

## MEDIA RELEASE

### **Sentosa launches Singapore's first accessible beach track and inclusive tours in line with its ambition to be an inclusive tourist destination**



*(Left to Right) Lee May Gee, Deputy Chief Executive, SG Enable; Eric Chua, Senior Parliamentary Secretary, Ministry of Culture, Community and Youth & Ministry of Social and Family Development; Thien Kwee Eng, Chief Executive Officer, SDC*

**Singapore, 10 August 2024** – Sentosa Development Corporation (SDC) today launched Singapore's first accessible beach track and a series of inclusive tours led by persons with disabilities (PwDs), marking a significant milestone in its commitment to becoming a more inclusive tourist destination. These innovative initiatives are designed to enhance the visitor experience for everyone, regardless of physical ability or mobility challenges, and to set a new standard for accessibility in tourism.

The accessible beach track and inclusive tours are part of Sentosa's broader vision to be an inclusive tourism destination and workplace that caters to the diverse needs of all visitors and colleagues. This initiative aligns with SDC's accessibility approach to holistically consider island infrastructure, offerings and programming to the specialised training of employees to assimilate guests and colleagues who are differently abled. The design of developments on Sentosa already includes accessible entrances, pathways and lifts across more than 30 locations on the island including hotels, attractions and dining outlets. The recent island addition, Sentosa Sensoryscape, incorporates low-gradient walks and lifts, suitable for wheelchair users and parents with baby prams, aligned to Universal Design<sup>1</sup> guidelines.

Beyond strengthening the inclusive proposition, today's new trial takes pioneering inclusive tourism to the next level by test-bedding the accessible beach track as well as introducing wheelchair-friendly adventure for guests.

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<sup>1</sup> [For the Built Environment, Universal Design focuses on creating an inclusive society, where the young, the elderly, and persons with limited mobility can continue to enjoy living in familiar surroundings with their families and friends](#)

## **Pioneering Accessible Beach Track**

The new accessible beach track, a pioneering project in Singapore, is designed to provide a seamless and enjoyable experience for visitors with mobility challenges. The track features a 23-metre-long slip-resistant and sturdy surface that extends from Emerald Pavilion across the picturesque Siloso Beach, ensuring that guests of all abilities, including strollers, can have a means to access the beach and the sand, along with accessible restrooms and amenities along the route.

These new initiatives were launched today at the 'Beyond the Waves' event, which was co-organised by SDC and SG Enable, and supported by Republic Polytechnic. The event brought together persons with disabilities, such as ex-Paralympic medallist Theresa Goh, social service organisations, and members of the public to foster greater inclusion and promote a deeper understanding towards the lived experiences of persons with disabilities. The beach track will also allow accessibility-challenged guests to experience the sandy beach for the first time with ease while collecting valuable feedback for future initiatives in inclusivity on the island.

The track will be trialled from now until 31 October 2024. Visitor feedback will be collected via a QR code located near the track, which will help SDC to further assess its feasibility of scaling up on other beaches on the island.

This new trial at Siloso Beach will add to the range of inclusive activities already on our beaches, including stand-up paddling programme for persons with autism held at Ola Beach Club, further enhancing our proposition as an inclusive and welcoming destination for everyone.

## **Inclusive Island Adventures**

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

Conducted in collaboration with local tour operator Tribe Tours, these tours can be booked via [Sentosa's](#) or [Tribe Tours' official website](#).

## **Sentosa's Commitment to Inclusivity on the Island**

SDC is fully dedicated to being a world-class destination with many fulfilling experiences to visitors of all abilities. Apart from pioneering the accessible track and introducing inclusive tours, the organisation also initiated the Global Sustainable Tourism Council (GSTC) Accessible & Inclusive Travel Course, which aims to empower all employees to gain deeper insights and to acquire practical strategies to provide exceptional experiences to individuals of all abilities.

Beyond training, SDC is also actively exploring additional enhancements and developments to further support and enrich the experiences of persons with disabilities, such as enabling [Eye-Able](#) on the Sentosa website, allowing for greater digital accessibility for guests on the website to plan their trip to the island.

Our commitment to developing an inclusive destination is evident since the signing of the Sentosa Cares Memorandum of Understanding (MoU) with SG Enable and Ministry of Social and Family Development last year, which aims to support PwDs and families with children living in public rental housing under the ComLink initiative by providing them employment opportunities on the island.

Since October 2023, more than 200 employees across Sentosa have undergone disability awareness workshops with Enabling Academy by SG Enable as part of their onboarding programme. The training not only equipped them with the knowledge and skills to better integrate colleagues with disabilities in the workplace, but also provide quality guest experience to those with disabilities or special needs. In addition, Island Partners such as Capella Singapore and Mount Faber Leisure Group who have hired persons with disabilities have attained the national Enabling Mark (Silver) accreditation, recognising their best practices and commitment to inclusive hiring.

"We are dedicated to creating an inclusive environment where guests of all abilities can experience the joy and beauty of our island and our beloved beaches. With the trial of Singapore's first accessible beach track and our new range of inclusive tours, we are setting a new benchmark and taking a significant step toward making our destination welcoming and enjoyable for all. We believe that everyone should have the opportunity to create lasting memories here, and we are committed to making that a reality." said Lee Cheh Hsien, Assistant Chief Executive, Corporate and Sustainability Group, SDC.

"SG Enable is dedicated to enabling persons with disabilities to live, learn, work, and play in an inclusive society. The accessible beach track and inclusive tours are groundbreaking steps towards ensuring that everyone can enjoy Sentosa's island offerings. The Sentosa Wheel Venture Accessibility Tour not only enhances accessibility but also creates employment opportunities for persons with disabilities as docents or guides, contributing to a more inclusive community," said Lee May Gee, Deputy Chief Executive, SG Enable.

For official images of the Beyond the Waves event, please visit this [link](#).

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#### **Media Contacts**

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#### **About Sentosa**

Sentosa, where discovery never ends, is Asia's leading leisure destination and Singapore's premier island resort getaway, located within 15 minutes from the central business and shopping districts. The island resort is managed by Sentosa Development Corporation, which works with various stakeholders in overseeing property investments, attractions development, and operation of the various leisure offerings and management of the residential precinct on the island.

The 500-hectare island resort is home to an exciting array of themed attractions, award-winning spa retreats, lush rainforests, golden sandy beaches, resort accommodations, world-renowned golf courses, a deep-water yachting marina and luxurious residences – making Sentosa a vibrant island resort for business and leisure. Sentosa is also home to Singapore's first integrated resort, Resorts World Sentosa, which operates Southeast Asia's first Universal Studios theme park.

Situated on the eastern end of Sentosa Island is Sentosa Cove, an exclusive waterfront residential enclave bustling with more than 2,000 homes, quayside restaurants, retail and specialty shops. The island is also proud to be home to Sentosa Golf Club and its two acclaimed golf courses, The Serapong and The Tanjong. Sentosa Golf Club has hosted a number of high-profile professional and amateur tournaments, including

the Singapore Open and HSBC Women's World Championship, welcoming international star players and world-class golf professionals from across the world.

Welcoming a growing number of local and international guests every year, Sentosa is an integral part of Singapore's goal to be a global destination to work, live and play. For more information, please visit: [www.sentosa.com.sg](http://www.sentosa.com.sg).



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#### **About Sentosa Development Corporation**

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

SDC wholly owns its subsidiaries Sentosa Cove Resort Management Pte Ltd and Sentosa Golf Club. SDC also owns the Singapore Cable Car Sky Network, managed by Mount Faber Leisure Group Pte Ltd, a wholly owned subsidiary which operates as an autonomous commercial arm.

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.