sentosa™
where discovery never ends



DISCOVERY

Annual Report **2025/2026**

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Sentosa Development Corporation

ANNUAL REPORT 2025/2026

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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 a 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 Cove Resort Management Pte Ltd is a wholly owned subsidiary of SDC, while Sentosa Golf Club is a proprietary club of SDC.

SDC also owns the Singapore Cable Car Sky Network, managed by Mount Faber Leisure Group Pte Ltd, a wholly owned subsidiary.

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.

Entities	**Staff Strength** (as of 30 Sep 25)
SDC Sentosa Development Corporation	124
SDC-SLM Sentosa Leisure Management Pte. Ltd.	541
SDC-SGC Sentosa Golf Club	160
SDC-SCRM Sentosa Cove Resort Management Pte. Ltd.	11
Grand Total	**836**

Sentosa Golf Club

Sentosa Golf Club is one of Asia's most prestigious and established golf destinations. Located on Singapore's iconic Sentosa Island, the Club features two world-class championship courses, The Serapong and The Tanjong, set against a striking city skyline backdrop.

Sentosa Golf Club is renowned for hosting elite international tournaments, including the HSBC Women's World Championship, LIV Golf Singapore and multiple Singapore Opens, welcoming many of the world's leading golfers and Major champions.

The Club is also recognised globally for innovation and sustainability, becoming the first golf club in the world to sign the United Nations Sports for Climate Action Initiative. Recent accolades include Asia's Best Golf Course and Singapore's Best Golf Course at the World Golf Awards.

Under the leadership of General Manager and Resident Golf Course Architect Andrew Johnston, Sentosa Golf Club continues to rank among the Top 100 Golf & Country Clubs worldwide and the Top 50 in Asia-Pacific, reinforcing its position as a global leader in championship golf, hospitality and sustainable excellence.





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 Singapore Flavours, 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 of six stations on two main lines – the Mount Faber Line that connects mainland Singapore to the resort island of Sentosa, and the Sentosa Line that connects to the island's western end at Siloso Point. Mount Faber Leisure Group Pte Ltd is a wholly owned subsidiary of Sentosa Development Corporation.



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

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

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.

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.

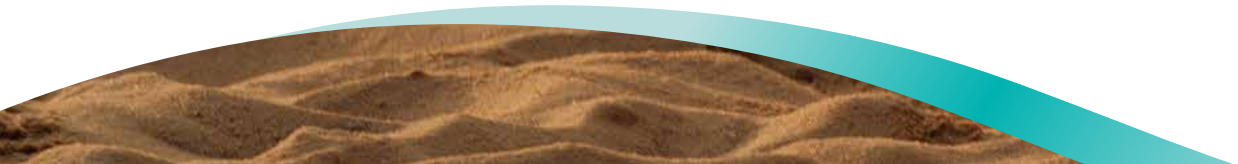
The framework translates our strategic priorities into clear expectations for our people and guides them on the key knowledge, skills and abilities required to be successful in their roles today and in the future. Our staff can utilise the framework to enhance their job performance, and facilitate their 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 2026)

01

BOB TAN BENG HAI

CHAIRMAN

Sentosa Development Corporation

Jurong Engineering Limited

02

EDMUND KOH

DEPUTY CHAIRMAN

Sentosa Development Corporation

CHAIRMAN ASIA PACIFIC

UBS AG

03

THIEN KWEE ENG

CHIEF EXECUTIVE OFFICER

Sentosa Development Corporation

04

ANGELENE CHAN

CHAIRMAN

DP Architects

05

GUNA CHELLAPPAN

COUNTRY GENERAL MANAGER FOR SINGAPORE

Red Hat Asia Pacific Pte Ltd

06

KEVIN GOH

CHIEF EXECUTIVE OFFICER, LODGING

CapitaLand Investment Limited

CHIEF EXECUTIVE OFFICER

The Ascott Limited

07

MARIAM JAAFAR

MANAGING DIRECTOR & SENIOR PARTNER

Boston Consulting Group

08

BENJAMIN STEWART KING

COUNTRY MANAGING DIRECTOR

Google Singapore

09

KEVIN KWOK

COMPANY DIRECTOR

Singapore Technologies Engineering Ltd

Standard Chartered Bank (Singapore) Ltd

10

DR WILLIAM LIM

DIVISIONAL DIRECTOR, PLANNING, PLANNING DIVISION (PLD)

Ministry of Education

11

MELISSA OW

CHIEF EXECUTIVE OFFICER

Singapore Tourism Board

12

MICHAEL SYN

PRESIDENT & HEAD OF GLOBAL MARKETS DIVISION, SGX GROUP

Singapore Exchange Ltd

13

RON TAN AIK TI

EXECUTIVE CHAIRMAN & GROUP CHIEF EXECUTIVE OFFICER

NEON Global

14

TANG ZHI HUI

SENIOR DIRECTOR (INDUSTRY)

Ministry of Trade and Industry, Singapore



SENIOR EXECUTIVE TEAM

(as at 31 March 2026)

01
THIEN KWEE ENG
CHIEF EXECUTIVE OFFICER

02
HEAH SOON POH
ASSISTANT CHIEF EXECUTIVE,
INTEGRATED DEVELOPMENT
& OPERATIONS GROUP

03
LEE CHEH HSIEN
ASSISTANT CHIEF EXECUTIVE,
CORPORATE & SUSTAINABILITY GROUP

04
MICHAEL MA
ASSISTANT CHIEF EXECUTIVE,
BUSINESS & DIGITAL TECHNOLOGY GROUP

05
CHAN BENG KIAT
DIVISIONAL DIRECTOR,
ARCHITECTURE & LAND PLANNING

06
ADDISON GOH
DIVISIONAL DIRECTOR,
BUSINESS & EXPERIENCE DEVELOPMENT

07
CHEW YUN MENG
DIVISIONAL DIRECTOR,
INTEGRATED OPERATIONS

08
ROSALIND CHUA
DIVISIONAL DIRECTOR,
FINANCE & PROCUREMENT

09
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

FY2025/2026 was a year of both vibrancy and vision for Sentosa. The island welcomed 16.4 million visitors, sustaining its position as one of Asia's most visited leisure destinations - a testament to the enduring appeal of Sentosa and the collective efforts of our Island Partners in delivering world-class experiences year after year.

Charting Sentosa's Future: The Greater Sentosa Master Plan (GSMP)

Announced by Minister of State for Trade and Industry Alvin Tan at the Ministry of Trade and Industry's Committee of Supply Debate in March 2026, the GSMP signals a bold and enduring commitment to Sentosa's long-term transformation.

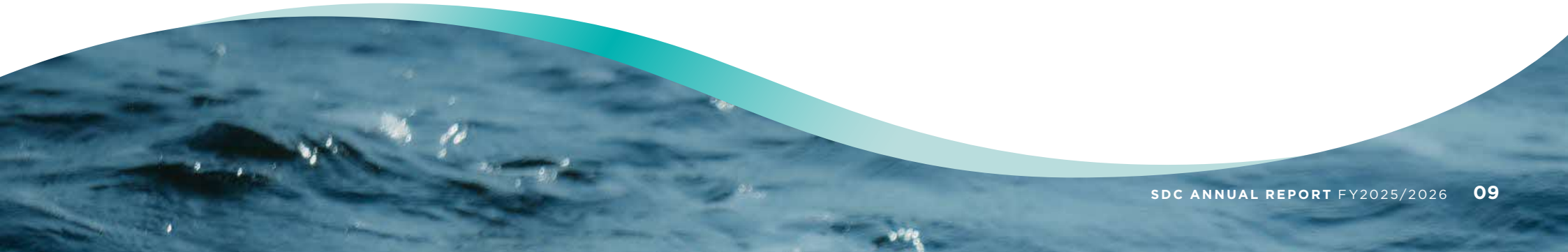
The first phase intends to upgrade Sentosa's infrastructure and lay the foundation for long-term growth. This includes plans to replace the Sentosa Express to improve connectivity across precincts, develop a new transport hub intended to link Sentosa and Pulau Brani and rejuvenate Sentosa's beaches with coastal protection measures to safeguard the island against rising sea levels. New icons are expected to be developed, such as Imbiah Canopy, a beacon atop Mount Imbiah that is intended to draw visitors to heritage buildings and nature trails. Delivering this vision requires close coordination across more than 10 government agencies, reflecting a Whole-of-Government commitment to realising Sentosa's full potential as the anchor of Singapore's Southern Gateway.

Creating Memorable Experiences

Even as we plan for the future, FY2025/2026 was a year of remarkable energy and experience. In celebration of SG60 and the 10th anniversary of the Singapore Cable Car Sentosa Line, 'Peranakan Reimagined' transformed the island into a vibrant showcase of Singapore's heritage and culture, drawing more than 1.6 million visitors. 'Sentosa GrillFest' returned for its eighth edition to a record 130,000 attendees, while 'Sentosa Beach Fest', Singapore's first beach fitness festival, drew close to 55,000 attendees over nine days. For the first time, Sentosa also played host to Mediacorp's live nationwide New Year countdown broadcast, bringing the island into the living rooms of audiences across Singapore and beyond.

