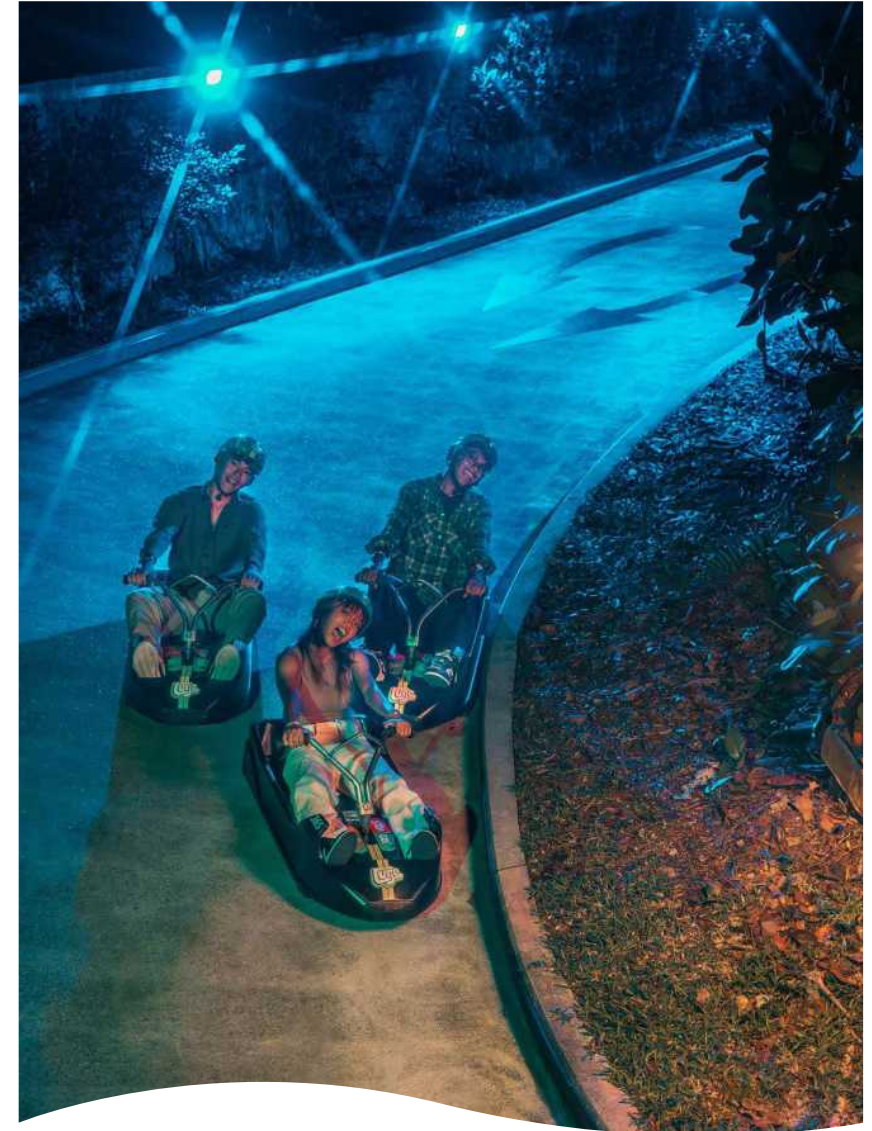
At Sentosa Sensoryscape, the 'Big, Big World of Dreams' showcased the 'Cloud Swing Dreams' installation with giant fluffy swings. Once night fell, Sensoryscape turned into a vibrant dreamscape, with interactive light projections and augmented reality providing an engaging experience. The Chinese New Year refresh included cherry blossom displays, '18 Blessings in Bloom' floral installations and a bespoke four-line poem by Dr Liang Wern Fook, also featured on exclusive Sentosa red packets.

At Palawan Beach, 'A Big, Big World of Discovery' featured the 'Flight of Wishes' kite fiesta, with hands-on kite-making workshops and open-air flying zones, alongside kite showcases by the Singapore Kite Association. The Chinese New Year edition introduced new kite templates featuring seasonal icons such as firecrackers and the 'Dragon Kite'. At night, 'The Floating Marvels' thrilled visitors with 12 larger-than-life illuminated inflatables of sea creatures, some measuring up to 15 metres long, reflecting Sentosa's coastal charm.



## Sentosa Night Mode: Elevating the Island's Nightlife

The 'Sentosa Night Mode' campaign was launched on 12 August 2024 to establish Sentosa as a vibrant day-to-night destination, bringing together night-time programmes, business activations and seasonal events under one banner. Built around four key pillars – extended business hours, 'Siloso Night Out', island happenings and seasonal events – the campaign successfully created new weekend experiences that boosted night-time visitorship and spending across beach clubs, attractions and F&B outlets. Highlights included immersive experiences at Sentosa Sensoryscape, themed street parties at 'Siloso Night Out' and extended hours across island attractions and F&B outlets. Collectively with Sensoryscape, Sentosa saw a 14 per cent increase in visitorship entering Sentosa in the evening, as well as a one-hour increase in dwell time.



## Sentosa GrillFest 2024

'Sentosa GrillFest' returned for its seventh edition, transforming Siloso Beach into a vibrant gastronomic paradise from 14 November to 8 December 2024.

Featuring both new vendors and returning 'People's Choice Award' winners, guests indulged in grilled meats, seafood, vegetables and desserts while enjoying live performances from local artists, fire dancers and interactive activities such as jumbo beer pong at the beachfront.

This edition featured four distinct F&B zones helmed by 33 vendors, including Fan Favourites' beloved classics and International Village, which brought guests on a global culinary adventure. Meanwhile, Dessert Hut allowed guests to indulge in sweet delights, while Brew Island gave visitors a taste of craft beers and flavoured liquors.

In line with SDC's sustainability efforts, the festival embraced the use of compostable-ware, waste segregation and a plastic-bottle-free policy, while guests were encouraged to bring reusable containers and utensils.

To ensure that the festivities were accessible to everyone, 20 per cent of tables and seats along Siloso Beach Walk were designated as 'Priority Seating' for guests with mobility impairments, making Sentosa GrillFest 2024 a truly inclusive event for all.



## Waterbomb Singapore 2024

'Waterbomb Singapore' made its highly anticipated debut on 24 and 25 August 2024 at Siloso Beach, marking the first-ever beach edition of the globally renowned festival outside Korea.

