

BACKGROUND ...

CURRENT SITUATION ...

Demand for Other Recreation and Leisure Services ...

Other recreation activities include visits to major Singapore attractions like the Singapore Zoological Gardens, Sentosa Island, Jurong Bird Park and Science Center.

The zoo continues to be one of Singapore's main attractions. As of 1988, the number of zoo visitors exceeded a million. Sentosa Island is currently developing its facilities in order to enhance its image as Singapore's Discovery Island. In addition to the new attractions such as the ferry terminal, garden plaza, butterfly park and others, construction is underway for an Asian Cultural Village, underwater world, and 2 hotels.

The 20.2 hectare Jurong Bird Park has the world's largest walk-in aviary with 3,600 birds. In 1988, it attracted over 980,000 visitors, a 15% increase from 1987.

The omnimax theater at the Science Center (which is Canadian owned) with feature films on wildlife, space exploration and others, is also very popular because of its "big screen" concept. The center has also recently constructed a S\$1 million observatory, 50% of which was funded by the Japanese government. The observatory's 2 telescopes and other equipment will enable stargazers to track solar and lunar eclipses, starspot activity and movement of planets, comets and other celestial phenomenon.

FUTURE TRENDS

The leisure and entertainment industry is projected to experience further growth because of rising disposable income and growing local affluence.

Other factors which are expected to contribute to the industry's growth are the gradual reduction in working hours, the demographic distribution of the population (50% in the 15-39 age group), and the projected growth in tourism.

The promising growth areas which have been identified are :

- the movie industry
- multiplex cinemas
- entertainment/amusement centers or theme parks
- lounges

In order to transform Singapore into a primary Asian movie-making city, the government (through the EDB) has been actively wooing foreign talent and several foreign film makers (Cinema City and Impact Entertainment Holding of Hong Kong) have already announced plans of shifting their production bases to Singapore. Two international film production companies, Far East Holding International of Hong Kong and Cecchi Gori Group of Italy are also considering establishing multi-million dollar movie complexes to produce films locally.

The relaxation of government policy which permits food outlets and entertainment-related activities at cinemas has paved the way for multiplex movie centers. These involve several smaller ultra-modern theatres, shops, restaurants, and other recreational activities all under one roof. The concept is fast gaining acceptance as it serves as a self-contained one-stop entertainment center for the family.

Shaw organization has plans of converting some of its cinemas into upmarket centers at an estimated cost of \$60 million. Warner Brothers is also interested in building multiplexes in HDB housing estates.