Sentosa on a Global Stage

Sentosa's stature globally was equally evident. The island hosted two competition segments of the 'World Aquatics Championships 2025', drawing more than 20,000 visitors and international broadcast attention. Sentosa Golf Club welcomed the 'HSBC Women's World Championship' and the first-ever 72-hole 'Aramco LIV Golf Singapore' event. Beyond our shores, SDC deepened strategic partnerships in key source markets including India, China and Vietnam, reinforcing Sentosa's position as a destination of choice for travellers across the region.



A New Brand Campaign

At the heart of FY2025/2026 was a simple but powerful idea - that Sentosa is a place where every guest can truly discover their element. Launched in October 2025, our new brand campaign 'Discover Your Element in Ours' positioned Sentosa as a natural sanctuary where guests can reconnect with themselves through the island's natural elements of sun, sand, sea, greenery and biodiversity. Grounded in research on nature's restorative effects on emotional and mental wellbeing, and aligned with national priorities on youth wellbeing and work-life balance, the campaign reinforced Sentosa's growing reputation as a wellness destination and a place of meaningful renewal just 15 minutes from the city.

Deepening Global Partnerships

Reaching that destination required us to show up strongly in the markets that matter most. This year, SDC formed a tripartite partnership with Singapore Tourism Board (STB) and Changi Airport Group (CAG) to deepen outreach in India, Sentosa's top source market for visitors, through integrated trade campaigns and creator-led content. In China, we renewed our partnership with STB and CAG and signed a new tripartite MOU with CapitaLand Malls and Weixin/WeChat, introducing AI-powered travel planning and the Sentosa Discovery Guide Mini Programme for Chinese visitors. We also entered a partnership with STB Vietnam and Vietnam Airlines to capture the growing segment of Vietnamese travellers, while our participation in leading international MICE tradeshows from IMEX Frankfurt to IBTM World strengthened Sentosa's position as a premier business events destination.

Digital Innovation

Behind every memorable guest experience lies the systems and people that enable it. This year, we embarked on a five-year organisation-wide productivity roadmap, implementing more than 50 initiatives that delivered over 20,000 hours of annualised manpower savings. Our 'Gen AI Enablement Programme' reached more than 200 staff, while our 'Summer AI' chatbot has enhanced guest satisfaction by 170 per cent since its launch and now ranks within the top 11 per cent of Whole-of-Government digital messaging maturity. We also launched a new customer relationship management platform, giving teams across MICE, Corporate Sales and Events Planning a single unified view of all client and partner interactions.

Sustainability and Community

Our commitment to sustainability and community took meaningful strides forward. The Cooling Sentosa Roadmap, launched in October 2025 and developed with global environmental design consultant Atelier Ten, charts a comprehensive suite of strategies and interventions to enhance outdoor thermal comfort and mitigate urban heat across Sentosa. As of December 2025, all hotels on Sentosa have been certified against internationally recognised sustainability standards, marking a landmark collective achievement. Through 'Sentosa Cares Week', our largest edition yet, we reached close to 2,800 beneficiaries and caregivers across nine days, supported by 400 volunteers and 24 Island Partners, reaffirming that the Sentosa experience should be accessible and meaningful for everyone.

Recognition and Achievements

We are heartened by the recognition our efforts have received. SDC was named 'Best Island Destination (Asia)' at the Travel Weekly Asia Reader's Choice Awards 2025, while the 'Peranakan Reimagined' campaign secured Gold at the Singapore Media Marketing Awards 2026. Our digital transformation work earned the 'Team of the Year: Customer Value' recognition at the CIO 100 Awards 2025, and SDC attained the 'Enabling Mark Gold' accreditation, affirming our commitment to disability-inclusive employment.

Forging Ahead

As we close this chapter and look ahead to the transformation that the GSMP will bring, we do so with immense gratitude. To our Island Partners, whose creativity and commitment make Sentosa what it is; to our Sentosians, whose dedication brings our vision to life every single day; and to our guests, whose trust and enthusiasm inspire us to keep discovering – thank you. Together, as One Sentosa, we will continue to shape a destination worthy of the world's attention and the pride of every Singaporean.



THIEN KWEE ENG
Chief Executive Officer

IMPACT HIGHLIGHTS

FY2025/2026 at a Glance

Welcomed **16.4 million visitors**, sustaining Sentosa's position as one of Asia's most visited leisure destinations.

Enhanced Sentosa's destination appeal through new and refreshed offerings with Island Partners, anchored by major precinct activations, global IP collaborations and a **vibrant calendar of over 250 events**.

Levelled up as an organisation by **strengthening workforce capabilities** and leveraging AI and technology to drive productivity, delivering over **20,000 hours of annualised manpower savings**.

Extended our reach in sustainability and inclusivity, **achieving 100 per cent hotel sustainability certification**, launching the Cooling Sentosa Roadmap and delivering the largest-ever Sentosa Cares Week.

Achieved a **97 per cent guest satisfaction score** and earned wide-ranging recognition across **destination, digital, sustainability and creative excellence**.





Charting **the Course**

The GSMP reflects an island with a bold vision – one that continues to evolve purposefully while staying true to its enduring identity as Singapore's island playground and sanctuary. As Greater Sentosa takes shape, new experiences, attractions and spaces are expected to be thoughtfully integrated with the island's natural and leisure offerings, ensuring that discovery remains at the heart of the Sentosa experience for generations to come.

Advancing the Greater Sentosa Master Plan (GSMP)

Minister of State for Trade and Industry Alvin Tan announced the commencement of the first phase of GSMP at the Ministry of Trade and Industry's Committee of Supply Debate in March 2026, signalling Whole-of-Government commitment behind Greater Sentosa's transformation.



Artist's impression for illustration purposes only.



Artist's impression for illustration purposes only.

The first phase intends to upgrade Sentosa's infrastructure and lay the foundation for long-term growth. This includes plans to replace the Sentosa Express to improve connectivity across precincts, develop a new transport hub intended to link Sentosa and Pulau Brani, and rejuvenate Sentosa's beaches with coastal protection measures to safeguard the island against rising sea levels. New icons are expected to be developed, such as Imbiah Canopy, a beacon atop Mount Imbiah that is intended to draw visitors to heritage buildings and nature trails.

To deliver this, SDC worked closely with the Ministry of Finance (MOF), Ministry of Trade and Industry (MTI), Singapore, Singapore Tourism Board (STB), Urban Redevelopment Authority (URA), Land Transport Authority (LTA), National Parks Board (NParks), Public Utilities Board (PUB), Maritime Port Authority (MPA), Singapore Land Authority (SLA), National Heritage Board (NHB) and various other agencies to integrate planning across land use, infrastructure, transport and environmental strategies. This coordinated Whole-of-Government approach ensures alignment with national priorities, including the Greater Southern Waterfront.

Through GSMP, Sentosa and Pulau Brani are envisioned to become a world-class destination, anchoring Singapore's Southern Gateway and reinforcing the 'play' dimension of the Greater Southern Waterfront.



In Our **Element**

Launch of New Brand Campaign

FY2025/2026 saw the continued evolution of Sentosa Development Corporation (SDC)'s Discovery brand. The launch of a new integrated brand campaign deepened the island's positioning as a natural sanctuary, where every element inspires exploration and connection.

Complementing this was a dynamic calendar of events, activations and collaborations that enriched the visitor experience. From large-scale festivals and global IP tie-ups to homegrown programming that captured the spirit of the island, these moments amplified the island's energy and appeal, ensuring year-round vibrancy.

Discovery Brand Campaign

In October 2025, SDC launched a new brand campaign, 'Discover Your Element in Ours', positioning Sentosa as a natural sanctuary where guests can reconnect with themselves through the island's natural elements of sun, sand, sea, greenery and biodiversity. Grounded in research on nature's restorative effects on emotional and mental wellbeing, the campaign highlights how Sentosa offers meaningful moments of renewal just 15 minutes from the city.

Aligned with national priorities on youth wellbeing and work-life balance, the campaign reinforces Sentosa's reputation as a wellness destination and highlights the island's enduring appeal as a space for rest, restoration and reconnection.





Sunset Watch Party

Complementing the brand campaign, the 'Sunset Watch Party' was introduced as a weekly ritual at Palawan Beach, inviting guests to pause and reconnect with the island's natural elements of sun, sand and sea. The initiative contributed to Sentosa's growing appeal as a destination for wellbeing and meaningful connection.

Building on its success, the concept expanded in March 2026 when FOC by the Beach took over and adapted it as part of their business initiatives, adding a Mediterranean dining dimension to the experience with a sunset soundbath, a dedicated golden hour moment and an alfresco dinner under the stars.



Iconic Events

Peranakan Reimagined Showcase

In celebration of SG60 and the 10th anniversary of the Singapore Cable Car Sentosa Line, SDC and Mount Faber Leisure Group (MFLG) presented 'Peranakan Reimagined', a first-of-its-kind island-wide showcase that reinterpreted Peranakan culture through multi-sensory storytelling and contemporary interpretations. Held from 23 May to 31 August 2025, the showcase transformed Sentosa into a vibrant celebration of Singapore's heritage and culture, attracting more than 1.6 million in footfall.

Sentosa Sensoryscape served as the centrepiece of the showcase, featuring larger-than-life installations, projection artworks and interactive displays inspired by Peranakan architecture and craftsmanship.

