Case study: Sentosa, Singapore

The resort island of Sentosa in Singapore, has embraced technology as an important tool for enhancing guest experiences amid an increasingly competitive tourism landscape. One such initiative is the implementation of an extensive Wi-Fi network on the island to provide guests with better connectivity and greater convenience.

In a world where connectivity on the go has become so pervasive and changed the way travellers plan, book and enjoy their leisure, Sentosa Development Corporation (SDC), which manages the island, has introduced free Wi-Fi services on Sentosa via Wireless@SG. The Wireless@SG programme is an initiative of the Infocomm Development Authority of Singapore (IDA) that seeks to provide free, easy and secure connectivity to Wi-Fi services in the public space, in collaboration with venue owners and service providers.

SDC has progressively rolled out the free Wi-Fi services at key nodes across Sentosa over the past few years, with the intention of expanding the coverage so that guests can maximise their fun while continuing to stay in touch. Today, there are more than 200 hotspots across Sentosa. Guests who are connected to the Wireless@SG network can tap on the free Wi-Fi to enjoy easier access to information on Sentosa's exciting variety of offerings and directions for getting around the island. They can also share photos of their island adventures on social media and stay connected while moving between attractions or basking in the sun on the beach, without having to worry about incurring excessive data roaming charges.

In June 2016, SDC will embark on a Green Wi-Fi pilot project with IDA and several industry partners to test outdoor Wi-Fi deployment on Sentosa by using wireless backhaul technology, coupled with solar panels, to power and enable Wi-Fi services in a more cost effective and environmentally sustainable manner. To allow guests a more seamless connection to the free Wi-Fi network, SDC will also be integrating Wireless@SG with its MySentosa mobile app. Guests who have downloaded the app for updates on the island's activities and promotions will be able to connect easily to Wireless@SG for free Wi-Fi access.

About Sentosa
Sentosa 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, operation of the various leisure offerings and management of the residential precinct on the island. The Corporation also manages the Southern Islands, and owns Mount Faber Leisure Group which runs Singapore's only cable car service.

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. Making Sentosa its home, too, is Singapore's first integrated resort, Resorts World Sentosa, which operates South East Asia's first Universal Studios theme park.

Situated on the eastern end of Sentosa Island is Sentosa Cove, an exclusive oceanfront and residential enclave bustling with some 2,000 homes, romantic 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 hosts the SMBC Singapore Open and the HSBC Women's Champions, featuring some of the world's best golf professionals.

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 on Sentosa, please visit: www.sentosa.com.sg

About Infocomm Development Authority of Singapore
The mission of the Infocomm Development Authority of Singapore (IDA) is to develop information technology and telecommunications within Singapore with a view to serve citizens of all ages and companies of all sizes. IDA does this by actively supporting the growth of innovative technology companies and start-ups in Singapore, working with leading global IT companies as well as developing excellent information technology and telecommunications infrastructure, policies and capabilities for Singapore.

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