

## IAG ACADEMY IR AWARDS 2024 – BEST IR ATTRACTION (SKYPARK OBSERVATION DECK)

### A SKY-HIGH ATTRACTION WITH BREATHTAKING VIEWS

Perched 56 storeys above the bustling heart of Marina Bay, SkyPark Observation Deck offers breathtaking views of Singapore's iconic cityscape, showcasing its world-class architectural marvels and Singapore's vibrant urban landscape.

Since its grand opening on 24 June 2010, SkyPark Observation Deck has been a monumental success for Marina Bay Sands, drawing in throngs of tourists and significantly boosting footfall each year. This influx of visitors has spurred a robust demand for the attractions at Marina Bay Sands, presenting an opportunity to expand its audience while maintaining a balance between operational excellence and an exceptional guest experience.

Over the past two years, Marina Bay Sands has organised a series of seasonal events and exclusive premium experiences to enhance visitor engagement.

### SUNSET IN THE SKY



**Sunset in the Sky** is a premium experience package available weekly every Tuesday to Sunday at the SkyPark Observation Deck during the enchanting golden hour. This experience is delivered in collaboration with Spago by Wolfgang Puck.

This elevated experience includes priority access to SkyPark Observation Deck, an exclusive seating area, bespoke chocolates crafted by Wolfgang Puck paired with a glass of champagne, a personalized leather photobook with digital photo files to serve as a precious keepsake, and an exclusive guided tour of SkyPark Observation Deck.

Sunset in the Sky has emerged as the quintessential experience for guests seeking to commemorate their most cherished moments. Since its inception, the experience has become a favoured choice for those planning unforgettable wedding proposals and milestone birthday celebrations. The allure of the golden hour, coupled with the luxurious amenities, has made it an integral part of many guests' defining milestones. The attraction's dedicated Engagement team has had the honor of orchestrating numerous wedding proposals and memorable birthday celebrations, each one a testament to the unique and intimate charm of this elevated experience.

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### SILENT DISCO



In 2022, we collaborated with Silent Disco Asia to bring the vibrant energy of Silent Disco to SkyPark Observation Deck. From October to November, the deck came alive with music and dancing every Friday and Saturday, offering the public a much-needed return to the exhilarating nightlife and entertainment scene as Singapore emerged from the pandemic. These weekly sessions successfully rekindled the buzzing atmosphere of fun and music, welcoming guests back with a revitalising social experience.

The partnership with Silent Disco Asia continued through 2023, with the introduction of a new theme of events, **Silent Disco Full Moon Parties**. These events take place once a month on a Saturday, aligning with the lunar phase of the full moon and allow attendees to dance the night away under the stars, with three DJs wowing the crowds with their distinct music styles.

Guests can switch between channels and groove to their favorite tunes with customised headsets, all while enjoying the mesmerising views of the vibrant city lights from 56 storeys above the iconic Marina Bay Sands.

### IN THE SKY EVENTS



To further elevate the visitor experience at SkyPark Observation Deck, Marina Bay Sands launched a series of hallmark events known as “In the Sky.” These events celebrate significant festivities in Singapore, such as National Day (*National Day in the Sky*) and New Year’s Eve Countdown (*Countdown in*

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*the Sky*). During these events, SkyPark Observation Deck is transformed into a spectacular event venue with extensive setups tailored to the occasion.



During such events, the attraction will offer a live band, live DJs or live screening of the events on a large screen, allowing attendees to immerse themselves in the festive atmosphere. During National Day and New Year's Eve, guests can also enjoy a spectacular fireworks display during the finale performances, set against the iconic Singapore cityscape.



This year, Marina Bay Sands is excited to introduce the latest addition to the In the Sky lineup - **Halloween in the Sky**, inviting attendees to don their scariest costumes and revel in a night of spooky fun. Following the success of its ongoing monthly Silent Disco Full Moon Parties, Halloween in the Sky will be held in partnership with Silent Disco Asia on 26 October 2024.