Among the highlights was the 7.2-metre-tall Peranakan House at Lookout Loop, a striking photo spot by day that transformed into a vivid projection-mapped canvas by night.

The celebration also extended to the Singapore Cable Car (Sentosa Line), where all 51 cabins were refreshed with colourful Peranakan-inspired designs. Further enriching the experience were a kebaya showcase, live performances, workshops and Peranakan-inspired dining experiences that invited guests to engage more deeply with Singapore's multicultural heritage.

Sentosa GrillFest

'Sentosa GrillFest' returned in July 2025 for its eighth edition as Singapore's only beachside food festival featuring 39 international and local F&B brands across five themed zones. Held at Siloso Beach across four weekends, the festival achieved historic high sales revenue and 130,000 attendees.

New to this edition were two debut concepts. GrillHouse offered an immersive dining experience where guests could grill premium ingredients on professional-grade grills.

Marketplace allowed guests to handpick fresh produce, including locally farmed seafood and pesticide-free vegetables, which were then prepared live by chefs.

The festival also partnered with Offline Singapore, a homegrown social networking group for a series of 'Social Mixer Nights', broadening its appeal from dining to social experiences.



World Aquatics Championship

Sentosa played host to two competition segments of the 'World Aquatics Championships 2025' in July 2025 - the Open Water Swimming and High Diving competitions, which attracted more than 20,000 visitors.

The event was graced by Minister for Sustainability and the Environment and Minister-in-charge of Trade Relations Grace Fu, Minister for Law and Second Minister for Home Affairs Edwin Tong, and Acting Minister for Culture, Community and Youth and Senior Minister of State for Education David Neo, who were present to support Team Singapore athletes.

Driving strong international visibility for Sentosa, the championship was featured across global broadcast and digital platforms, further strengthening Sentosa's profile as a destination for world-class sporting events.





'Wicked: For Good' Precinct Activation

In conjunction with Universal Pictures' film Wicked: For Good, Sentosa and Resorts World Sentosa (RWS) launched an island-wide precinct activation from 10 November 2025 to 4 January 2026, in collaboration with Universal Pictures, DBS Bank and the Singapore Tourism Board.

Inspired by the world of Oz, the activation transformed familiar space across Sentosa Sensoryscape, Universal Studios Singapore and the Lake of Dreams at RWS into immersive, large-scale installations and themed experiences.

The activation attracted over 350,000 visitors and encouraged guests to explore the full breadth of Sentosa's and RWS' accommodation, attractions, dining, entertainment and retail offerings.

RWS also hosted the Asia-Pacific premiere at Universal Studios Singapore, welcoming the film's acclaimed cast and creative team, including stars such as Ariana Grande and Michelle Yeoh to the island.



Mediacorp Let's Celebrate 2026 Countdown at Sentosa

For the first time, Sentosa played host to Mediacorp's live nationwide New Year countdown broadcast, 'Let's Celebrate 2026' at Siloso Beach.

Headlined by K-pop duo Irene & Seulgi from Red Velvet and hosted by popular comedy duo The Muttons, the event also featured performances by local and regional artistes, culminating in a spectacular fireworks display at midnight.

Broadcasted live on Mediacorp Channel 5, the celebration was also streamed on meWATCH, YouTube and TikTok, extending its reach to audiences across multiple digital platforms.

World-Class Golf Tournaments at Sentosa Golf Club

Sentosa Golf Club hosted two major golf tournaments in early 2026. From 26 February to 1 March, the 'HSBC Women's World Championship' welcomed one of the strongest fields in women's golf, including nine of the world's top 10 players. Hannah Green claimed the 2026 title to secure her second victory at the tournament.

This was followed by the return of 'Aramco LIV Golf Singapore' from 12 to 15 March, marking the first-ever 72-hole LIV Golf event held on the island.

The expanded field of 57 players included 13 Major champions, with Bryson DeChambeau claiming the individual title and 4Aces GC taking the team championship on The Serapong course.

Beyond the competition, the Fan Village featured mini-golf challenges, hawker-style cuisine and a dedicated Kids Zone. Evening celebrations at Tanjong Beach Club saw performances by internationally acclaimed DJs Claptone and R3HAB, creating a seamless blend of world-class sport and beachside entertainment.



Music, Sports and Entertainment

Sentosa Beach Fest

'Sentosa Beach Fest', Singapore's first beach fitness festival, took place at Siloso Beach from 14 to 22 March 2026, drawing close to 55,000 attendees over nine days of sports, wellness, music and lifestyle experiences.

Bringing together fitness elites, families and community participants, the festival transformed Siloso Beach into a day-to-night open-air playground across five immersive zones.

Highlights included Singapore's first beachfront Ninja Lab obstacle course, a calisthenics gym, and a battle rope challenge. Beach sports such as volleyball, football, netball and ultimate frisbee were also available, alongside wellness sessions, yoga and cardio workouts at the Arena zone.

As evening fell, the festival transitioned into a nightlife programme with Sunset Sessions and Ultraviolet, a series of parties featuring guest DJs across both weekends.







Sentosa K-pop Dance Showdown

The 'Sentosa K-pop Dance Showdown' returned for its second edition from 28 to 29 March 2026, attracting more than 7,000 visitors and 59 participating teams from Singapore, Indonesia, Malaysia, the Philippines and Korea.

Renowned Korean choreographer Mina Myoung served as a finals judge and conducted a dance masterclass for participants and fans. The event was held at Sensoryscape, home to Sentosa's 'K-Pop Random Play Dance', a monthly gathering that has built a growing community of K-pop fans on the island.

Singapore Yachting Festival 2025

The third edition of the Singapore Yachting Festival (SYF) was held from 10 to 13 April 2025 at ONE°15 Marina Sentosa Cove, welcoming more than 12,000 visitors and featuring over 100 participating brands, including more than 20 first-time exhibitors.

Spanning both land and water, the festival showcased 70 yachts, including 10 premieres and two global debuts.

This includes an expanded exhibition pavilion, dedicated superyacht displays and a curated selection of luxury lifestyle brands. Visitors could take part in yacht viewings, water sports demonstrations, sea trials and networking sessions.

The event brought together yacht owners, prospective buyers, marine businesses, investors and lifestyle enthusiasts from across the Asia-Pacific region, reinforcing Singapore and Sentosa's position as a key hub for the regional leisure marine industry.



Clash of the Giants and Bubbling & Boiling Music and Arts Festival

In May 2025, Resorts World Sentosa (RWS) hosted 'Clash of the Giants', which brought football excitement to the island through a series of fan-focused events. Football legends from Manchester United and Liverpool held exclusive meet-and-greet sessions, futsal clinics and interactive fan activities, creating memorable experiences for football enthusiasts of all ages.

In September 2025, RWS hosted the international debut of 'Bubbling & Boiling Music and Arts Festival', one of China's most prominent music festivals, marking the first time the festival was held outside of China. The two-day festival brought together an international lineup of artistes across music, arts and cultural performances.





Waterbomb Singapore 2025

In August 2025, Sentosa hosted 'Waterbomb Singapore 2025', Singapore's largest water music festival at Siloso Beach. Over two days, the festival featured performances by K-pop artistes including 2NE1, Shinee's Taemin and Minho, EXID and Got7's Jay B, alongside regional talents such as Hong Kong's Anson Lo, Singapore's Estelle Fly and Whylucas.



Halloween Thrills

From 26 September to 1 November 2025, Universal Studios Singapore's 'Halloween Horror Nights' returned for its 13th year, marking its fourth partnership with Netflix's globally acclaimed series 'Stranger Things'. Tapping into the anticipation ahead of the show's final season premiere, the collaboration featured a haunted house inspired by the series, complete with monsters from the Upside Down and other characters from the show.

Halloween 2025 also took centre stage at Sentosa Cove, with over 2,000 residents and guests joining the festivities. The evening featured a mystery scare house, zombie laser tag, virtual reality (VR) battle and live food stations.

W Presents

W Singapore – Sentosa Cove launched 'W PRESENTS' on 25 October 2025, marking the Singapore debut of W Hotels' global live music series. Held over three days, the programme transformed the resort into a dynamic lifestyle destination that brought together international and local music talent across multiple venues.

A key highlight took place at WOOBAR, where internationally acclaimed DJ Pippi Ciez headlined an evening set, alongside Singapore-based DJs Mintea and RPDM, before DJ Aslan closed the night.

Across the weekend, WET Deck and WOOBAR hosted additional live performances alongside wellness activations and a cross-border culinary collaboration with W Sydney. The event also marked the unveiling of newly renovated guest rooms, reinforcing W Singapore – Sentosa Cove's position as a design-led lifestyle destination.

