

IAG ACADEMY IR AWARDS – Best IR Resort Attraction
Entry by Marina Bay Sands | August 2025

Nomination for Marina Bay Sands SkyPark Observation Deck

Since opening on 24 June 2010, the SkyPark Observation Deck has become a signature feature of Marina Bay Sands. Rising 56 storeys above the city, it offers breathtaking views of Singapore’s skyline and iconic landmarks.

Over time, it has evolved from a scenic lookout into a vibrant destination, driving strong visitor numbers and contributing to the success of Marina Bay Sands’ Attractions. In response to growing demand, the team has enhanced the experience through curated enhancements and initiatives in a major revamp.

Enhancements in 2025 – Skyline Singapore: Stories from Above and refreshed F&B kiosk



Launched in January 2025, – *Skyline Singapore: Stories from Above* is an elevated experience that traces the transformation of Marina Bay. Besides highlighting the pivotal opening of Marina Bay Sands in 2010, the exhibition tells the story of Marina Bay’s evolution from a historic waterfront to a defining feature of Singapore’s iconic skyline.

The journey begins at the Box Office area of SkyPark Observation Deck, where visitors explore the development of Marina Bay through historical photographs and informative displays. The focus then shifts to Marina Bay Sands – from its initial conception, visionary design by architect Moshe Safdie, to its complex construction.

At Level 56, the showcase celebrates Singapore with an immersive LED wall featuring iconic landmarks, complemented by interpretative panels that guide guests as they step out onto the deck. *Skyline Singapore: Stories from Above* offers a fresh perspective on the journey of Marina Bay Sands and its role in shaping the city’s skyline. At the end of the exhibition, guests are invited to engage with an interactive world map, which encourages guests to mark their place of origin and envision the future of Marina Bay by voting on their favourite AI-generated concept for the Bay.

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In line with ongoing enhancements to the attraction, the F&B kiosk perched atop SkyPark Observation Deck has undergone a stylish facelift. Visitors can now take a moment to pause and refresh with a selection of light snacks and beverages, all while soaking in the breathtaking panoramic views from this elevated vantage point.

Events in 2025 – “In the Sky” events



Continuing the series of hallmark events known as “In The Sky” celebrating significant festivities such as National Day (*National Day in the Sky*) and New Year’s Eve Countdown (*Countdown in the Sky*), this year allowed the attraction to organise celebrations in conjunction with Singapore’s 60th birthday.

The year kicked off with a spectacular celebration, *Countdown in the Sky*, welcoming the new year in unforgettable fashion. SkyPark Observation Deck was transformed into a dazzling venue high above the city, where guests enjoyed a stunning fireworks display that lit up the skyline in vibrant colours. The festive atmosphere was further elevated by a live band, keeping the energy high and the crowd dancing into the night. It was a memorable way to ring in the new year, setting the tone for an exciting year ahead at Marina Bay Sands.

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National Day in the Sky offered guests front row seats to one of Singapore’s most iconic celebrations. From the SkyPark Observation Deck, visitors could enjoy a spectacular view of the aerial display, ceremonial flypast and light projections that illuminate the city skyline. The experience was further enhanced with a live stream of the National Day Parade, taking place just across the bay at the Padang.

This year’s SG60 *edition* of National Day in the Sky was especially meaningful. For the first time, the SkyPark Observation Deck was featured in Act Four – *Our Unity, Our Strength* – of the National Day Parade. In a heartwarming moment, drummers from the charity MINDS performed live from the deck, with their segment broadcast as part of the main parade. It was a proud and powerful tribute to inclusivity and community, making this year’s celebration truly unforgettable.



The Marina Bay Sands Attractions team also unveiled the rebrand and latest addition to the *In the Sky* lineup – *Silent Disco in the Sky*. A familiar favorite at our venue, this vibrant experience returns in collaboration with Silent Disco Asia, with whom we’ve partnered over the past few years. Our partnership continues to evolve, introducing elevated experiences throughout the year, including themed nights and other exciting concepts that promise to delight our guests. Held monthly on Saturdays, each event invites attendees to groove to their favorite tunes by switching between three live DJs, each spinning a different music genre – all while enjoying the stunning panoramic views from above.