The event brought together top K-pop, hip-hop and electronic dance music artists, including Jay Park, Jessi, CL and Rain, attracting nearly 20,000 attendees over two days.

Festivalgoers from key regional markets such as Malaysia, Indonesia, China and Thailand, also made their way to the island, reflecting the festival's international appeal.

## Sentosa's Largest New Year's Eve Celebration

Sentosa ushered in the New Year with its biggest island-wide countdown event to date, activating the two-kilometre stretch from Siloso to Palawan Beach and attracting over 29,000 visitors, despite inclement weather.

The multi-site format created a dynamic, festival-like atmosphere, with a diverse array of experiences. Guests enjoyed fireworks displays, beach club parties, a free movie marathon and electrifying street performances, including LED shows, stilt walkers and percussion acts.

At Palawan Green, a family-friendly countdown party drew over 2,000 attendees, featuring an interactive foam pool for children, while local DJs thrilled older guests. Meanwhile, at Siloso Beach, the 'Yuewen Music Festival' gave visitors a taste of top international acts like Don Diablo, DJ WuKong and Afrojack, coupled with a fireworks and drone show.

Across Sentosa, Island Partners such as Topsy Unicorn, W Singapore – Sentosa Cove and FOC by the Beach also hosted sold-out celebrations.



## Sentosa Golf Club: Celebrating 50 Years and Hosting World-Class Tournaments

Sentosa Golf Club (SGC) commemorated its 50th anniversary from 5 to 7 October 2024 with a food fiesta and golf carnival for its members, stakeholders and the public. The festivities drew close to 1,800 flight submissions, with 224 participants selected via ballot to play on the iconic course at a special \$50 anniversary green fee. The Club also unveiled a commemorative coffee table book, offering a glimpse into its 50-year history.

2025 also saw the return of various world-class tournaments. From 27 February to 2 March 2025, SGC's The Tanjong course hosted the 'HSBC Women's World Championship 2025', showcasing the world's top 17 ranked players. Among them were defending champion Hannah Green, Celine Boutier, Jeeno Thitikul and World No. 1 Ruoning Yin. Crowd favourite Lydia Ko finally clinched her first title at the tournament after 10 previous attempts, winning by four shots.

Meanwhile, 'LIV Golf' returned to Sentosa Golf Club from 14 to 16 March 2025, bringing its high-energy 54-hole format back to Singapore as part of its third global season. The tournament featured top players, including Jon Rahm, Brooks Koepka and Joaquin Niemann, who claimed victory and a US\$4 million prize.



## Singapore Cable Car x Hello Kitty: 50th Anniversary Celebration

Singapore Cable Car and Hello Kitty marked a special milestone together, with both brands commemorating five decades of nostalgia and adventure in 2024.

As part of the celebration that ran from June to December 2024, the Mount Faber Line was transformed into a visual spectacle, featuring cabins adorned with designs containing Hello Kitty and her sister Mimmy, their parents, as well as Dear Daniel. As the only brand in Southeast Asia celebrating its golden jubilee alongside Hello Kitty, Singapore Cable Car created an exclusive experience for visitors.

At Mount Faber Peak, guests were greeted by a two-metre-tall Hello Kitty sculpture dressed in a custom-designed gold outfit for the joint anniversary. Vintage cabins styled with Hello Kitty elements also offered nostalgic photo opportunities to mark the occasion.



**Charting New  
Waters: Advancing  
Momentum**

## INFRASTRUCTURE AND VENUE ENHANCEMENTS

### Waterfront Lifestyle Development at Resorts World Sentosa

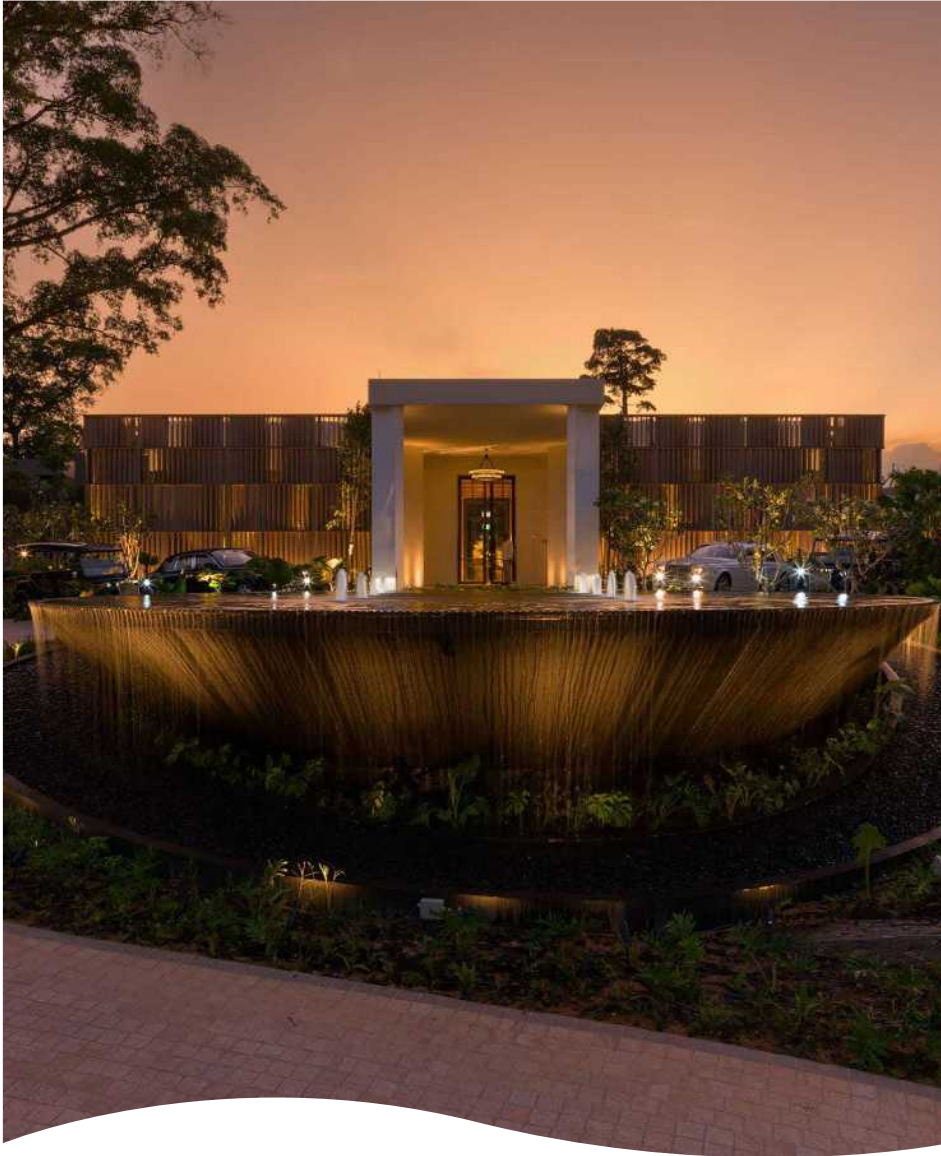
As part of its ambitious Resorts World Sentosa (RWS) 2.0 expansion, RWS began construction on its new Waterfront Lifestyle development, marked by the groundbreaking ceremony led by Mr Alvin Tan, Minister of State for Trade and Industry and Culture, Community and Youth on 15 November 2024. The ceremony featured a symbolic planting of *Hopea odorata* saplings, underscoring RWS' commitment to sustainable growth.