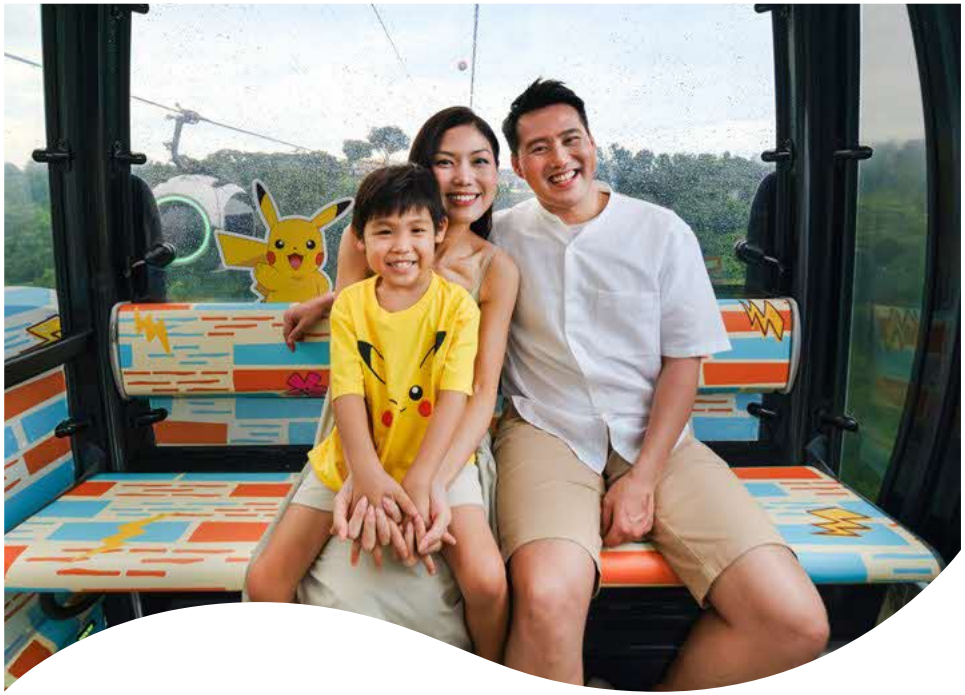


Character IP Events

Singapore Cable Car: Pokémon Day-to-Night Adventure

Launched on 22 November 2025, the 'Pokémon Day-to-Night Adventure' transformed the Singapore Cable Car (Mount Faber Line) into a themed skyline experience inspired by iconic Pokémon characters. Building on the success of the 2023 campaign, the attraction featured distinct day and night experiences designed to encourage repeat visits and extend evening ridership.

By day, guests enjoyed themed cabins featuring popular Pokémon such as Pikachu and Eevee. At night, the experience became interactive, where guests could use UV torches to uncover hidden glow-in-the-dark Pokémon elements within the cabins, including a rare appearance by Mew.





Singapore Oceanarium: Hangyodon Marine Discovery

Singapore Oceanarium partnered with Sanrio in November 2025 to launch 'Hangyodon Marine Discovery', the largest Hangyodon-themed immersive experience in Southeast Asia. The activation invited guests into the whimsical world of the beloved Sanrio character through engaging installations and immersive storytelling elements within the attraction.



ACC9SS: PAC-MAN Carnival and Festive Celebrations

'ACC9SS: PAC-MAN Carnival' welcomed more than 100,000 visitors from 11 December 2025 to 11 January 2026, marking the 45th anniversary of the iconic arcade franchise. As Asia's first and largest PAC-MAN-themed carnival, the month-long activation featured hands-on gaming experiences, themed food offerings, exclusive merchandise and larger-than-life installations inspired by the classic game.

The carnival also served as the backdrop for festive celebrations over the holiday season. On Christmas Eve, 'Pa Pa Zao', organised by J Team, brought guests on a scenic 3km walk from the Sentosa Boardwalk at VivoCity to Palawan Green. The festivities continued into the new year with a countdown celebration featuring emcee-led games, performances by local artistes and a fireworks display on New Year's Eve.

Disney's Mickey and Minnie Mouse – Year of the Fire Horse

Sentosa Sensoryscape heralded the Year of the Fire Horse with 'Gallop into Spring' from 30 January to 3 March 2026.

Inspired by the ancient tale of the Eight Steeds of King Mu, the centrepiece of the festive transformation was Yanyang, an eight-metre-tall horse structure and the tallest display ever showcased at Sensoryscape. This was accompanied by 2.5-metre-tall figures of Mickey and Minnie Mouse. At Lookout Loop, the Eight Celestial Horses installation – each representing a unique wish such as vitality, harmony and renewal – invited visitors to discover their zodiac reflections through Mickey-themed illuminated boards with interactive QR codes.

The festive experience also featured scent-themed lantern riddles, Lion-on-Poles performances and walkabout characters. As night fell, layered projections at Symphony Streams brought a 12-sided lantern to life, surrounded by Mickey, Minnie, Pluto and Donald. Rounding off the experience was a larger-than-life red packet installation featuring an original poem by renowned xinyao composer Dr Liang Wern Fook.





Reimagined Landmarks

New Landmarks, New Experiences

From new landmarks to refreshed venues, FY2025/2026 saw Sentosa Development Corporation (SDC) continue to evolve, raising the bar on guest experiences and ensuring the island continues to surprise and delight. These developments reflect an island that never stands still – one that deepens and diversifies its offerings to ensure every visit holds the promise of fresh discoveries.

Resorts World Sentosa

Several new developments at Resorts World Sentosa (RWS) were unveiled, advancing the transformation of RWS 2.0 – the landmark waterfront lifestyle development slated for completion in 2030.

Singapore Oceanarium opened in July 2025. Three times the size of the former S.E.A. Aquarium, the reimagined marine destination houses 22 multi-sensory zones and a Research and Learning Centre, combining live habitats, immersive storytelling, advanced digital innovation and interactive technology to bring guests closer to the wonders of marine ecosystems.





The same month saw the launch of WEAVE, a dynamic new dining and lifestyle destination bringing together more than 40 international and local dining and lifestyle brands, including exclusive first-in-Asia concepts such as Maison Pierre Hermé Paris and Moutarde by Chef Paul Pairet.



In October, the Laurus opened its doors as Singapore's first property under Marriott International's prestigious The Luxury Collection brand. Featuring 183 suites, the resort offers a curated collection of hospitality offerings, including the celebrity chef-led Laurus Table, The Collector's Bar, an outdoor pool, spa and dedicated function spaces.

Dopamine Land by Fever made its Singapore debut at WEAVE on 19 December 2025. Having already captivated audiences across London, Madrid, Dubai and Washington DC, the experience immerses guests in nine themed rooms featuring optical illusions and mesmerising soundscapes, designed to stimulate the senses and spark nostalgic marvel.





Madame Nonya brought authentic Singaporean flavours and heritage-inspired gifts to Sentosa in January 2026. Its signature offerings such as the 'Day & Night of Singapore' chocolate collection, 'The Coffee Mailbox' heritage coffee series and a traditional coffee bar were complemented by thoughtful design elements that immersed guests in Singapore's Peranakan heritage.



Enhanced Capacity and Connectivity

Mount Faber Leisure Group

In response to strong guest demand, Mount Faber Leisure Group (MFLG) expanded the Singapore Cable Car's SkyOrb cabin fleet on the Mount Faber Line from seven to 20 cabins in November 2025. This enhanced capacity and connectivity between mainland Singapore and Sentosa.

First launched in March 2024 as part of the Singapore Cable Car's 50th anniversary celebrations, the SkyOrb Cabin is the world's first chrome-finished spherical cable car cabin. Each fifth-generation cabin features glass floors, panoramic views, illuminated rings and enhanced ventilation for a more distinctive and comfortable ride experience for guests.

Fresh Discoveries

AltitudeX Rebrand and World Record

On 7 November 2025, AltitudeX was officially launched as a homegrown brand, marking its transition from iFly Singapore into a reimagined identity with ambitions to become a regional leader in immersive experience innovation.

The launch event on 12 December 2025 was graced by Acting Minister for Culture, Community and Youth and Senior Minister of State for Education David Neo, alongside SG Enable partners, Team Singapore indoor skydiving athletes and invited guests.

A key highlight was the setting of a new world record for the most tandem indoor skydives completed within one hour by SG Enable beneficiaries and their caregivers – a testament to their courage, resilience and inclusion.

Looking ahead, AltitudeX has pledged $600,000 over three years to support young athletes, and an additional $450,000 for SG Enable beneficiaries and caregivers, while continuing to enhance its wind tunnel facility and develop new multi-sensory offerings for guests.





Launch of Chaos in Wonderland 4D

Sentosa 4D AdventureLand debuted its first fully animated production, 'Chaos in Wonderland 4D' in November 2025. The immersive experience takes guests through an exciting storyline of stomping dinosaurs, battling pirates and mischievous fairytale villains, delivering excitement and sensory thrills for visitors of all ages.



Albatross Hop-On Hop-Off Speedboat Pass

Tall Ship Adventures launched the 'Albatross Hop-On Hop-Off Speedboat Pass' in December 2025 - Singapore's first and only hop-on hop-off speedboat experience. Operated by a fleet of five speedboats with capacity for up to 1,000 passengers daily, the attraction offers visitors a flexible way to explore Sentosa's coastline and the Southern Islands from the sea.

Madame Tussauds Singapore – New Figures and Experiences

Madame Tussauds Singapore continued to enrich its line-up with new figure unveilings and celebrity experiences. In December 2025, the attraction unveiled a wax figure of Korean actor Ahn Hyo Seop, inviting guests into the romantic world of K-dramas. This is followed by a fan event in February 2026 featuring themed activities and exclusive giveaways. In January 2026, an exclusive meet-and-greet with Indonesian superstar AGNEZ MO offered fans memorable interactions and photo opportunities within the attraction.



