



# Fun ride for the family

Pro-family initiatives, such as value-for-money family packages, make Sentosa Luge a hit with families.

Sentosa Luge is more than just a fun weekend thrill. For some, it's also a great way to bring the family closer together.

Ms Clara Ong, who visited the attraction with her sibling, noted that the luge provided a great opportunity for her to bond with her sister.

She said: "It was the first time, after many years, that my sister and I had such a great time together. It was very memorable and brought back memories of the times when we were young."

A luge is part go-kart, part toboggan with a unique steering and braking system.

Mr Lyndon Thomas, general manager of Sentosa Luge — an accredited Pro-Family Business, said: "For kids, it's the freedom, the exhilaration and the sense of achievement they experience as they improve after each ride.

"For mum, dad and grandparents, it's a trip back to their childhood, and the chance to enjoy an activity with the children."

Children below the height of 110cm will need to ride with their parents; visitors who meet the height requirement can ride alone.

Safety is a top priority at Sentosa Luge. Before the ride, each guest receives personal riding instructions, and undergoes braking and steering tests.

Staff are also stationed at various track points to ensure that all riders, especially children and the elderly, are enjoying themselves in a safe manner.

To make it more accessible



The Sentosa Luge is a fun and affordable way for parents to bond with kids.

and safe for older guests, elderly visitors are helped in and out of luge carts, and the floors are constructed using non-slip material. Additionally, shades, fans and picnic tables have been installed for tired guests.

No family member is left out. Ms Haili A J, a mother of two, was impressed with the treatment received by the family.

"I've visited the Sentosa Luge with my children twice this year and we've always enjoyed ourselves. I especially like the service attitude of the staff as they understand the need to make each of us feel good," she said.

According to Mr Thomas, staff at the attraction undergo rigorous service training so that they are able to anticipate and look after the needs of the wide variety of visitors it receives.

To help families stretch their

dollar, Sentosa Luge introduced a number of family packages, such as the Family Four and Family Eight packages priced at \$27 and \$49 respectively.

These packages are significantly cheaper compared to regular-priced tickets that cost \$10 per person.

"Families make up more than 60 per cent of our business. This is why we introduced the family Luge Licence, an annual membership scheme for families which offers discounts on rides and easy access via the express lane."

These value-for-money measures have proven popular with families.

"We have families that come every weekend with their own luge helmets and luge shirts. It really is great to see such loyalty and families having great fun," said Mr Thomas. MELODY TAN

The Pro-Family Business (PFB) Mark, supported by the Ministry of Community Development, Youth and Sports, signifies businesses' commitment to welcome families as customers. It underscores the potential business value that can be derived from targeting families as customers. For more information on the PFB Mark, contact the PFB Secretariat at 6375 0939 or visit [www.mbp.org.sg](http://www.mbp.org.sg).