



Government of Dubai  
DEPARTMENT OF TOURISM  
AND COMMERCE MARKETING



حكومة دبي  
دائرة السياحة  
والتسويق التجاري



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**PRESS RELEASE**

**April 18<sup>th</sup>, 2000**

**For Immediate Release**

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**STAR CRUISES TO POSITION MEGASTAR CAPRICORN**  
**IN DUBAI, UNITED ARAB EMIRATES**

**Star Cruises with NCL, “The First Global Cruise Line” and “The Leading Cruise Line in Asia-Pacific”, Department of Tourism and Commerce Marketing, Government of Dubai and Dubai Ports Authority, in a joint press release, are pleased to announce the positioning of the 100-passenger all-suite luxurious *MegaStar Capricorn* in Dubai on April 18<sup>th</sup>, 2000. *MegaStar Capricorn* will be marketed in the Middle East with the tagline “The Only Cruise Ship in the Arabian Gulf”.**

*MegaStar Capricorn* will be customised for the Arabian market with international and Arabian cuisine, music and entertainment, amongst others. Signage and announcements on the ship will be both in Arabic and English. A prayer room is provided and compasses placed in all cabins for the guests to use for their daily prayers. The customisation of services onboard *MegaStar Capricorn* follows Star Cruises’ philosophy of ensuring that its ship positioned in each port is suitable for the local market in addition to international passengers.

“We welcome Star Cruises’ decision to homeport a cruise ship in Dubai. It will add attraction to Dubai, which is the premium holiday destination in the Middle East,” said Mr. Khalid. A. bin Sulayem, Director General, Department of Tourism and Commerce Marketing, Government of Dubai. “Star Cruises will make about 200 calls a year carrying about 20,000 passengers. This will increase the number of cruise passengers to Dubai by 200% over the 9,000 passengers received in 1999,” he added.

Star Cruises plans to increase capacity in the Arabian Gulf by positioning a 700-passenger cruise ship by November this year for year-round cruising. The homeporting of this ship in Dubai will complement the Government of Dubai's plan to build the new 3,300 sq. m. world-class **Dubai Cruise Terminal** at Port Rashid which will have a berth length of 335m.

"Dubai is internationally well-known as a trading centre and port for the Gulf Cooperation Council (GCC). The positioning of **MegaStar Capricorn** in Dubai will spur the development of Dubai as an international cruise tourism hub, complementing further its status as a leading tourism destination in the Middle East," said Sultan Sulayem, Director General of Dubai Ports Authority. "The completion of the purpose-built cruise-passenger-dedicated terminal will ensure a seamless and comfortable cruise experience for all cruisers utilising the terminal," he added.

Star Cruises has been evaluating the Middle East cruise market for some time. Star Cruises is the first cruise line to acknowledge the Middle East as an important source market by showcasing the 76,800-grt **SuperStar Virgo** last year in Alexandria, Egypt during her maiden voyage to Singapore, the first cruise line ever to do so in the Middle East.

"The year-round positioning of **MegaStar Capricorn** in Dubai is a realisation of our medium-term plan to cover West Asia after having ships positioned in North, East and South East Asia. The coverage of West Asia reinforces Star Cruises as *"The Leading Cruise Line in Asia-Pacific,"* says Dato KT Lim, Chairman of Star Cruises. "Our presence in Dubai will bring greater exposure to Star Cruises in the Middle East. Besides selling the **MegaStar Capricorn** cruises in the Arabian Gulf, the Dubai office will also develop first-time cruisers from the Middle East to cruise elsewhere with Star Cruises in the Asia-Pacific region," he added further.

"The Arabian Gulf's ideal climate and sea conditions will enable Star Cruises to position ships year-round. We are very impressed and encouraged by the initiative and foresight of the Dubai Government to develop an international cruise terminal. It will certainly transform Dubai to become the pre-eminent cruise hub in the Arabian Gulf," said Mr. Colin Au, President and Chief Executive of Star Cruises following the signing of the

homeporting agreement reached between **Star Cruises, Government of Dubai, Department of Tourism and Commerce Marketing** and **Dubai Ports Authority** on April 18<sup>th</sup>, 2000.

Star Cruises has also appointed **Seamaster Shipping Agencies (LLC)** to facilitate all shipping arrangements in Dubai. "We are very pleased and proud to be appointed as the shipping agency for Star Cruises to help them develop the cruise market in the Arabian Gulf," said Mr. Ali Mohd. Bujsaim, Director of Seamaster Shipping Agencies (LLC).

