

## **BACKGROUND**

### **DIRECTIONAL EMPHASIS OF SECTOR**

Part of the Singapore government's economic development plan includes the transformation of Singapore into an international service centre. To achieve this, a vibrant leisure and entertainment industry is necessary.

The Economic Development Board (EDB), together with the Singapore Tourist Promotion Board (STPB) and the Ministry of Community Development (MCD) has been given the task of actively promoting the development of the industry. Financial incentives, including a tax free status for 5-10 years for film production projects (eg : Tang Dynasty Project), are available to both foreign and local companies.

Firms are therefore being encouraged to invest in the following areas :

- Leisure projects such as entertainment centers and theme parks, cultural villages, sport and recreation facilities, marinas, underwater world, racing tracks, art galleries, museums and antique auction houses.
- Movies and video production.
- Music and recording services.
- Performing arts (theatre, dance, etc).

At present, through the STPB and the Sentosa Development Corporation (SDC), several recreational projects like the Haw Par Villa Mythological park and the Sentosa Underwater World have commenced. The STPB is currently negotiating with relevant authorities for extra prime land for the development of the 21-hectare Singapore Entertainment Center in Marina South.

In another bid to boost Singapore's leisure and entertainment service, the Jurong Town Corporation has assigned land in Jurong and Tuas to house leisure and entertainment activities. So far, 41 hectares of government land has been allocated to the 2 movie-complexes and Singapore's first world-class marina.

### **ECONOMIC OVERVIEW**

Broadly defined, the leisure and entertainment industry refers to rest and recreational services provided for activities undertaken by people during their leisure time. The activities can therefore vary from low cost pursuits like reading and strolling through parks, to paid services and facilities like bowling and watching a movie.

The latter also include the performing arts (eg : classical and popular music concerts, dances and drama performances), museum and art galleries, cinemas and videos, and entertainment centers/theme parks. Other amusement services include music lounges, discotheques, private clubs and leisure centers such as bowling alleys, ice-skating rinks, sport/health fitness centers.

The demand for leisure and entertainment facilities and services is largely dependent on local disposable income coupled with the amount of leisure time available, as well as the number of tourists.