Lobster Beach

In January 2026, Tanjong Beach was transformed into the venue for 'Lobster Beach', a large-scale public art activation by British pop artist Philip Colbert. Conceived as an extension of 'Philip Colbert × Aruta Soup's Playscapes of Dreams 'exhibition, the activation invited guests to enter Colbert's iconic universe directly on Sentosa's golden sands.

At its centre stands an eight-metre ice cream sculpture, a playful metaphor for seaside indulgence and fleeting pleasure. Surrounding it were three 5-metre inflatables inspired by sea creatures, animating the beachfront with colour and rhythm. The activation demonstrated Sentosa's ability to serve as a dynamic venue for world-class artistic collaborations, reinforcing the island as a destination where discovery never ends.





Sun Chasers Onboard

W Singapore – Sentosa Cove introduced 'Sun Chasers Onboard' on 28 March 2026, a sunset cruise experience styled as an all-white soirée departing from Sentosa Cove marina. Guests enjoyed sweeping views of Singapore's skyline and surrounding islands, accompanied by live DJ sets, free-flow champagne and curated culinary offerings. A dedicated room package further extended the experience with an overnight stay.

The launch also marked the debut of 'The Afterglow Voyage', the hotel's new luxury catamaran concept designed for milestone celebrations, intimate gatherings and bespoke dining experiences at sea.



Foundations for Tomorrow

Enabling Guest Experiences

Behind every memorable discovery lies the systems, capabilities and people that enable it. This past year, Sentosa Development Corporation (SDC) strengthened its core through investing in smarter technology, better infrastructure and its people, reinforcing both guest experiences and organisational effectiveness.

Electric Bus Launch

On 25 September 2025, SDC welcomed 14 new electric buses to its fleet, marking a significant milestone in its Sustainable Sentosa journey. With this addition, 100 per cent of guest-facing transport services on the island are fully electrified. This also marked the start of Tower Transit's new role as Sentosa's transport service operator.





Enhancing Operational Efficiency with Advanced Technologies

Sentosa continues to harness the latest technologies to optimise operations and strengthen real-time monitoring across the island. One key initiative is the deployment of Beyond Visual Line of Sight (BVLOS) drone operations. Piloted remotely at an altitude of 55 metres above sea level, these drones support routine event monitoring, shoreline inspections, oil spill detection and night-time security surveillance, reinforcing Sentosa's commitment to safety and operational excellence.

Meanwhile, SDC also launched 'Summer AI', a generative AI chatbot that helps guests get answers to their questions easily. Since its launch, it has enhanced guest satisfaction by 170 per cent and ranks within the top 11 per cent of Whole-of-Government digital messaging maturity. Looking ahead, 'Summer AI' will offer personalised wayfinding, multilingual support and tailored experiences for Islander Loyalty Members.



Autonomous RoboSweeper

Leveraging a partnership between Re Sustainability Singapore (RES) and WeRide, SDC deployed the fully driverless RoboSweeper in November 2025. The RoboSweeper supports SDC's efforts to test-bed autonomous solutions and advance smart island operations.

Early observations have shown clear improvements in operational efficiency, and SDC aims to augment manpower with reliable autonomous technology to maintain high cleanliness standards across the island's beachfronts and roadways.

Enabling Our People

Driving Productivity Through Smarter Ways of Working

Beginning in April 2025, SDC embarked on a five-year organisation-wide productivity roadmap. Long-standing processes were systematically reviewed and redesigned, while simpler, more digital ways of working were introduced to reduce manual effort and enhance efficiency through automation, online workflows and selective use of AI.

Over the course of the year, more than 50 initiatives were implemented, delivering over 20,000 hours of annualised manpower savings. Examples include robotic process automation in speed camera enforcement, which halved case processing time and freed up 6,000 staff hours annually. Meanwhile, AI-assisted document declassification reduced processing time by 60 per cent, saving 2,700 hours.



Gen AI Enablement Programme

As part of SDC's digital transformation efforts, the 'Gen AI Enablement Programme' was launched in June 2025 to help staff use AI tools safely and effectively. Through a series of workshops and roadshows tailored to different teams across the organisation, the programme reached more than 200 staff.

Each session combined hands-on training with practical prompt engineering techniques, giving participants skills they could apply immediately in their day-to-day work.

The programme also facilitated two inter-agency knowledge-sharing sessions with the Attorney-General's Office and National Gallery Singapore, supporting collaborative learning across the public sector.

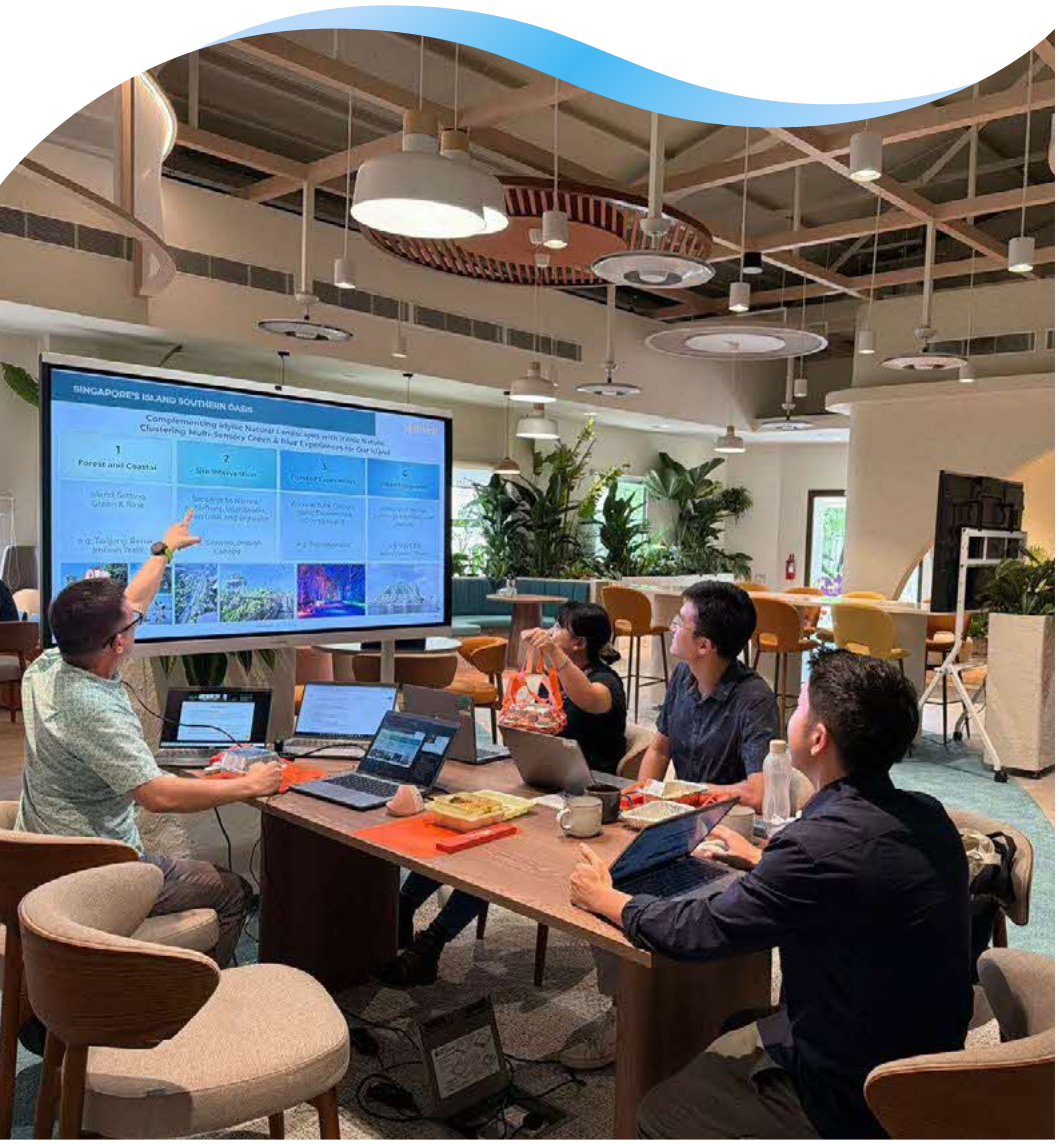




Transforming Partner Relationship Management

In November 2025, SDC launched a new customer relationship management platform, giving staff a single unified view of all client and partner interactions. This means less time spent on manual tracking and more time focused on delivering better outcomes for partners, clients and guests.

Staff can now access real-time insights to make sharper decisions, while teams across MICE, Corporate Sales and Events Planning benefit from clearer visibility over bookings, campaigns and pipelines, helping them serve clients more efficiently and effectively.



Discovery Den: A Space By Employees, For Employees

Discovery Den marks a milestone in SDC's workplace transformation, born from employee design thinking workshops that turned staff ideas into reality. The space features flexible zones accommodating diverse functions, from quiet areas and small group discussions to divisional townhalls and celebratory events.

Reflecting Sentosa's coastal character, the design incorporates natural light, tropical greenery and repurposed materials sourced from the island. Hybrid cooling systems and biophilic elements further enhance wellbeing and energy efficiency. Since its opening, Discovery Den has been warmly embraced by staff, with positive feedback underscoring the impact of employee-driven design in shaping a workplace that is both functional and inspiring.