Scheduled for completion by 2030, this development will elevate Singapore's Greater Southern Waterfront by introducing premium lifestyle experiences, including a scenic waterfront promenade, a four-storey retail and dining complex with entertainment facilities and two luxury hotels offering a total of 700 rooms.

Additionally, award-winning architectural firm Benoy will craft an immersive mountain trail, while a landmark sculptural public attraction co-designed by Heatherwick Studio will serve as a new architectural icon.



## HOSPITALITY AND LEISURE UPGRADES



### Launch of Raffles Sentosa Singapore

Raffles Sentosa Singapore, Singapore's first all-villa resort, officially opened its doors on 3 March 2025. Developed by the Royal Group and managed by Raffles Hotels & Resorts, the resort spans 100,000 square metres of lush greenery and comprises 62 private villas, each featuring a pool and outdoor terrace designed by award-winning studio Yabu Pushelberg.

Guests can also indulge in a variety of experiences during their stay. Holistic wellness takes centre stage at the Raffles Sentosa Spa, housed in a restored heritage building, while five signature dining concepts, including Empire Grill and Royal China, offer diverse culinary experiences. Sustainability is reflected in offerings like the Sentosa Sling, made with upcycled and garden-grown ingredients.

Ahead of the opening, the resort marked Singapore's 60th birthday with a '60 Trees for 60 Years' planting ceremony on 27 February 2025. Native species, including the endangered Seashore Mangosteen, were planted to form a green archway along the entrance, anchored by two heritage Ficus trees as a natural centrepiece.



## HOSPITALITY AND LEISURE UPGRADES

### A New Era for Dining at Mount Faber Peak

Dusk @ Mount Faber Peak reopened in October 2024 with a refreshed dining concept, along with the debut of The Mirabilis Bar.

Celebrated for its stunning sunset views, Dusk introduced a modern European menu infused with Asian flavours, redefining the casual dining experience. Guests can opt for a private dining option for a more intimate setting or witness the artistry of culinary preparation in the newly designed show kitchen.

Located adjacent to the restaurant, The Mirabilis Bar offers a distinctive botanical-themed setting inspired by the Four O'Clock flower, which blooms in the late afternoon. The immersive space features a five-metre floral centrepiece and luminescent vines, where guests can enjoy floral-infused cocktails crafted by in-house mixologists.



### Tanjong Beach Club Reopening

After a four-month hiatus, Tanjong Beach Club made its comeback in March 2025, unveiling a refreshed space that continued its original mission of celebrating beach culture in the heart of the island city.

First opened in 2010, the club returned with new interiors, updated menus and curated programming. Sydney-based design studio Akin Atelier crafted a modern take on mid-century beach house aesthetics, blending nostalgia with contemporary elegance through thoughtfully crafted zones.

An elevated food concept was introduced under Head Chef Mong Zhen Yew, reimagining the classic beachside barbecue into refined, wood-fired coastal cuisine. To complement the experience, a new cocktail menu was developed in collaboration with award-winning bar collective Cat Bite Crew.

## ATTRACTIONS AND DISCOVERY HIGHLIGHTS



### Minion Land Debuts at Universal Studios Singapore

Universal Studios Singapore unveiled 'Minion Land', an immersive expansion celebrating the beloved Despicable Me and Minions franchise in February 2025. The new themed land comprises three distinct zones, namely 'Minion Marketplace', 'Gru's Neighbourhood' and 'Super Silly Fun Land'.

Key attractions include the 'Minion Mayhem' simulator ride, Singapore's exclusive 'Buggie Boogie' carousel and the 'Silly Swirly' ride. Guests can enjoy themed retail, carnival games, unique dining and numerous photo opportunities, creating memorable experiences for families.

### Arrival of Harry Potter: Visions of Magic

Debuting in Asia for the first time in November 2024, 'Harry Potter: Visions of Magic' takes guests on a self-guided journey of the wizarding world at RWS. As the largest installation of its kind globally, this immersive showcase features 10 environments, including two exclusive chambers making their world debut.

Equipped with interactive wands, guests can reveal hidden enchantments and uncover mysterious secrets in different settings, from the iconic 'Knight Bus' to the haunting 'Chamber of Secrets'.

Designed to captivate both first-time visitors and fans, the interactive experience concludes with a specially designed retail space, where guests can explore exclusive merchandise and savour Butterbeer.



## ATTRACTIONS AND DISCOVERY HIGHLIGHTS

### Wings of Time Fireworks Symphony

To mark its 10th anniversary, Sentosa's iconic Wings of Time night show was rebranded as 'Wings of Time Fireworks Symphony' in February 2025, featuring an extended fireworks finale four times longer than before.

As Singapore's only daily fireworks display, the award-winning show at Siloso Beach continues to captivate audiences. It features state-of-the-art 3D projection mapping, lasers, water effects, and nearly 200 pyrotechnic shots soaring up to 40 metres. This grand finale has been enjoyed by over six million visitors since its 2014 debut.



### Reopening of KidZania Singapore

KidZania Singapore reopened in May 2024 under Sim Leisure Group, reigniting its mission to blend fun, learning and real-world experiences in a city built just for kids. This interactive, kid-sized world invites young explorers to take the lead, offering immersive role-play that brings inspiration, play and education together.

