Sentosa Islands

Parent Company

Sentosa Development Corporation

Category

Amusement Park/Theme Park

Sector

Tourism and Hospitality

Tagline/ Slogan

Asia’s Favourite Playground, Singapore’s Island Resort

USP
Sentosa Islands

Unique island resort with a mix of natural and man-made attractions

STP

Segment

Families, children and tourists

Target Group

Families living in Singapore and tourists from all over Asia

Positioning

A park that offers adventure, entertainment and leisure at the same place

SWOT Analysis

Strengths
1. The park has won several prestigious awards in recent times including IAAPA, Excellent Service Award, ATTA among several others.
2. Sentosa attracts an average of 5 million visitors every year.
3. The island resort is very easily accessible from Singapore Mainland.
4. Sentosa has earned a reputation for hosting major world class events like Forbes Global CEO Conference, Siloso Beach Party and Barclays Singapore Open.
5. Popular branding and marketing in South Asian countries.
6. Has attractions like golf course, beaches, attractions etc ideal for both business and leisure.

**Weaknesses**

1. The brand does not have a strong presence outside Asia.
2. Future developments will be restricted due to limitations on the available land space.

**Opportunities**

1. Tourism is an emerging industry in Asia with a lot of potential. Sentosa can hope to attract tourists from the neighbouring Asian countries.
2. Singapore is emerging as a popular tourist and shopping destination in Asia.
3. Tie-up with international corporates and business houses to increase traffic.

**Threats**

1. Neighbouring countries in South East Asia are strongly promoting themselves as tourist attractions.
2. In the absence of continuous innovation, there is no incentive for a second-time visit.
3. Sentosa does not have an integrated theme as compared to some of its local competitors like the Jurong Bird Park, the Night Safari etc.

**Competition**
<table>
<thead>
<tr>
<th>Competitors</th>
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<tbody>
<tr>
<td>1. Genting Highlands, Malaysia</td>
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<td>2. Jurong Bird Park, Singapore</td>
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<td>3. Disneyland, Hong Kong</td>
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