

Resorts World Genting unveils *A Bling Bling World at RWG* campaign with music video featuring Mediacorp celebrities

Singapore, 1 March 2024 – Resorts World Genting (RWG), arguably one of Asia’s splashiest and most scenic integrated resort and entertainment hub has embraced the new year with the premiering of a glitzy music video, *A Bling Bling World at RWG*, featuring Mediacorp celebrities Dennis Chew, Gao Mei Gui and Richie Koh.

This is produced and released with the objective of capturing the elevated experiences and excitement of a holiday above the clouds.

“We are thrilled to leverage the star power of Mediacorp’s celebrities as we unveil our first campaign this side of the border to entice and further reinforce our message of luxurious dream holidays afforded to and crafted especially for Singaporeans at RWG,” said RWG Senior Vice President for Sales, Marketing & MICE, Spencer Lee.

Lee said that although RWG has for decades welcomed countless guests from all over the world, Singaporeans are by far the most regular and faithful, making up 6% of total visitor arrivals or an equivalent of 1.17 million guests in 2023. Malaysia has long been considered a value-for-money holiday destination by Singaporeans by virtue of its proximity and favourable foreign exchange rate of 1SGD to 3.50MYR.

“For years now, Singaporeans have found the mist-shrouded scenery, cool mountain air and various entertainment options and attractions at RWG highly appealing and droves of visitors head for the hills from the island state every year.

“With the strong Singapore Dollar, Singaporeans with a penchant for the high life can luxuriate unabashedly and live it up with luxurious accommodation, fine dining, endless shopping and plenty of thrills and spills at our theme parks,” said Lee. You can now enjoy more for a lot less!

In line with the campaign, *A Bling Bling World at RWG*, Resorts World Genting will offer *Don’t Say Bojio* 1 week only exclusive deals from 2nd till 8th March:

- Two Genting SkyWorlds Theme Park Standard tickets for SGD60 (N/P: SGD125)
- Genting SkyWorlds Hotel from SGD83 per room/night (N/P: SGD 94)
- Crockfords Superior Room with Breakfast at SGD429 per night;
- Resorts World Awana Superior Deluxe Room with Breakfast from SGD86 per night.

Visitors are afforded easy access to the integrated resort above the clouds with 15 pick-up points from Singapore to Resorts World Awana if they book via WTS Travel & Tours and Transtar Travel.

Additionally, Singaporeans can also look forward to an array of exciting events that promises non-stop excitement and entertainment, including a very special “Dazzling Evening with Uncle Bling & Niece Bling”, “The ‘Year of the Dragon: Bruce Lee the 1st Tour’”, and concerts throughout the year!

With so much to see, do and look forward to at Resorts World Genting, there’s no better time to plan your glamorous staycation and hilltop getaway. *Bling Bling* your way to Insta-fame!

For more information on *A Bling Bling World* campaign packages or to view the music video, please visit rwgenting.com or RWG’s official YouTube page.

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About Genting Malaysia

Genting Malaysia is one of the leading leisure and hospitality corporations in the world. Listed on Bursa Malaysia with approximately RM16 billion in market capitalisation, Genting Malaysia owns and operates major resort properties including Resorts World Genting (RWG) in Malaysia, Resorts World New York City (RWNYC), as well as Resorts World Catskills (RW Catskills) and Resorts World Hudson Valley (which are 49%-owned via an associate company), in the United States (US), Resorts World Bimini (RW Bimini) in the Bahamas, Resorts World Birmingham (RW Birmingham) and over 30 casinos in the United Kingdom (UK), and Crockfords Cairo in Egypt. Genting Malaysia also owns and operates two seaside resorts in Malaysia, namely Resorts World Kijal in Terengganu and Resorts World Langkawi on Langkawi island.

With about 10,500 rooms across seven distinct hotels, RWG is Malaysia’s premier integrated resort destination. The resort also features wide-ranging leisure and entertainment facilities, including gaming, theme park and amusement attractions, dining and retail outlets, as well as international shows and business convention facilities. Genting SkyWorlds, a first class, world-class theme park, is a key attraction in augmenting RWG’s integrated entertainment line-up. Additionally, Genting Highlands Premium Outlets (a joint venture between Genting Plantations Berhad and Simon Property Group) at the mid-hill, further complements RWG’s extensive premium offerings and exemplifies its position as a leading provider of leisure and entertainment in the region.

Genting Malaysia is a member of the Genting Group, one of Asia's leading and best-managed multinational companies. The Genting Group is led by Tan Sri Lim Kok Thay, a visionary entrepreneur who has successfully established the Resorts World brand as a leader in the leisure and hospitality sector in Malaysia, Singapore, the US, the Bahamas and the UK. Tan Sri Lim Kok Thay also has significant investments in other industries globally including oil palm plantations, property development, power generation, oil and gas, cruise and biotechnology.