### Madame Tussauds Singapore – New Figures and Experiences

Madame Tussauds Singapore delivered a year of high-profile figure launches, including Miss Universe 2015 Pia Wurtzbach, Broadway star Lea Salonga, Doctor Strange and Zendaya in a custom Valentino gown.

In line with Singapore's SG60 celebrations, the attraction unveiled a refreshed 'Images of Singapore' experience in March 2025, featuring AI digital humans, interactive screens and immersive displays that brings Singapore's history to life.





**Digital Currents:**  
Waves of Innovation  
in a Connected World

## FOR GUESTS

## Enhancing Guest Engagement Through Artificial Intelligence

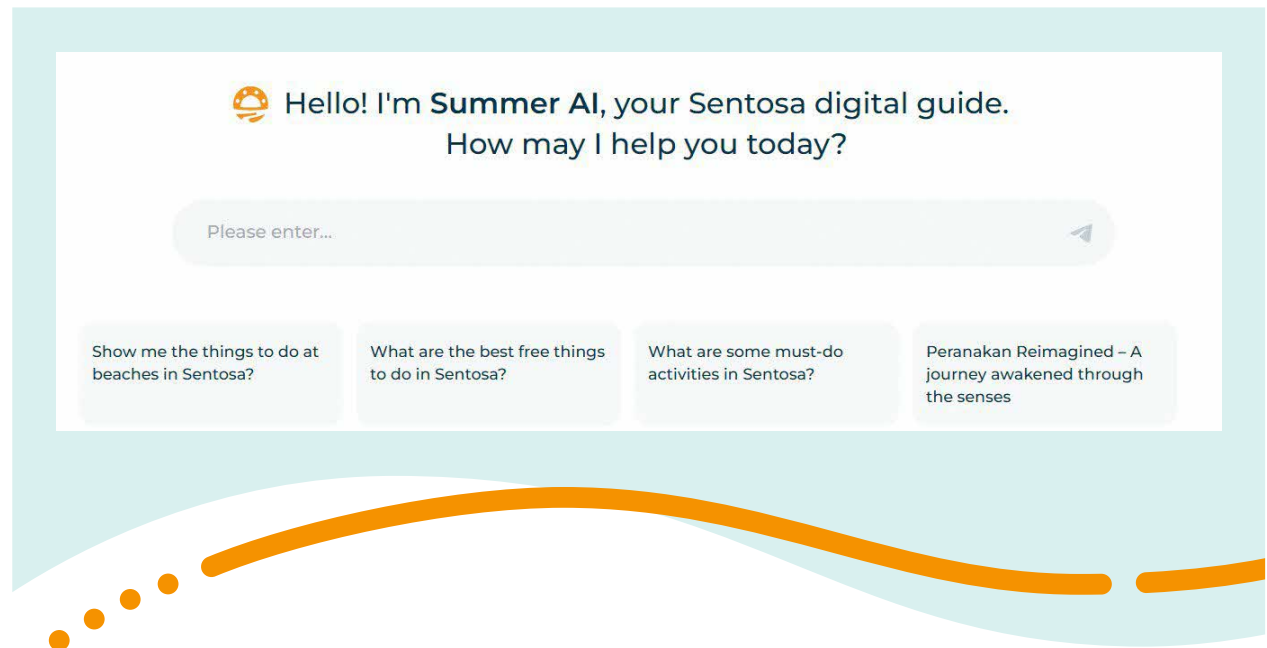
Constantly innovating, Sentosa Development Corporation (SDC) leveraged technologies such as Artificial Intelligence (AI) to enhance guest engagement on several fronts.

March 2025 marked the launch of the 'Summer AI Chatbot', a significant milestone in Sentosa's efforts to improve guest experience digitally. Designed to streamline guest interactions, a conversational AI was developed and fully integrated into the Sentosa website (Sentosa.com.sg) and the 'MySentosa' app. This provided round-the-clock automated assistance for frequently asked questions, event details and wayfinding support for guests.

The Islander Loyalty Programme was also enhanced with AI-powered Optical Character Recognition (OCR) technology to improve point-earning processes for members.

This newly integrated system enabled members to upload receipt photos within 24 hours of purchase on the 'MySentosa' app, where OCR technology allows for instant point accrual.

These improvements led to a 67 per cent rise in average monthly points earned and a 116 per cent increase in monthly voucher redemptions. The initiative enhanced operational efficiency for both SDC and its Island Partners while driving guest engagement beyond Sentosa.



## FOR EMPLOYEES



## Digital Transformation: Introducing Cumulus-Workday

SDC undertook a major digital transformation of its Human Resource and Finance operations by implementing 'Cumulus-Workday', a cloud-based Software-as-a-Service solution that replaced its decade-old legacy systems. After an eight-month implementation period from June 2024 to February 2025, 825 users across SDC and its subsidiaries migrated to the new platform, benefiting from streamlined workflows, enhanced operational efficiency and mobile accessibility.

## Driving Workplace Innovation: Workday Kaki

In February 2025, SDC successfully launched 'Workday Kaki', an AI-powered human resource companion hosted on the Government Technology Agency's AI Bot platform. Designed to streamline staff Workday onboarding and offer IT support, the virtual assistant reflects SDC's commitment to tap intelligent automation and future enhancements, such as policy interpretation, to drive workforce productivity.



## FOR EMPLOYEES

## Mobility-as-a-Service: Transforming Internal Transportation

Addressing opportunities for internal transport, SDC launched a 'Mobility-as-a-Service (MaaS)' trial in August 2024. This innovative solution enables all staff to access seamless point-to-point transport via a dynamic, on-demand mobile booking platform for work-related travel.

The service was widely embraced, averaging 1,000 bookings per month and fulfilling nearly 12,000 transport requests from August 2024 to March 2025. It featured real-time and advance-booking capabilities, along with live vehicle tracking, group bookings and intelligent ride pooling.

This initiative notably improved operational efficiency, reducing travel time on the island for all staff. With the trial's success, MaaS became a permanent solution to provide improved service-oriented mobility for staff.



## Enhancing Employee Experience

Three new collaboration spaces at SDC were launched for staff, providing dynamic environments that support collaboration and breakthrough thinking. Featuring amenities such as high-definition displays, premium writable glass panels and magnetic whiteboards, each space was named after SDC's Core Competency Framework (CCF) pillars – People, Purposeful and Possibilities.