Rooted in **Purpose**

As discovery unfolded across the island, Sentosa continued to embrace sustainability, community care and stewardship. Throughout the year, a suite of purpose-led initiatives anchored Sentosa Development Corporation (SDC)'s efforts to protect natural assets, foster inclusivity and uplift communities for the good of both people and planet.

A Greener Sentosa

Ridge to Reef: The Great Sentosa Plog

In flagging off 'Ridge to Reef: The Great Sentosa Plog' on 13 April 2025, Sentosa marked a milestone in its sustainability journey. Inspired by the Swedish practice of 'plogging', which combines jogging with picking up litter, the event enjoyed strong community support, attracting 826 participants and setting a new Singapore Book of Records benchmark.

Held in conjunction with the official launch of 'Keep Singapore Clean 2025' at Sentosa Sky Garden, the event was officiated by Guest-of-Honour Minister for Sustainability and the Environment and Minister-in-charge of Trade Relations Grace Fu.





Notably, it solidified SDC's commitment to the Public Hygiene Council's Keep Singapore Clean campaign and its dedication to ensuring cleanliness and sustainability across the island.

On the sidelines of the event, guests and participants took part in sustainability showcases such as the Sentosa Nursery's plant-potting activity and explored RISE, an interactive exhibition.

These activations reflected Sentosa's continued engagement with guests and partners in advancing its vision as a leading sustainable tourist destination.



Refresh of Sentosa Nature Discovery

On 2 August 2025, Sentosa Nature Discovery reopened to the public after a refresh. More than a nature trail, the revitalised space at Imbiah Lookout transformed into an environmental learning hub that highlights the island's rich biodiversity and conservation efforts.

One key feature is the Swiftlet Bunker, a replica of a World War II site that today shelters Singapore's largest known swiftlet colony. Guests can explore interactive displays and rare footage that reveal the unique behaviours of these birds. Also on display are Sentosa's diverse habitats, from mangroves and coral reefs to coastal forests, alongside native animal and plant species such as the Smooth-coated Otter and Seashore Mangosteen.

The attraction highlights SDC's conservation initiatives with insights into projects that safeguard land and sea ecosystems, while 'SENTOSA', a short film produced by Earth in Focus, delves into the rich nature of the island's lush forests and vibrant reefs.

Complementing the reopening was the 'Nature Discovery Series'. From 2 to 10 August, this curated programme of guided adventures, citizen science sessions, storytelling and interactive activities sparked curiosity across all ages.





Cooling Sentosa Roadmap

To address changing climate conditions, the Cooling Sentosa Roadmap was launched on 7 October 2025. Developed in collaboration with global environmental design consultant Atelier Ten, the roadmap charts a comprehensive strategy to moderate urban heat and improve outdoor thermal comfort across the island.

The launch of the Cooling Sentosa Roadmap garnered strong media interest, generating extensive coverage across mainstream, trade and digital platforms. The initiative also achieved significant reach on social media, helping to raise awareness of Sentosa's climate adaptation efforts and positioning the island as a leading testbed for innovative urban cooling solutions.

At its core is the Sentosa Cooling Network, a series of cool nodes and zones designed to lower temperatures by up to 4°C in Physiological Equivalent Temperature (PET). These spaces integrate shade structures, misting systems, reflective coatings, green roofs and watercoolers to create inviting microclimates. Early trials at Siloso Beach have already shown strong guest satisfaction, with three in four visitors reporting improved comfort.

Complementing these long-term interventions are immediate 'no regrets' measures, including the installation of nearly 200 fans, new hydration points, soil-less green roofs and the planting of 400 additional trees. Sentosa also serves as a testbed for innovative cooling technologies, such as advanced coatings and microforests, developed in partnership with academia and industry.



Guided by the Cooling Sentosa Roadmap, SDC will join hands with Island Partners and other key stakeholders to align sustainability efforts.

This spirit of collaboration is already reflected at the new WEAVE mall at Resorts World Sentosa (RWS), which features a specialised heat-deflecting roof.

Jet and High-Volume Low-Speed (HVLS) fans and cold water by-product from the hotels' heating system further cool the air flowing into public areas.

Together, these efforts aim to shape a climate-resilient, green Sentosa that defines sustainable destination stewardship.



100 per cent of Hotels Certified Against International Sustainability Standards

As of December 2025, all hotel rooms across Sentosa have been certified against internationally recognised sustainability standards. In line with targets set by Singapore's Hotel Sustainability Roadmap, this achievement reflects the collective commitment of Sentosa's hospitality partners to enforce continual improvement and measurable practices.

Certification under frameworks such as the Global Sustainable Tourism Council (GSTC) Industry Standard requires rigorous performance across environmental stewardship, social responsibility and cultural heritage conservation.

Hotels must demonstrate tangible progress in areas including energy and water efficiency, waste reduction, biodiversity protection, fair labour practices and community engagement, verified by independent third parties.

Through close collaboration with Island Partners, Sentosa has established a consistent culture of accountability across accommodations. These efforts reduce its environmental footprint, while maintaining the quality and comfort expected of a world-class resort island.

As demand for responsible travel continues to grow globally, the alignment of all hotels to a common, credible benchmark underscores Sentosa's reputation as a destination that not only embraces sustainability but delivers on it.

Sentosa Cove Community Wall

Completed on 7 February 2026, the Sentosa Cove Community Wall features a tapestry of memories and portraits, each fashioned from fabric scraps, threads, ribbons and discarded textiles. Over 150 community members gathered to transform waste into expressions of identity, imagination and care, breathing new life into more than 50kg of fabric waste that would have been disposed of. The collective mural also featured the creations of students from Quayside Isle Preparatory School.

Embodying the spirit of the Sentosa Cove community, the initiative united residents and sparked conversations about textile waste, conscious consumption and reuse, while inspiring a shared responsibility for the environment.



Sustainability Efforts at GrillFest 2025

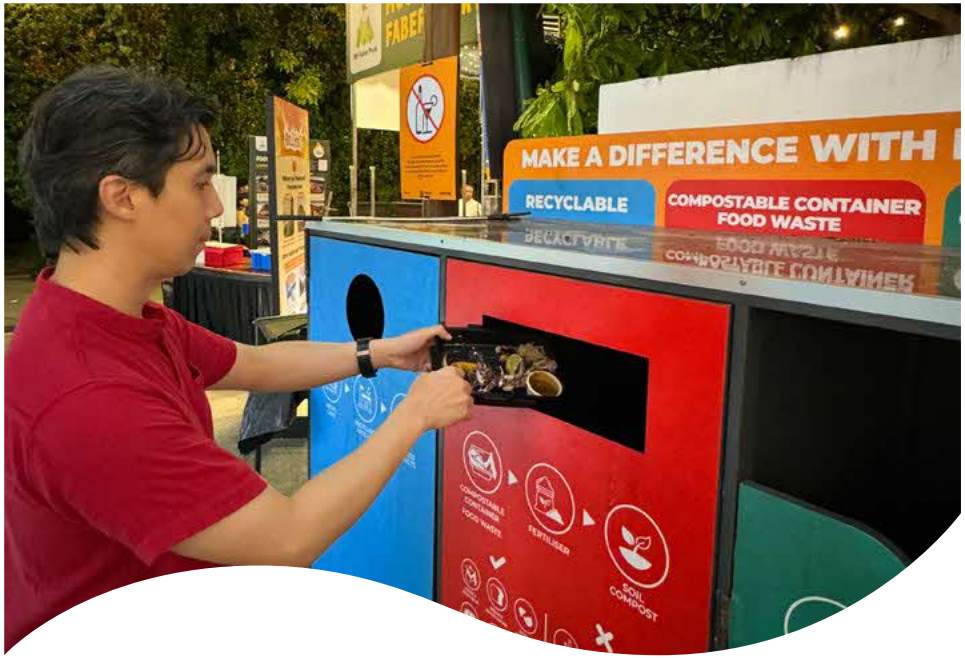
Demonstrating how large-scale food festivals can champion sustainability and inclusivity, Sentosa's signature GrillFest embedded responsible practices into every aspect of its operations over all four weekends.

All vendors adopted compostable packaging and cutlery in line with Sentosa's Disposables Policy and avoided single-use plastic bottled beverages. Recycling stations and water coolers, in place of disposable bottles, also dotted the venue. Additionally, GrillFest vouchers were distributed to guests who brought reusable utensils or containers, supported by on-site washing points.

Completing a circular economy loop, on-site composters processed food waste and packaging in a single stream. This commitment to circularity was amplified with the event's tables which were made from 100 per cent upcycled ocean-bound plastic.

Going beyond waste reduction, GrillFest harnessed local sourcing to reduce food miles and offer guests locally farmed seafood and pesticide-free vegetables. Inclusivity was equally central, with wheelchair-friendly seating and barrier-free beach tracks ensuring accessibility for all.





Caring for Our Community

Sentosa Cares Week

The third and largest edition of Sentosa Cares Week took place in 2025 as SDC's flagship social inclusivity initiative brought together communities, SDC staff, Island Partners and corporates to create joyful, inclusive experiences for those requiring greater support.