***MegaStar Capricorn*** will cruise between Dubai, Abu Dhabi and Sir Bani Yas in the first two months of operation. Sir Bani Yas island is privately owned by the Royal Family of Abu Dhabi and has been developed into an open wildlife park with thousands of protected animals. Star Cruises is privileged to be the first cruise line to be granted permission to bring cruise passengers to the island on a regular itinerary. More exotic ports in Oman and the Arabian Gulf will be added in the next few months.

#### **MORE ABOUT MEGASTAR CAPRICORN**

The luxurious all-suite 4,200-grt ***MegaStar Capricorn*** measures 90.6m in length and has a passenger capacity of 100 passengers and 100 crew. She has contemporary mega-yacht looks and handsome styling. There is a teak wrap-around promenade deck, open decks and sunbathing space. The water sports facilities include an aft platform, sailfish, snorkel equipment and Zodiacs.

All the suites have ocean view with 12 of them having private balconies. The spacious suites of minimum 20 to 29 square meter size combine highly-polished rosewood paneling with mirrors and hand-crafted Italian furniture, lighted walk-in closets, three-sided vanity mirrors, television, VCR unit and refrigerator.

***MegaStar Capricorn*** is the epitome of luxury with exquisite furnishings, high service level with one crew for each guest, well-appointed accommodation and pampering service. She also features a swimming pool, one-seating dining room, lounge, book and video library and elegant interior design with polished wood-finish everywhere.

## **MORE ABOUT DUBAI**

Dubai is the commercial hub of the Gulf Cooperation Council (“GCC”) with a combined population of 30 million and is known as one of the best international air hubs and a duty-free shopping haven. Dubai has a rich history and culture and has the best tourist infrastructure and hotels in the Arabian Gulf.

Since 1997, the Government of United Arab Emirates has been actively promoting Dubai as an international cruise hub. To realise this aspiration, a temporary passenger terminal measuring 800-sq. m. has just been completed this year for the arrival **of *MegaStar Capricorn***. A brand new international class terminal with a 335m berth is being constructed for the arrival of the 700-passenger cruise ship.

Dubai has witnessed rapid growth. In 1991, only one cruise ship called at its port. The number increased to less than 15 calls in 1997 and swelled further to 26 calls with a passenger throughput of 9,600 in 1999. With ***MegaStar Capricorn*** positioned in Dubai, the number of cruise ship calls will increase to about 200 resulting in about 30,000 cruise passengers in 2000. This will increase many-fold in 2001 with the arrival of the 700-passenger cruise ship in November of this year to be positioned on a year-round basis.

## **MORE ABOUT STAR CRUISES**

Following the acquisition of NCL Holdings this year, Star Cruises became *“The First Global Cruise Line”* in addition to *“The Leading Cruise Line in Asia-Pacific”* with a fleet of 20 ships and over 21,000 lower berths. Star Cruises with NCL is the joint-third largest cruise line in the world. By 2004, with the five ships currently on order, Star Cruises with NCL will have 25 vessels with about 35,000 lower berths.

Star Cruises also has one of the youngest and most modern cruise fleets in the world with the highest safety standards. Star Cruises is the only cruise line to own a US\$5 million world-class ship simulator in its operational headquarters in Malaysia and together with the Danish Maritime Institute, train all Star Cruises’ officers in addition to a further 500 officers for Maersk Sealand and other shipping lines each year. Star Cruises is the winner of the Third Annual “Salute to Youth and Training 2000” awarded by Lloyd’s List and International Maritime Industry in London in March, 2000.

Presently, Star Cruises' 12 ships are based throughout Asia-Pacific with Singapore, Port Klang (Malaysia), Phuket, Bangkok, Hong Kong, Taipei, Kobe, Fukuoka, Pusan and Dubai as ports of embarkation. Star Cruises' award-winning fleet has the best services afloat with the highest crew-to-passenger ratio reflecting the high standards of the hospitality industry in Asia-Pacific.

Star Cruises has offices in Asia (China, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, Philippines, Singapore, Taiwan and Thailand); Australia (Sydney, Melbourne, Brisbane and Perth), Europe (Austria, Germany, Sweden and United Kingdom) and the United States of America. With a number of branches in some countries such as China, India and Australia, Star Cruises is represented in 25 locations worldwide.

The NCL group operates a fleet of eight ships under two brands. **Norwegian Cruise Line**, with six ships, offers mainstream cruises in the Caribbean, Alaska, Europe, Bermuda, and the Exotics. **Orient Line**, with two ships, offers destination-oriented cruises in Europe in the summer months and worldwide, as far as Antarctica, in the fall-through-spring. Both NCL and Orient Lines market primarily in North America but also extensively in the UK, Europe, South America, and Asia.

Star Cruises' completely new web-site is at [www.starcruiises.com](http://www.starcruiises.com) or [www.starcruiises.com.my](http://www.starcruiises.com.my) which provides more information on the cruise line and the itineraries.

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