

## p r e s s r e l e a s e

### **Resorts World Sentosa Unveils Loyalty Programme to Boost Local Visitor Numbers**

#### **Non-gaming card timed to reinforce family aspects of Singapore's first integrated resort as it turns fully operational in 2012**

**SINGAPORE, 21 March 2012** – Resorts World Sentosa (RWS) announced today that it will launch a non-casino loyalty programme to drive repeat visitorship among local residents to the resort and to reinforce its status as a family resort destination by plying card members with perks across its slew of wholesome attractions.

On 1 April 2012, RWS INVITES will offer card members a plethora of perks from its over 60 food outlets, two themed attractions, six hotels and a gamut of entertainment options including exclusive benefits at concerts, special events and even free parking – to further tap into the local segment which forms the bulk of repeat visitorship to the resort.

The loyalty programme is also a way to track the current high volume of repeat visitors, to offer even more personalized service and to thank them for their patronage.

RWS is Singapore's first integrated resort to launch a separate non-gaming card membership with a dedicated rewards programme for its loyal guests. In its opening year, RWS attracted more than 15 million visitors, with locals making up as much as 40 per cent of visitor numbers.

Targeted specifically towards professionals, managers, executives and technicians (PMETs), RWS expects the S\$5-million-programme to further strengthen the Resort's position as the lifestyle destination of choice for locals and expats living in Singapore.

RWS, which opened January 2010, is expecting to attract 100,000 sign-ups in 2012. It is open only to those residing in Singapore. Expatriates here may also join as card members if they can provide a local mailing address.

Initial response to the loyalty programme amongst focus groups has shown much promise, prior to today's soft launch of RWS INVITES to corporate partners, sponsors and fans of RWS garnering a buzz of excitement in the tourism and hospitality industry.

Ms Liang Wern Ling, Director of RWS INVITES, said: "We are completing the Resort this year and this card is timed to fully tap on robust offerings across the Resort to drive even more repeat visits from the local market.

“Never before has a loyalty programme of a single destination in Singapore offered deals across a full suite of experiences from attractions, performances, dining and hotel-stays to spa treatments and exclusive events. This suite of privileges and experiences at the Resort is a very powerful proposition for card members, and is what differentiates us from other loyalty programmes,” Ms Liang said.

Renowned spa operator ESPA will open the region’s first spa destination complex this June, followed by the world’s largest oceanarium – Marine Life Park, comprising one of Asia’s largest water theme parks and a world-class aquarium – in the second-half of 2012.

The launch comes hot on the heels of the opening of its final two hotels and just months before the completion of its entire stable of attractions. While RWS is unable to forecast estimates of the increased percentage in repeat visitorship, it is confident that the loyalty programme will ignite a fresh slew of repeat visitorship from locals to the resort.

### **WHAT RWS INVITES ENTAIL**

For an annual sign-up fee of \$150, card members instantly receive either of the following packages worth more than \$180:

- A pair of passes to Universal Studios Singapore with ‘Express’ privileges to five blockbuster attractions;
- A fine-dining experience at *L’ Atelier de Joel Robuchon*; or
- A 60-minute massage at the world-renowned ESPA.

These welcome gifts kick-start a year packed with gastronomical experiences from kitchen tours to workshops with celebrity chefs and special menus, as well as pool-side parties, exclusive invitations and sneak previews to openings, special events and festive celebrations across the 49-hectare resort.

In addition to exclusive events that will include backstage stops and dining with the stars, card members can also look forward to a specially-dedicated on-premise service lounge at RWS. Here, guests have a choice of complimentary refreshments and can make dinner reservations or purchase tickets for the many events at the resort.

This is the key differentiating factor of RWS INVITES, coupled with an exhaustive list of perks that include hotel room upgrades, free parking, complimentary tea and coffee at RWS restaurants, rebates and networking sessions specially organized for card members.

For starters, six special events are already lined up in the coming weekends for new card members. They include:

1. The first-ever Breakfast with the Stars of Universal Studios Singapore
2. SPLASH pool-side Liquid Buffet at the Hard Rock Hotel Singapore
3. Malaysian Food Street’s All-You-Can-Eat buffet
4. Up-close with Celebrity Chef Sam Leong
5. Michelin-Star Dining at *L’Atelier de Joel Robuchon*
6. Wine Pairing Dinner at Osia restaurant

**[Please refer to Annex A for a full list of perks and benefits, and the six special events organized to celebrate the launch.]**

The public will be allowed to partake in a few of these first six events for a sampling of the exciting programmes in store for card members in the coming months.

A web-based application specifically designed for card members will also be launched on 25 March, adding to the convenience of card members on the move.

To celebrate the launch of RWS INVITES on 1 April, a celebration complete with stage-games, roving characters, goodie bags, giveaways and lucky draws will greet guests at the Forum of RWS from 10am onwards.

- Ends –

**Notes to Editor:**

1. Please use the following photo captions for visuals.
2. High resolution images can be downloaded from link:  
<ftp://wswresorts:wswresorts@omaedcftp001.interpublic.com>  
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A special 8-metre high art installation made up of exactly 19,388 RWS INVITES membership cards in the shape of a hot-air balloon. It took 28 men over a period of 15 days to put this together.