# Bridging Oceans: Strengthening Ties Through Community and Sustainability



More information on our sustainability initiatives will be provided in the SDC Sustainability Report

## MICE AND INDUSTRY PARTNERSHIPS

### Sentosa Development Corporation and NTUC LearningHub Partner to Upskill Tourism Workforce

Sentosa Development Corporation (SDC) and NTUC LearningHub (NTUC LHUB) formalised a three-year partnership in July 2024 to upskill 15,000 tourism workers across SDC and its Island Partners. Supported by Resorts World Sentosa (RWS), the initiative is part of broader efforts to enhance the tourism sector.

Central to this partnership is the 'One Sentosa Transformation and Equipping Platform (1-STEP)', a learning framework designed to address emerging tourism capabilities, such as customer experience, wellness, regenerative tourism, sustainability, as well as data and artificial intelligence.

Leveraging the expertise of training providers specially onboarded by NTUC LHUB, 1-STEP offers tourism-specific programmes and customised training for tourism workers. A feature under 1-STEP is the 'Sentosa Learning Festival (SLF)', which made its debut from 24 June to 5 July 2024. SLF provides industry-focused masterclasses and workshops on tourism-related topics and equips workers to address future challenges.

Over the three-year period, the initiative is expected to engage 2,000 participants, implement 100 transformative projects and support 15 Island Partners in attaining two tourism-related certifications.



## MICE AND INDUSTRY PARTNERSHIPS

Reimagining MICE on Sentosa:  
Where Nature Meets Business

SDC continued to redefine the Meetings, Incentives, Conferences and Exhibitions (MICE) landscape, expanding Sentosa's position as a premier business events destination. By offering world-class facilities set against natural landscapes, Sentosa provides an ideal setting for sustainability-focused thought leadership discussions. These events enhance the island's reputation as a hub for Green Conferences, in line with the Sustainable Sentosa Roadmap.

To date, the island has hosted flagship environmental and wellness conferences, including the 'GSTC Global Sustainable Tourism Conference', 'International Association of Amusement Parks and Attractions (IAAPA) APAC Sustainability Summit' and the inaugural 'Founders Longevity Forum'.

Leveraging the One Sentosa Strategy, prominent business events, such as the '20th World Economic Young Global Leaders Forum' and 'Caixin Asia New Vision Forum 2024' were also secured. SDC also expanded its footprint in the direct selling sector through major Amway Japan and China incentive events.

Strategic partnerships with Singapore venue operators have attracted high-profile social networking events from global exhibitions, including the 'Straumann-International Team for Implantology Social Party' and the 'Tax-Free World Association Asia Pacific Exhibition & Conference Closing Party'.



## MICE AND INDUSTRY PARTNERSHIPS



## Hosting the Global Sustainable Tourism Conference 2024

As Asia's first island destination certified by the Global Sustainable Tourism Council (GSTC), Sentosa was proud to be the venue for the 'Global Sustainable Tourism Conference' in November 2024. The event brought together 500 delegates from 55 countries, bolstering Sentosa's position as a global platform for sustainability thought leadership.

The two-day conference took place at Equarius Hotel, with the welcome and closing dinners held at ONE°15 Marina Sentosa Cove and Village Hotel Sentosa respectively. Throughout the event, the function venues emphasised sustainable sourcing, with all meals featuring locally grown ingredients and floral arrangements that were crafted using Sentosa's own plants.

Participants also joined five sustainability-focused tours curated by SDC and its Island Partners, offering insights into the island's ongoing green initiatives. Highlights included a back-of-house tour of initiatives by RWS, eco-tourism offerings on Lazarus Island and guided visit to the RISE sustainability showcase, which featured contributions from the Sentosa Carbon Neutral Network (SCNN).

## SUSTAINABILITY AND ENVIRONMENTAL INITIATIVES



### RISE: Showcasing Island-Wide Sustainability

In May 2024, Sentosa unveiled 'RISE', an interactive sustainability showcase at Beach Station that ran until December, presenting islandwide sustainability efforts to more than 1.2 million guests.

Through a series of interactive exhibits and art installations, as well as an upcycling workshop, 'RISE' highlighted more than 100 sustainability initiatives and offerings that underpin Sentosa's efforts towards its sustainability goals.

To accurately showcase best practices that are taking place every day, each installation was created in collaboration with businesses on the island, such as members of the SCNN. Initiatives such as solarisation, farm-to-table practices and marine habitat conservation, among others, were presented in eye-catching and digestible forms.

These include the incorporation of 1,388 plastic bottles from W Singapore - Sentosa Cove as creative backdrops, 338 amenity kit bottles from Shangri-La Rasa Sentosa transformed into an installation display, as well as 48 king-sized bedsheets from Resorts World Sentosa that were transformed into a seagrass installation. Guests could also write their pledges for sustainability on upcycled banner strips.

Beyond promoting environmental stewardship among guests and staff, 'RISE' bolstered Sentosa's leadership in sustainable tourism, while supporting the Singapore Green Plan 2030.



## SUSTAINABILITY AND ENVIRONMENTAL INITIATIVES



### Sentosa's Butterfly Corridor

In June 2024, SDC strengthened its commitment to sustainability with the creation of a butterfly corridor at Imbiah Terrace, connecting the Imbiah Nature Area to Sentosa Sensoryscape. Developed in close collaboration with local butterfly expert Mr Khew Sin Khoon, the corridor features over 3,000 trees, shrubs and ground covers. These were specially selected to attract butterflies in Singapore, such as the Lime Butterfly, and support their life cycle.

Aligned with Singapore's 'City in Nature' vision, the butterfly corridor aims to support the growth of the local butterfly population and aid in the recovery of vulnerable and endangered species. By linking various natural habitats, the corridor facilitates butterfly movement across Sentosa, the Southern Islands and mainland Singapore.

The site integrates 30 plant species, including 10 native varieties. These were handpicked for their ecological benefits, adaptability to local weather and their ability to attract and support the life cycle of butterflies in Singapore, such as the Tailed Jay.

## SUSTAINABILITY AND ENVIRONMENTAL INITIATIVES

### Advancing Diversity, Inclusivity and Accessibility

In SDC's efforts to foster a diverse, equitable and inclusive workplace, several initiatives were rolled out to advance diversity, inclusivity and accessibility.

In 2024, the organisation welcomed four additional Persons with Disabilities (PwDs) among the staff as well as three PwD interns, while also ensuring that existing employees were specially trained to assimilate staff who are differently abled.