Designated as an SG60 Sectoral Event under the 'Connect and Care' pillar, the nine-day event comprised over 30 curated itineraries for persons with disabilities, vulnerable families and children, in addition to staff and corporate volunteer-led activities.

Close to 2,800 beneficiaries and caregivers were reached through the event, which was supported by 400 volunteers and 24 Island Partners.

Embodying the ethos that leisure experiences should be accessible to all, Sentosa Cares Week has emerged as a collective platform that shapes community bonds while emphasising care and inclusion for every guest.



SG60 Charity Golf

Sentosa Golf Club hosted the SG60 Charity Golf on 12 September 2025 with all 30 flights sold out and over $1.7 million raised. The event successfully united golfers, sponsors and partners in support of Community Chest, helping to fund over 200 critical social service programmes. It marked a meaningful highlight of SG60 celebrations and reinforced the Club's role in driving community impact.

Let's Do Good Programme

In November 2025, SDC and RWS launched their first major collaborative corporate social responsibility initiative, 'Let's Do Good' as part of Sentosa's 'Season of Good' campaign. The programme was designed to spread cheer and warmth among the wider community during the festive season.

Over three Saturdays, more than 250 beneficiaries of The Straits Times School Pocket Money Fund (STSPMF) and their families were treated to a buffet lunch at Good Old Days, followed by a guided walk through Sensoryscape and a thrilling visit to Universal Studios Singapore. For many, it was their first time experiencing these attractions. Each family also received 'Yours For Good' charm bracelets as keepsakes.

The initiative was made possible through a group of dedicated volunteers from SDC, RWS and the Singapore Tourism Board. Members of the public were invited to extend the impact of giving, with every bracelet purchase or redemption contributing $2 to STSPMF.





Sentosa Cove Secret Santa Campaign

Sentosa Cove's residents generously rallied behind the Secret Santa Campaign. From 15 November to 5 December 2025, they contributed over 600 gifts, from toys to essentials, which went to the children and youth from The Salvation Army, CHIJ Sanctuary for Children Limited and Caritas Singapore.

Learning Journeys and Education Outreach



Sentosa Sustainability Travelling Exhibition

Aimed at nurturing environmental stewardship among youth, the Sentosa Sustainability Travelling Showcase kicked off on 16 July 2025. The inaugural session at Corporation Primary School was graced by Minister for Education and Minister-in-Charge of Social Services Integration Desmond Lee.

Operating out of a self-contained truck, the school-based showcase brings Sentosa's sustainability stories to primary schools, inviting students to explore real-world sustainability practices through interactive, gamified experiences.

Adapted from the RISE Sustainability Showcase for younger learners, the programme shows students how their choices can impact the environment through four themed activities – Travel Well, Play Well, Eat Well and Stay Well.

Over FY2025/2026, the initiative reached 24 schools and five community events. It has secured over 60 school bookings and three community events to date for the following year, with more schools registering interest, reflecting a strong, sustained demand for Sentosa's sustainability story.



Launch of Eight New Sustainability Learning Journey Programmes

In November 2025, Sentosa expanded its outreach with the introduction of eight new sustainability-focused Learning Journey (LJ) programmes. Designed to grow its footprint beyond pre-schools and primary schools and increase participation among secondary school students, the move enriches the overall LJ suite with advanced, curriculum-aligned offerings that foster deeper engagement at the upper-primary and secondary levels.

Developed with partners such as Lee Kong Chian Natural History Museum, TerraSG and RWS, the eight programmes support secondary-level Science, Geography and Character and Citizenship Education (CCE) curricula.

Emphasising systems thinking and real-world application, they cover key sustainability themes including biodiversity conservation, climate adaptation, resource management and sustainable tourism.

Enhancing awareness and adoption, two familiarisation trips were conducted for 50 educators from 32 schools to experience the programme content, delivery and logistics first-hand. These also provided opportunities to engage directly with programme partners.

Collectively, these efforts help bring more students and educators to Sentosa, growing both awareness and visits among the next generation.



A Global **Stage**

Throughout the year, Sentosa's role as a catalyst for discovery expanded beyond leisure into global engagement. Through partnerships spanning business events and international markets, the island solidified its reputation as a destination where ideas, people and experiences converge and thrive.

Global MICE Engagements

Sentosa Development Corporation (SDC)'s Sales, Business and Channel Development Team strengthened relationships with global partners and expanded the MICE event pipeline through active participation in leading international tradeshows throughout FY2025/2026. These included the AIME 2026, China Congress of Association and Chamber of Commerce, IBTM World, IMEX Frankfurt, India Association Congress, IT&CMA, ITB China, Singapore MICE Forum, providing a platform to build destination awareness and share the latest developments on the island.





Supporting these efforts, Sentosa Development Corporation (SDC) developed a refreshed MICE promotional video to strengthen Sentosa's positioning as a premier MICE destination.

Highlighting the island's unique blend of hospitality, business and leisure offerings, the video reinforced the MICE team's proposition as a single point of contact for clients, providing seamless support across coordination, execution and procurement.



Raising Visibility in India

In 2025, SDC formed a tripartite partnership with Singapore Tourism Board (STB) India and Changi Airport Group (CAG) to deepen strategic outreach in India, Singapore's third largest source market and Sentosa's top source market for visitors.

Efforts were anchored in two key pillars. On the trade front, SDC worked closely with leading players in India's travel sector, leveraging their agent networks through integrated marketing campaigns and direct sales conversion.

On market engagement, over 20 pan-India creators and celebrities produced and shared content under the theme 'Is this even Singapore', drawing attention to lesser-known Sentosa experiences.

Trade and Consumer Engagement in China

China is one of Sentosa's top source markets. To deepen engagement, SDC participated in the STB China Roadshow 2025 in Shanghai and Shenzhen, where it renewed its tripartite partnership with STB and CAG, and signed a new tripartite MOU with CapitaLand Malls and Weixin/WeChat.

The new partnership introduces exclusive payment perks via Weixin Pay, AI-powered travel planning and the launch of the Sentosa Discovery Guide Weixin Mini Programme, which offers AI itinerary planning, real-time attraction guides, dining vouchers and instant attraction bookings in Chinese.

SDC also partnered STB on a media engagement roadshow in Shenyang and a consumer activation in Chongqing. The Chongqing activation brought the '新加坡反正好玩' brand campaign to life through an immersive Sentosa Carnival. Targeted at residents, media representatives, tourism professionals and key opinion leaders (KOLs), the initiative included a partnership with Trip.com to extend promotional reach in the market.



Targeting Travellers from Vietnam

Aimed at capturing the growing segment of value-seeking Vietnamese travellers, SDC entered into a 24-month tripartite partnership with STB Vietnam and Vietnam Airlines (VNA), with marketing initiatives including VNA boarding privileges, KOL collaborations and joint promotions tapping on VNA's 30th Anniversary campaign.

Trade engagements focused on reshaping itinerary patterns and extending time spent on Sentosa. A KOL familiarisation trip was organised to enable content creation by Vietnamese content creators, showcasing the breadth of Sentosa's offerings from Harry Potter: Visions of Magic and Singapore Oceanarium to SkyHelix Sentosa and dining at Ola Beach Club. The initiative supported the positioning of Sentosa as a multi-day destination for Vietnamese travellers.





Free Singapore Tour

Launched on 1 August 2025 in collaboration with CAG and Singapore Airlines, the Sentosa Discovery Tour was introduced under the Free Singapore Tour (FST) programme, offering transit passengers the opportunity to explore Singapore during their layover. The tour showcases key attractions and experiences across Sentosa, with optional paid add-ons including a cable car experience and Wings of Time Fireworks Symphony.

By introducing international transit passengers to Sentosa during stopovers, the programme serves as an early touchpoint for visitors who may return for longer stays, while generating organic social media content that extends Sentosa's reach across international markets.



Impact and **Recognition**

FY2025/2026's achievements were underscored by external accolades, affirming the impact of Sentosa's initiatives across destination development, sustainability, events and organisational excellence.

SDC Organisational Awards

Recognition for Destination Excellence

At the 2025 MUSE Design Awards, Sentosa Sensoryscape received six 'Platinum' awards across lighting, landscape and architectural design categories, affirming its commitment to innovative placemaking and memorable guest experiences. The project also received the Building and Construction Authority's 'Project of the Year' award, underscoring its excellence in design, sustainability and execution.

Strengthening its position as a leading leisure destination, Sentosa was named 'Best Island Destination (Asia)' at the Travel Weekly Asia Reader's Choice Awards 2025. The award reflected ongoing investments in enhancing the island experience through initiatives such as the refreshed Sentosa Nature Discovery and the Cooling Sentosa Roadmap.







Sentosa's appeal to diverse visitor segments was further recognised with the 'Best Family Destination – Editor's Choice (International)' award at the Travel + Leisure India's Best Awards 2025, as well as the 'Best of Singapore: Destination' accolade at the Klook Partner Awards.

SDC also received 'Organisation Award (Public Sector)' at the Let's Observe Ourselves (LOO) Awards 2025, marking its fifth accolade. Siloso Central C Toilet Block also earned the 'Best Happy Toilet (5-Star)' award, while the number of five-star-rated Happy Toilets across Sentosa increased from 24 to 34.



