

press release

Resorts World Sentosa Clinches Three Awards at Singapore Tourism Awards 2017

Asia's premium lifestyle resort destination awarded Best Leisure Event for Universal Studios Singapore's Halloween Horror Nights for three years in a row, also honoured with Best Marketing Idea for the sixth instalment of Halloween Horror Nights and Best Customer Service for Attractions

SINGAPORE, 4 May 2017 – Asia's premium lifestyle destination resort, Resorts World Sentosa (RWS), clinched three accolades at the Singapore Tourism Awards 2017 this evening. RWS bagged the awards for the **Best Leisure Event for Universal Studios Singapore's Halloween Horror Nights** for the third consecutive year, **Best Marketing Idea for Halloween Horror Nights 6**, and **Best Customer Service for Attractions** in the award category for individuals.

Organised by the Singapore Tourism Board, the Singapore Tourism Awards is Singapore's most prestigious awards for the tourism sector and brings together the industry's best in delivering outstanding experiences and demonstrating enterprise excellence.

Mr Tan Hee Teck, Chief Executive Officer, Resorts World Sentosa said: "It is truly an honour to be recognised amongst the industry's finest and we would like to thank all our team members for their invaluable contributions and unwavering dedication in delivering a memorable and exceptional experience for our guests. We will continue to push the boundaries of creativity and innovation to establish ourselves as a compelling award-winning premium lifestyle destination for guests to enjoy the finest Michelin-starred dining, world-class attractions and quality entertainment".

Best Leisure Event – Universal Studios Singapore's Halloween Horror Nights 6

Universal Studios Singapore's Halloween Horror Nights won Best Leisure Event for the third year running, cementing itself as the region's most iconic and immersive Halloween event. Since its inception in 2011, the event has grown in size and scale, outdoing itself each year to enhance the experience of visitors. Universal Studios Singapore continually strives to create original content and fresh new experiences to satisfy the palates of horror fans who crave for more as the fear element gets bigger each year. Last year, the iconic event featured a record number of five haunted houses, two scare zones, and two live shows that ran over 16 nights (two more than the previous year) – all specially designed and curated for the most mind-blowing scarefest experience. To appeal to both local and international fans, Halloween Horror Nights 6 showcased brand new Asian-themed and Western scare acts, including its first-ever theatrical procession inspired by the Day of Dead.

Best Marketing Idea – Universal Studios Singapore’s Halloween Horror Nights 6

The innovative and out-of-the-box marketing of Universal Studios Singapore’s Halloween Horror Nights 6 clinched the award for Best Marketing Idea. The event, which has seen six successful installments, has pushed the team to conjure a creative and effective campaign to generate buzz in the overseas markets to draw visitors while re-igniting excitement amongst local audiences. Halloween Horror Nights 6 rode on an integrated communications and marketing campaign that ventured beyond the traditional channels of online, print and social media by incorporating alternative mediums such as virtual reality, guerilla stunts, mobile app takeovers and interactive displays, all of which extended the Halloween Horror Nights experience beyond the theme park, and targeted the fans right where they are.

Best Customer Service for Attractions

Mr Muhammad Aizuddin Bin Abdul Halim, an Aquatic Safety Team Manager at Adventure Cove Waterpark, was honoured for his exemplary service with Best Customer Service for Attractions. Aizuddin joined RWS in 2011 and has consistently displayed exceptional guest service and professionalism to create a safe and memorable experience for thrill-seekers in the water theme park. Aizuddin is also well-regarded as a role model amongst his peers, driven by the satisfaction he receives when guests end the day with smiles on their faces.

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ABOUT RESORTS WORLD SENTOSA

Resorts World Sentosa (RWS), Asia’s premium lifestyle destination resort, is located on Singapore’s resort island of Sentosa. Spanning 49 hectares, RWS is home to four world-class attractions including Universal Studios Singapore, S.E.A. Aquarium, Dolphin Island and Adventure Cove Waterpark. Other attractions include the Asian flagship of a world-renowned destination spa, a casino, six unique hotels and the Resorts World Convention Centre. With the most number of Michelin stars in one destination, RWS offers award-winning dining experiences at renowned celebrity chef restaurants, establishing itself as a key player in Singapore’s vibrant and diverse dining scene. The integrated resort also offers world-class entertainment, from original resident productions to concerts and public shows such as the Crane Dance and the Lake of Dreams. RWS has been named “Best Integrated Resort” since 2011 for six consecutive years at the TTG Travel Awards which recognises the best of Asia-Pacific’s travel industry.

RWS is wholly owned by Genting Singapore, a company of the Genting Group. For more information, please visit www.rwsentosa.com.

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