During the year, SDC also strengthened its fair employment practices by implementing the Tripartite Guidelines on Fair Employment Practices (TGFEF). This highlighted the merit-based hiring process, ensuring impartial and objective talent assessment. All hiring managers and HR recruiters completed comprehensive TGFEF training and competency-based interview workshops to reinforce fair, evidence-based hiring.

Building on these efforts to promote inclusivity, SDC introduced two permanent accessible beach tracks on Siloso and Palawan beaches in December 2024, covering over 450 square metres. These tracks ensured that everyone, including PwDs, could experience Sentosa's beautiful coastal landscapes. Additionally, two beach wheelchairs were introduced to enhance the beach experience through greater mobility and access to water play.

Complementing the island's first accessible beach track, SDC also introduced the 'Sentosa Wheel Venture Accessibility Tour', a five-hour adventure designed for and led by PwDs. This first-of-its-kind tour includes an accessible route to attractions such as Sentosa Nature Discovery, SkyHelix Sentosa, Palawan Beach and UltraGolf at The Palawan @ Sentosa. Each tour ensures that every mobility-challenged visitor can explore and appreciate the island's attractions.



## SUSTAINABILITY AND ENVIRONMENTAL INITIATIVES



### Sentosa Cares Week

From 31 August to 12 September 2024, Sentosa hosted the second edition of 'Sentosa Cares Week', an initiative by SDC and its Island Partners to uplift disadvantaged families and PwDs. The week-long event welcomed more than 1,300 beneficiaries with special needs from various voluntary welfare organisations, offering them inclusive and enriching experiences across the island.

Participation grew this year, with the addition of six new Island Partners - HyperDrive, KidZania Singapore, Scentopia, Ficus Café, Royal Taj and Amara Sanctuary Sentosa - and a 20 per cent increase in beneficiaries.

In total, over 20 itineraries were curated in collaboration with 19 Island Partners, many of whom made accommodations for sensory disabilities and special dietary requirements, allowing more beneficiaries to participate in the event.

## COMMUNITY AND SOCIAL IMPACT INITIATIVES

## Promoting Sustainable Educational Tourism in Sentosa

SDC and STIC Travel Group signed a one-year Memorandum of Understanding on 23 October 2024 to enhance Sentosa's appeal as a sustainable tourism destination to the Indian market. This partnership aims to create immersive educational experiences for Indian students, while highlighting Sentosa's sustainability efforts and diverse ecosystems.

As part of the collaboration, the 'Uncharted Sentosa' tour was launched in November 2024, offering students hands-on learning opportunities, from marine conservation explorations and nature walks, to eco-tours and interactive workshops. While shaping their global perspectives, the initiative also armed them with practical knowledge on sustainability.



## COMMUNITY AND SOCIAL IMPACT INITIATIVES

### Sentosa Sensoryscape: Growing Hub for Community and Sustainability Events

Sentosa Sensoryscape continued to evolve as a dynamic venue for community and sustainability-driven events. In March 2025, the 'World Wide Fund for Nature (WWF) Earth Hour Festival' drew over 14,000 attendees, with educational booths, hands-on workshops and the symbolic 'Switch Off Ceremony' inspiring positive action for the climate.

In the same month, the island hosted its first-ever 'Sentosa K-POP Dance Showdown', where local talents competed for a chance to perform with Jam Republic's Kirsten, Ling and Shaheem.

In commemoration of World Alzheimer's Day in September 2024, SDC highlighted cognitive health through wellness activities and outreach initiatives, as part of our commitment to inclusivity.

These milestone events reflect Sensoryscape's growing role as a hub for major events. As of March 2025, Sensoryscape had earned over 2 billion social media impressions and ranked seventh on 'TripAdvisor's Things to Do in Singapore'.



### Sentosa Nature Film Festival

In November 2024, Sentosa hosted Singapore's first-ever nature film festival, 'Earth in Focus', organised by Wild Space. Held at Siloso Beach, the festival celebrated the natural world through storytelling in an open-air cinema surrounded by nature.

A key highlight was the premiere of the documentary 'SENTOSA', which explored the island's rich biodiversity and heritage through the eyes of a long-time resident and #Sentosian, Madam Asmah Aziz. Her heartfelt narration offered a personal lens into the island's ecosystems and the daily wonders of life on Sentosa.

The event also featured the launch of 'Sentosa Nature Quest', an immersive mobile-based trail experience designed to deepen visitors' connection with nature.



# Victory Dive: Celebrating Milestones, Recognising Greatness



## #ONESENTOSA – SDC ORGANISATIONAL AWARDS

### Sustainability Impact Award

On the sustainability front, Sentosa Development Corporation (SDC) received the Sustainability Impact Award (Large Enterprise), presented by The Business Times and United Overseas Bank. This accolade highlights SDC's strong commitment to environmental stewardship and the collective efforts of the Sentosa Carbon Neutral Network (SCNN) in advancing island-wide sustainability initiatives to safeguard Sentosa's future.

This accolade recognises SDC's unwavering commitment to impactful action towards sustainability as One Sentosa. Beyond SDC, the collective efforts of the entire island ecosystem, represented by Sentosa's Island Partners and the SCNN, help to drive system-level changes to ensure that Sentosa can be enjoyed for many generations. These collective sustainability efforts also serve to create lasting memories for guests, while securing benefits for the environment and communities.



## #ONESENTOSA – SDC ORGANISATIONAL AWARDS

## President's Volunteerism & Philanthropy Award

Recognising the organisation's ongoing commitment to inclusive tourism and meaningful community impact, SDC was honoured with the President's Volunteerism & Philanthropy Award by the National Volunteer and Philanthropy Centre. Additionally, SDC was named a 'Champion of Good' for its exemplary leadership and role as a multiplier of positive social impact.

These accolades reinforce SDC's mission to make Sentosa a welcoming destination for everyone, regardless of ability. This is exemplified through initiatives which enhance inclusivity, such as Singapore's first accessible beach tracks and the Sentosa Wheel Venture Accessibility Tour.



## #ONESENTOSA – SDC ORGANISATIONAL AWARDS



## Sentosa Sensoryscape: Award-Winning Design and Innovation

Sentosa Sensoryscape won the 2024 'MUSE Design Award for Architectural Lighting' and five Platinum Design Awards across 'Public Space, Landscape and Innovative Lighting Design'. It also received the 'BCA Project of the Year Award 2024' and an Honourable Mention from the International Federation of Landscape Architects at the 'IFLA APR AAPME 2024 Awards'.

