



News Release

Singapore's First Themed, Indoor Mini Golf Course Is Now Open

Step out and live it up without sweating it out - at LilliPutt

SINGAPORE, 27 May 2003 – LilliPutt, Singapore's first mini golf course with a difference, officially opens today as a new recreation and entertainment destination for Singaporeans and tourists.

At the launch of the 18-hole, air-conditioned mini golf course at the Big Splash Complex, Ida Chow, one of LilliPutt's three directors, revealed, "Whilst Singapore is fighting SARS, we were anxious about opening a mini golf course at such a difficult time for many. We decided to go ahead with the launch as there is no reason why normal life, as we know it, should be paralyzed by a virus. It would have been easier to postpone LilliPutt's launch, yet there's an urgency to live as normally as possible. That means going to the cinemas, traveling, meeting friends, eating out and shopping.

"Today, if I may borrow a phrase from the Singapore Tourism Board's marketing campaign, there's one more reason for Singaporeans to *step out* of their homes. One more reason for tourists to *step out* of their hotel rooms. And one more choice of entertainment for companies and event organizers seeking alternative interaction for their employees and customers".

LilliPutt is a first-of-its-kind in Singapore, a mini golf course that simultaneously offers interactive entertainment and showcases mini landmarks of Singapore – all in cool comfort. Equivalent in size to five tennis courts, LilliPutt sits on 10,000 sq ft of space at the Big Splash Complex along Singapore's popular East Coast Park beach.

Officiating at the centre's opening, Mr Lim Neo Chian, Deputy Chairman and Chief Executive of Singapore Tourism Board, described LilliPutt as "a fun attraction that will enhance the vibrancy of Singapore's leisure sector".

"It's a new concept for Singapore, it's affordable and it's accessible. I hope Singaporeans will let their hair down and have fun. We need to fight Sars and return to normalcy as much as possible. When leisure travellers see this, their confidence will return and they will come to Singapore. LilliPutt's opening is timely as it coincides with our 'Step Out! Singapore' programme. This, together with the success in the SARS containment efforts, will set the stage for the recovery of the tourism industry", Mr Lim added.

A first for Singapore, *LilliPutt* is unlike anything else Singapore has offered in family entertainment, as a corporate incentive or as a tourist attraction. In truly unique interactive entertainment, visitors putt through Singapore on a "tour" that take them through miniature replicas of Changi Airport, Sentosa, Haw Par Villa and Singapore Zoological Gardens among other familiar landmarks. Based on the theme, *Miniature Singapore*, each of the 18 putting holes represents a place of interest, complete with visual animation and sound effects – and its own set of challenges and obstacles.

LilliPutt is both a fun and a sporting experience for golfers and non-golfers alike. Designed to both challenge and entertain the young at heart, each hole is fitted with sound and lighting effects to surprise and delight. Motorized systems of transporting the balls from one section to the next are creatively engaged to bring players meandering through the built-in sights and sounds before reaching their final “destinations”. For example, when a ball is putted through the Haw Par Villa hole, it triggers a mechanism that “lights up” the eyes of a dragon. At the Sentosa hole, a mini cable car transports the golf ball to Sentosa Island when a ball is putted.

“We wanted a fun concept which is family oriented and unique, something that people can enjoy together, regardless of rain or shine. As an alternative to going to the movies or bowling, why not challenge themselves at LilliPutt? Once they have tried mini golf, they’ll be hooked. We’re confident that the concept of an indoor thematic course like LilliPutt will take off in Singapore and the region, especially given people’s penchant for fun, travel and adventure,” Ms Chow enthused.

In creating the idea for LilliPutt, its partners borrowed the concept from other parts of the world, where mini golf is as popular as bowling or tennis. The name LilliPutt is a tongue-in-cheek adaptation of the land of Lilliput in Jonathan Swift’s satirical novel *Gulliver’s Travels*, where little people live in little houses. LilliPutt is comprised of “Lilli” for “little” and “Putt” for “golf”. The complete intended meaning is that of “little land of golf”, hence the name LilliPutt for Singapore’s - and possibly Southeast Asia’s - first-of-its-kind indoor mini golf course.

Its partners have invested \$600,000 in the development of the mini golf course and are spending \$100,000 of this sum on marketing and promotion. It will be running cinema commercials at Lido theatres from 29 May through 31 December 2003. Promotional brochures will also be available at counters in the hotels, shopping centres, major tourist attractions, STB and Changi Airport or any of 200 CityCab taxis from June through March 2004.

More than a game of mini golf and option for family fun and corporate incentives, LilliPutt is Singapore’s newest tourism showcase. LilliPutt is also working closely with the Singapore Tourism Board regarding promotional opportunities. It is hoped that LilliPutt’s various themed miniature “attractions” will encourage more tourists to visit the actual places of interests to experience the sights and sounds of Singapore.

LilliPutt aims to be a household name in indoor mini golf in Asia. Its first thematic and interactive mini golf course in Singapore is poised to take the pleasure of “new” leisure to new heights. With LilliPutt’s introduction of indoor mini golf to Singapore, it intends to become a pioneering force in the region’s leisure and tourism industry.

LilliPutt is participating in STB’s *Step Out* Singapore campaign. During the campaign period until 15th June, it is offering one free admission for groups of five – pay for 4 and 1 comes in free. It is also offering a 10% discount on admission fees for groups of four or less and a free gift to every customer, while stocks last. Sign up for a LilliPutt loyalty program and players will get double stamps to enable them to earn a privilege card of 10% discount in future. As an added bonus, merchandise including T-shirts, caps, mugs, golf balls and pens are on sale at a 10% discount, valued during this period.

Opening hours are from 10.00 am to 10.00 pm daily including public holidays. Anyone from 8 years of age will be eligible for entrance to the course. The course fees are \$12 for children (8 to 12 years old), \$15 for students and \$18 for adults.

About LilliPutt Pte Ltd

LilliPutt Pte Ltd was incorporated in Singapore in December 2002. A pioneering force in Asia's tourism and leisure industry, the company is committed to providing innovation and excellence in entertainment, sports and recreation. LilliPutt's vision is to be a household name in indoor mini golf in Asia.

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