28 men and 15 days was what it took to put together this larger-than-life RWS INVITES hot-air balloon installation. With finishing touches still underway, this the magnificent installation has taken to the stage in preparation of RWS INVITES' official launch on 1 April 2012.

## **MEDIA INVITE**

**You are invited to send a photographer/videographer to Resorts World Sentosa's Forum for the finishing touches that will be made to the 8-metre-high art installation made up of 19,388 RWS INVITES membership cards on:**

**WEDNESDAY, 21 MARCH 2012, at 4pm**

Please RSVP to Danny Cham/ Wendy Toh at [dcham@webershandwick.com](mailto:dcham@webershandwick.com), +65 9696 9128; or [wtoh@webershandwick.com](mailto:wtoh@webershandwick.com), +65 9027 2457.

### **About Resorts World Sentosa**

Resorts World Sentosa (RWS), Singapore's first integrated resort is located on the resort island of Sentosa. Spanning 49 hectares, the resort has welcomed over 15 million visitors in 2010 since it opened in January of that year. RWS is home to the region's first-and-only Universal Studios theme park, a Maritime Experiential Museum and Aquarium, a casino, luxurious accommodation in six unique hotels, the Resorts World Convention Centre, celebrity chef restaurants, Malaysian Food Street as well as specialty retail outlets. The resort also offers entertainment ranging from its resident theatrical circus spectacular - Voyage de la Vie, to public attractions such as the Crane Dance and the Lake of Dreams. Still to come are a destination spa and the world's largest oceanarium, the Marine Life Park. RWS is wholly owned by Genting Singapore, a company of the Genting Group. For more information, please visit [www.rwsentosa.com](http://www.rwsentosa.com).

### **MEDIA CONTACTS:**

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## ANNEX A

### Special Events:

#### **1. The first-ever Breakfast with the Stars of Universal Studios Singapore**

*Weekends of 7 & 8 and 14 & 15 April 2012, 8.30am to 10am*

Come up-close with ever-green Universal Studios stars over breakfast at Mel's Drive-In. Relish photo-moments with Woody Woodpecker, Marilyn Monroe, Betty Boop, Charlie Chaplin and the Dinettes. After breakfast, skip the regular queues to blockbuster attractions with special access from 10am to 11am.

#### **2. SPLASH pool-side Liquid Buffet at the Hard Rock Hotel Singapore**

*6 & 7 April 2012, 7pm to 12am*

Sip, soak and splash at Hard Rock Pool's first-ever Liquid Buffet. Enjoy free flow of beer and cocktails courtesy of Hornitos Tequila, Midori, Effen Vodka and Cruzan 9 Spiced Rum for the first two hours. Plug into the hottest tracks by sexy supermodel deejay Angie Vu Ha on 6 April, followed by Rebecca Chen on 7 April. The party will be hosted by hunky-licious celebrity Paul Foster. So, don your coolest beach glam outfit and join in the fun!

#### **3. Wine Pairing Dinner at Osia restaurant**

*8 April 2012, 7pm to 10pm*

Taste the best vintages from across Australia's most popular wineries, specially paired with Osia's new-to-debut dishes created exclusively for RWS INVITES card members. Winner of Best Dining Experience 2011, Osia will serve up its famous flatbreads followed by a delectable Australian-inspired three-course dinner.

#### **4. Up-close with Celebrity Chef Sam Leong**

*14 April 2012, 4.30pm to 8.30pm*

RWS Invites welcomes you to be amongst the first to join local celebrity chef Sam Leong as he hosts a culinary master-class together with his wife at Forest in Resort World Sentosa's latest Equarius Hotel. Learn to recreate elegant classic Chinese dishes. After the master-class, sit down to a relaxing four-course dinner showcasing the novel creations of Chef Leong and enjoy the evening amidst natural greenery.

#### **5. Malaysian Food Street's All-You-Can-Eat buffet**

*15 April 2012, 11am to 1pm*

This closed-door event only for RWS INVITES card members allows you to sample all the star hawker dishes at Resorts World Sentosa's widely successful Malaysian Food Street. Eat all you want, from Kuala Lumpur's famous Heun Kee Claypot Chicken Rice, to Penang's Ah Mei Hokkien Prawn Mee and hand-made chendol. And for the first time, learn how to replicate the Malaysian char kway teow and fried yuan yang in your own home with a cooking demonstration by RWS' very own Chef Adolf.

## **6. Michelin-Star Dining at L'Atelier de Joel Robuchon**

*15 April 2012, 12pm to 2pm*

L'Atelier de Joël Robuchon opens exclusively for lunch for RWS INVITES card members. Relax in the restaurant's romantic ambience, savouring a specially-assembled five-course lunch of Chef Robuchon's signature dishes. Finish with an exquisite platter of mignardise specially arranged by Chef Pâtissier Antonio Benites.

### **Perks & Benefits:**

1. Complimentary parking
2. Room upgrades with late check-outs at 2pm
3. One-for-one hour at RWS Kids' Club
4. Complimentary tea & coffee at RWS restaurants
5. Rebates

### **Events Exclusive to Card Members:**

1. Durian Festival
2. RWS Seminar Series
3. Spa Workshops

### **Special privileges accorded to Card Members:**

1. Universal Studios Singapore's Halloween Horror Nights
2. The opening of Marine Life Park
3. New Year's Eve Countdown parties