## #ONESENTOSA – SDC ORGANISATIONAL AWARDS

### National Resilience and Safety Recognition

Highlighting SDC's active role in Total Defence 2024, including Exercise SG Ready, the organisation received the Total Defence Award from Nexus, Ministry of Defence, for its commitment to national resilience. In partnership with Island Partners, the exercise tested the 'Sentosa Resilience Framework' through simulated disruptions, reaffirming SDC's readiness to handle potential threats.

SDC also earned two awards at the 2024 National Safety & Security Watch Group (NSSWG) Awards, organised by the Singapore Police Force and Civil Defence Force. It received the TOPSIS Outstanding Award for the fifth time, recognising sustained efforts in safety innovation and operational excellence, including frontline mentorship, enhanced training and quality assurance. Additionally, SDC won the NSSWG Outstanding Individual Award for its strong collaboration with enforcement agencies to strengthen workplace safety and security.



## #ONESENTOSA – SDC ORGANISATIONAL AWARDS

## Sentosa's Global Recognition: Strengthening Destination Appeal and MICE Excellence



Sentosa's reputation as a premier destination was further acknowledged through a series of prestigious accolades. The island ranked seventh on Trip.com's 'Global 100 Best Things To Do' list and was named Best Island Destination (Asia Pacific) at the 'Travel Weekly Asia Readers' Choice Awards'. Its commitment to sustainability was also recognised with the Sustainability Champion Award at the 'Klook Partner Appreciation Awards'.

On the MICE front, SDC was awarded the Outstanding Event Venue Experience (MICE) accolade at the Singapore Tourism Awards 2024 for successfully hosting the Trip.com 'Group Global Partner Summit' in October 2023 – the first time the event was held outside China.

Over 2,000 delegates stayed at accommodations ranging from Resorts World Sentosa (RWS) to Amara Sanctuary Sentosa and Shangri-La Rasa Sentosa, while exploring the island's diverse experiences.



A key highlight was the beachfront welcome dinner on Siloso Beach, featuring a fusion of local and international cuisine, which provided delegates with an authentic Singaporean experience in a relaxed setting for networking.

Beyond showcasing Sentosa's strong MICE capabilities, the event highlighted SDC's close collaboration with its Island Partners – including Mount Faber Leisure Group, Sentosa Golf Club and Yacht Cruise SG, among others – to collectively deliver standout event experiences.

Individually, SDC's Pugunes Visvanathan received the Customer Service Excellence (Attractions) award, while Nur Ilyiani Razali was named a finalist.

## #ONESENTOSA – SDC ORGANISATIONAL AWARDS

### Digital Technology and Innovation Achievements

Throughout the year, SDC received multiple awards recognising its leadership in digital innovation and technology-driven guest experiences across both government and industry platforms.

At the GovInsider Festival of Innovation Awards 2025, SDC took home three accolades, including the Digital Economy Award (Whole-of-Government category) for its Enhanced Digital Loyalty Programme. It also earned a Special Mention in the Transformative Agency of the Year category, recognising digital efforts under the Sustainable Sentosa Framework, such as the API Gateway and Carbon Footprint Calculator.

At the IDC Future Enterprise Awards 2024, SDC was named Best in Future of Enterprise Intelligence (Singapore) for its strategic use of technology to drive performance and future-readiness. In particular, the launch of a next-generation Customer Relationship Management (CRM) system in March 2024 integrated guest data across departments, streamlined internal processes and enabled more personalised engagement. Notably, the Guest Insights and Experience Team significantly improved visitor feedback turnaround times, elevating service standards across the board.

Further cementing its digital transformation under the 'Smart Sentosa' initiative, SDC received two awards at the 9th OpenGov Asia Recognition of Excellence Awards.

At the MTI Firefly Symposium 2024, SDC received the Bronze Innovative Project/Policy Award for its 'Smart Digital Experience' initiative, which enhanced the guest journey through AI-powered recommendations, straight-to-gate ticketing and a unified platform for trip planning across Sentosa and its Island Partners.

In the individual category, Teo Li Li, Director of Digital Business Enablement and Ivan Teo, Director of Digital Marketing, were honoured with the Exemplary Firefly Award for driving innovation within SDC. Li Li led the implementation of enterprise digital tools such as AI chatbots and a cross-divisional platform, while Ivan spearheaded immersive experiences including the 'Discovery Neverending NFT' collection and 'SentosaLand' on the Metaverse.



## #ONESENTOSA - SDC ORGANISATIONAL AWARDS

### Creative Excellence and Communications Accolades

A slew of creative and impactful initiatives from the organisation across the year were recognised with wins across multiple prestigious platforms. At the Singapore Media Marketing Awards 2024, SDC took home Gold for Best Response Campaign and Local Hero of The Year (in collaboration with GOVT Singapore) with the 'Sentosa First Dippers Campaign'. This campaign also won Silver for Best Campaign with Small Budget, while the Sensoryscape Launch Campaign earned Bronze for Best Brand Awareness. Additionally, the 'First Dippers Campaign' was awarded Silver for Best Use of Real-Time Responses at the Creative Circle Awards (GONG) 2024.



Further accolades followed with a Public Sector Award at the PRCA APAC Awards 2025, recognising the innovative, multi-sensory storytelling that defined the Sentosa Sensoryscape soft launch.

In the same year, Sentosa secured a double win at the Marketing-Interactive PR Awards 2025, claiming Gold for Best PR Campaign in Government/Public Services for the Sensoryscape Launch Campaign and Bronze for Best Use of Social Media in Crisis Communications for the 'First Dippers Campaign'.



## SDC INDIVIDUAL AWARDS

### Go-the-Extra Mile for Service Award 2024

In January 2024, seven exceptional SDC staff received the Ministry of Trade and Industry's Go-the-Extra Mile for Service (GEMS) Award in recognition of their dedication to outstanding service standards and commitment to delivering exceptional guest experiences.

They include GEMS Award recipient, Pushpanathan Subramaniam, along with Commendation Award recipients - Mohammed Mirza Shah Bin Mohammed Iskandar, Abu Baker Hassan, Pravina Nair, Marina Paranjothy, Juriah Yakin and Muhamad Nabil Bin Mohamad Daud, who have made remarkable contributions to service excellence.