Digital Technology and Innovation Achievements

SDC's Digital Technology Transformation team was named 'Team of the Year: Customer Value' at the CIO 100 Awards 2025, recognising initiatives that enhanced visitor engagement and supported a seamless One Sentosa Experience. This includes AI-powered loyalty solutions, conversational AI workflows and the Sentosa Insights and Analytics Hub for personalised recommendations and data-driven decision-making.

These efforts were complemented by broader digital initiatives supporting greener and more efficient operations, which earned SDC recognition at both the Singapore Business Review Technology Excellence Awards 2025 and the OpenGov Asia Recognition of Excellence Awards 2025.









SDC's innovation credentials were further affirmed when it secured the 'Bronze' Award in Meta's Llama Incubator Program Public Sector Track for an AI-assisted document declassification solution.

Selected as one of only eight teams from more than 30 proposals, the initiative uses AI to streamline archival record reviews, enhancing productivity and operational efficiency while maintaining human oversight.



Creative Excellence and Communications Accolades

At the MARKies Awards 2025, SDC received the 'Silver – Most Creative: Content Marketing' and 'Bronze – Most Creative: Out-of-Home' awards for its Always-On Content and Social Strategy and the 'Sentosa GrillFest 2024' campaign. These stood out for their authentic storytelling approach and creative execution, including the use of scented billboards that brought the 'GrillFest' experience beyond the island.





The organisation also achieved strong results at the MARKETING-INTERACTIVE Marketing Excellence Awards Singapore 2025. It secured 'Gold for Excellence in Social Media Marketing', alongside 'Silver' awards in Data Driven Marketing and Search Marketing. It also took home 'Bronze for Excellence in Communications and Public Relations' for the 'Sentosa First Dippers' campaign.



The same 'Sentosa First Dippers' campaign received the Ministry of Digital Development and Information's 'Comms Excellence Award' for its role in rebuilding public confidence and strengthening community resilience following the oil spill incident. The campaign was also cited by Minister for Digital Development and Information Josephine Teo as an example of how SDC turned crisis into an opportunity to re-engage the community.

Rounding off the year's accolades, SDC secured 'Gold' at the Singapore Media Marketing Awards 2026 for 'Peranakan Reimagined', a campaign celebrating SG60 and Peranakan heritage that generated more than 1.3 billion impressions across key regional markets. The organisation also won 'Silver' for its K-pop-themed 'K-waving the Shores of Sentosa' campaign.



Sustainability Awards

SDC's sustainability leadership in the business events sector was recognised at the Singapore MICE Awards 2025, where it received the 'Sustainability Initiative of the Year' award from Singapore Association of Convention & Exhibition Organisers & Suppliers (SACEOS).

The accolade recognised key green milestones, including the expansion of solar energy generation across Sentosa, the RISE sustainability exhibition and the hosting of the GSTC Global Conference 2024, which brought together more than 500 sustainable tourism advocates from 55 countries.

Sentosa also secured its second 'Sustainability Champion' award at the Klook Partner Awards, reflecting ongoing efforts to advance sustainable tourism practices while delivering meaningful guest experiences.









It also received the 'Best Custom Publishing Title' at the Singapore Book Awards 2025 for 'Timmy & Bill Meet the Explorers of Sentosa', recognising its innovative approach to promoting sustainability through storytelling.

Nine hotel partners received the 'Singapore Hotel Sustainability Award 2025', a biennial accolade presented by the Singapore Hotel Association to hospitality organisations that demonstrate excellence in sustainability and alignment with global best practices.

The recipients were all members of the Sentosa Carbon Neutral Network, including Capella Singapore, Hotel Ora at Resorts World Sentosa, Oasia Resort Sentosa, Shangri-La Rasa Sentosa, Sofitel Singapore Sentosa, The Barracks Hotel Sentosa, The Outpost Hotel Sentosa, Village Hotel Sentosa and W Singapore – Sentosa Cove.





Operational Excellence

SDC's Integrated Operations Division received the Ministry of Home Affairs' 'Operational Excellence Award 2025' for its swift and coordinated response to a fallen tree incident, showcasing operational resilience and commitment to guest safety on the island.



SDC Individual Awards

National Day Awards Investiture 2025 and Firefly Awards

At the National Day Awards Investiture 2025 and Firefly Awards, 16 SDC staff were honoured for exemplary performance and service across the Ministry of Trade and Industry family.

The awards included two 'Public Administration Medals (Bronze)', six 'Commendation' Medals, one 'Efficiency' Medal, one 'Go-the-Extra Mile for Service (GEMS)' Award and six 'GEMS Commendation' Awards.

CEO Star Awards 2025

Outstanding service was celebrated at the 'CEO Star Awards 2025', which recognised individuals and teams who delivered exceptional guest experiences.

The awards honoured 15 recipients from SDC and its Island Partners, including Madame Tussauds Singapore, Mount Faber Leisure Group (MFLG), ONE°15 Marina, Resorts World Sentosa (RWS) and Tanjong Beach Club, as well as valued partners such as the Singapore Police Force and STRIDES.



ASA EXSA Awards 2025

At the Association of Singapore Attractions Excellence Service Award (ASA EXSA) 2025, 143 individuals from SDC and MFLG received 'Silver', 'Gold' and 'Star' awards in recognition of their dedication to service excellence and commitment to delivering exceptional guest experiences.

Among the recipients, one individual was honoured with the prestigious 'EXSA Super Star Award' for outstanding commitment to service and exemplary contribution to the attractions industry.





Mount Faber Leisure Group Accolades

MFLG earned recognition across its attractions, dining and marketing efforts during the year. The Singapore Cable Car, Wings of Time Fireworks Symphony and SkyHelix Sentosa all featured in Trip.com Group's 2026 'Trip.Best Rankings', with the Cable Car's SkyOrb Cabins also winning 'Best Scenic Attraction' and 'Best Iconic Experience' at the TripZilla Excellence Awards 2025.

Dusk @ Mount Faber Peak and The Mirabilis Bar received 'Gold' and 'Platinum' awards respectively at the International Architecture & Design Awards 2025 and Architecture & Design Collection Awards 2025 for their nature-inspired interiors.

The Singapore Cable Car's 50th anniversary campaign achieved a strong showing across marketing and communications awards, with wins at the PR Awards, Marketing Excellence Awards, Event Marketing Awards and IPRS PRISM Awards.

MFLG was also named 'Licensee of the Year' at the Franchising and Licensing Awards 2025 for its innovative Pokémon experience on the Singapore Cable Car, and received the 'Excellence Award' at the Sanrio Southeast Asia Licensing Conference for the 'Singapore Cable Car x Hello Kitty Joint 50th Anniversary collaboration'.

Sentosa Golf Club Accolades

Sentosa Golf Club continued to strengthen its reputation as a premier golf destination, winning 'Asia's Best Golf Course' and 'Best Golf Course in Singapore' at the World Golf Awards for the third consecutive year. These latest honours marked the Club's 17th World Golf Awards titles, while its ranking among the world's Platinum Clubs improved to 71st place.

The Club also attained GEO Certification®, in a testament to its commitment to environmental stewardship, resource conservation and community engagement.



Island Partner Accolades

Resorts World Sentosa

- ASEAN Green Hotel Award 2026 – Hotel Ora
- Hubexo Asia Awards 2025 – Top 10 Developers – Resorts World Sentosa
- 34th TTG Travel Awards 2025 – Travel Hall of Fame: Best Integrated Resort – Resorts World Sentosa
- Travel Weekly Asia Readers' Choice Awards 2025 – Best Integrated Resort (Asia) – Resorts World Sentosa
- TripZilla Excellence Awards 2025
  - » Best Integrated Resort – Resorts World Sentosa
  - » Best New Attraction – Singapore Oceanarium
- IAAPA Brass Ring Excellence Awards 2025 – Most Creative Halloween Production – 'Once Upon A Time... To Die' live show, Universal Studios Singapore Halloween Horror Nights 13
- TripAdvisor Travellers' Choice Best of the Best 2025 – Universal Studios Singapore
- Singapore Hotel Sustainability Award 2025 – Hotel Ora
- Randstad Employer Brand Awards 2025 – Singapore's Top 10 Most Attractive Employers – Resorts World Sentosa
- Chartered Institute of Procurement & Supply (CIPS) Asia Excellence in Procurement and Supply Awards 2025 – Best Sustainability Project of the Year – Resorts World Sentosa

Capella Singapore

- Winner, Best Heritage Hotel 2025 and Hotel of the Year 2026 – Tatler's Best Hotels Guide
- Attained Forbes Five-Star distinction, with Auriga Spa recognised as Singapore's only Forbes Five-Star spa
- Achieved EarthCheck Gold Certification for excellence in sustainability and responsible hospitality practices

W Singapore – Sentosa Cove

- Ranked #1 Hotel in Singapore – CondéNast Traveller Readers' Choice Awards 2025 (US)
- Ranked #35 Best Hotel in the World – CondéNast Traveller Readers' Choice Awards 2025 (US)
- Winner, Singapore Hotel Sustainability Award 2025 – 2026

Royal Albatross

- Global Winner, Best Dinner Cruise – World Luxury Travel Awards 2025
- Winner, Best Yacht Charter, Southeast Asia – World Luxury Travel Awards 2025
- Winner, Asia's Finest Dinner Cruise – Asia Hospitality Awards 2025





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