### GOING-THE-EXTRA-MILE SERVICE (GEMS) AWARD



### GOING-THE-EXTRA-MILE SERVICE (GEMS) AWARD



SDC INDIVIDUAL AWARDS



ASA EXSA Awards 2024

At the 2024 ASA EXSA Awards held on 14 January 2025, SDC secured 26 awards across multiple categories: 11 Silver, 5 Gold and 10 Star awards. Additionally, Navinah Palaniappan from the Sales, Business and Channels Development – Ticketing Operations team was recognised as a finalist for the prestigious Super Star Award.



## SDC INDIVIDUAL AWARDS

### CEO STAR Awards 2024

The 2024 CEO STAR Awards was held on 24 October, celebrating individuals and teams who went above and beyond to deliver exceptional guest experiences. A total of five individuals – Ganasharan Easwarn, Juriah Yakin, Vivien Tan, Kaliaman Visvanathan and Nur Ilyiani Binte Razali – and one team comprising – Julynn Quek Su Hua, Amsarrizal Saad, Muhammad Amirian Bin Hamdan, Balasandran Kandasamy and Taufik Ahmad Ayuni – were recognised with the STAR Experience Awards for their extraordinary contributions to delighting visitors. Three individuals – Jennyline Fan, Alfred Loh and Marco Tan – received the STAR Resilience Award for demonstrating strength in the face of challenges.

In acknowledging excellence in workplace safety, Richard Tan and the Sales, Business and Channels Development team were presented with the Workplace Safety & Health Award.

Additionally, two teams walked away with the STAR Collaboration Award in recognition of their outstanding cross-functional teamwork.

The first was the SDC Sales, Business and Channels Development (BXD) team for their successful delivery of the Trip.com 'Group Global Summit 2023'.

The second cross-divisional team, comprising colleagues from Marketing and Guest Experience (MGX), Digital Technology Transformation (DTT), Corporate Planning and Development (CPD), and Human Resource and Administration (HR), earned recognition for their groundbreaking 'CRM Phase 1 – B2C Rollout' initiative, which secured the 1st Runner-Up position in the Collaboration category at the CEO Star Awards.

The CRM Phase 1 implementation revolutionised guest data management through the seamless integration of Salesforce platforms with existing systems. This enabled enhanced personalisation capabilities, empowering data-driven decision making across all customer touchpoints.





## Sentosa Golf Club's Accolades

Sentosa Golf Club continued to cement its reputation as a premier golfing destination, with The Serapong and The Tanjong securing the top two rankings in Singapore on Golf Digest's list of Best Golf Courses in Asia.

At the 2024 World Golf Awards, Sentosa Golf Club clinched three accolades, including Asia's Best Eco-Friendly Golf Facility, Singapore's Best Golf Course (The Serapong) and Asia's Best Golf Course (The Serapong).

In addition, the LIV Golf Singapore tournament was awarded the GEO (Sustainability) Certification from the GEO Foundation, in recognition of its commitment to sustainable practices.



## Mount Faber Leisure Group's Accolades

Mount Faber Leisure Group (MFLG) earned numerous accolades throughout the year, reinforcing their commitment to quality and service excellence.

At the NTUC May Day Awards 2024, MFLG was honoured with the Plaque of Commendation for its dedication to employee development and operational productivity, enabled through innovations in queue management, cable car occupancy tracking and data analytics.

Their attractions also continued to gain global recognition. Wings of Time was listed among the Trip.com Best 2024 Global 100 Nightlife, while the Singapore Cable Car was ranked in the Trip.com Best 2024 Asia 100 Best Things to Do. In recognition of its efforts to deliver immersive experiences, MFLG received the Best of Singapore (Attractions) accolade at the Klook Partner Awards 2024.

The 'Singapore Cable Car 50th Anniversary' campaign was recognised for its compelling storytelling and strong media outreach, winning:

- Silver in Communications/Public Relations at the Marketing Excellence Awards 2024
- Three PRCA APAC Awards 2025: Media Relations, Strategic Communications and Travel and Lifestyle
- Gold Standard Award for Media Engagement (In-House) at the Gold Standard Awards 2024
- Best in Product Reviews (Earned) at the IN2 SABRE Awards Asia-Pacific
- Two Silver accolades for Best Media Relations Strategy and Best PR-led Integrated Communications at the MARKETING-INTERACTIVE PR Awards 2025

MFLG's F&B concepts also stood out. Dusk and The Mirabilis Bar @ Mount Faber Peak received the Platinum Award for Interior Design at the French Design Awards, while Arbora @ Mount Faber Peak was recognised under the Singapore Food Agency's Farm-to-Table Recognition Scheme for its commitment to locally sourced vegetables and eggs.

Finally, Peek-a-loo at Mount Faber Peak received its second ASEAN Public Toilet Standard certification for 2025, making it one of only five public restrooms in Singapore to meet the ASEAN Tourism Standards' stringent criteria for design, cleanliness and safety.



## Island Partners' Accolades

### Resorts World Sentosa

- Inducted into Travel Hall of Fame for the second year running - TTG Travel Awards 2024
- Won Best Sustainability Initiative (Hotel) award - M&C Asia Stella Awards 2024

### The Barracks Hotel Sentosa

- Ranked #1, Top 25 Hotels in Singapore and Top 25 Luxury Hotels in Singapore - TripAdvisor Best of the Best Award 2024

### The Outpost Hotel Sentosa

- Singapore's Leading Lifestyle Hotel - World Travel Awards 2024
- Ranked #5, Top 25 Hotels in Singapore and Top 25 Luxury Hotels in Singapore - TripAdvisor Best of the Best Award 2024

### Village Hotel Sentosa

- Second Place, Best Hotel Pools in Singapore - Travel + Leisure Luxury Awards Asia Pacific 2024
- Ranked #25, Top 25 Hotels in Singapore - TripAdvisor Best of the Best Award 2024
- Winner, People's Choice Award - EdgeProp Singapore Excellence Awards 2024

### Oasia Resort Sentosa

- Ranked #23, Top 25 Luxury Hotels in Singapore - TripAdvisor Best of the Best Award 2024

### Oasia Spa

- #1 Hotel Spa in Singapore - Travel + Leisure Luxury Awards Asia Pacific 2024
- Gold Winner, Best Spas & Wellness Centres and Silver Winner, Best Massage Treatments - Expat Living Readers' Choice Awards 2024



**Sentosa Development Corporation**

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