



**EMBARGO**

**PRESS RELEASE  
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**STAR CRUISES ANNOUNCES SUPERSTAR TAURUS' NEW ITINERARIES  
AND REORGANISES OPERATIONS IN JAPAN**

Star Cruises, "The First Global Cruise Line", wishes to announce the maiden calls of **SuperStar Taurus** to Kochi and Kagoshima, Japan, on January 6<sup>th</sup> and January 7<sup>th</sup>, 2001 respectively recently.

For the cruise season between **January 5<sup>th</sup> and March 30<sup>th</sup>, 2001**, **SuperStar Taurus** offers **5-Day/4-Night** cruises calling at **Kochi, Kagoshima** and **Pusan** in Korea from her homeport in **Kobe**. **SuperStar Taurus'** **4-Day/3-Night** cruises to Kobe, Beppu and Pusan are offered until **March 27<sup>th</sup>, 2001**. Passengers are able to embark at Pusan as well.

"We are pleased that we are able to introduce another two new ports of call for **SuperStar Taurus** since she commenced cruises in March 2000. The introduction of new ports of call is part of Star Cruises' plans to develop the cruise market further by enhancing our products constantly, to continue attracting Japanese passengers as well as foreign fly/cruisers to cruise on her to see Japan," said Mr. Chong Chee Tut, Chief Operating Officer of Star Cruises.

From **April 5<sup>th</sup>, 2001** to **September 29<sup>th</sup>, 2001**, **SuperStar Taurus** will commence a new itinerary offering shorter **3-night and 2-night weekly cruises** from Fukuoka to **Kagoshima, Pusan** and **Cheju Island**. **SuperStar Taurus** will call at Kagoshima and Cheju Island on alternate Tuesdays. Based on market feedback and our experience in Japan, the shorter cruises will appeal more to the mass market which is Star Cruises' target segment in Japan where the strong work culture warrants shorter holidays.

Following the change in **SuperStar Taurus'** itineraries, cruising out of Fukuoka, Star Cruises will reorganise its operations in Japan. Tokyo will be the main administrative centre for Star Cruises in Japan consolidating the marketing, reservations, finance and administration functions. The Fukuoka office will house the embarkation, sales and port operations departments.

The reorganisation will allow Star Cruises to intensify its efforts in marketing cruise tourism throughout Japan using Tokyo as the marketing base. Fukuoka will serve as the cruise hub, given the city's strategic location which is ideal for shorter cruises. Furthermore, Fukuoka's established air links to other parts of Japan and internationally, are vital factors for the successful development of both inbound and outbound fly/cruise business for Star Cruises' cruise products as well as those of Norwegian Cruise Line and Orient Lines.

As the cities of Fukuoka and Pusan have both designated year 2001 as tourism year and are marketing towards that end, the reorganisation will also serve as a good platform for both cities to develop their cruise tourism, as Fukuoka and Pusan are expected to come into greater eminence during the 2002 FIFA World Cup Finals to be co-hosted by Japan and Korea.

The itineraries of **SuperStar Aries** which completes her season in Fukuoka at the end of March will be announced at a later date.

#### **MORE ON SUPERSTAR TAURUS**

At 25,000-grt, **SuperStar Taurus** measures 150m in length, 25m in width with a lower berth capacity of 960 passengers. She has 10 decks, 480 cabins and three main restaurants featuring Japanese, Chinese, Italian, Western and Continental cuisine, numerous food and beverage outlets, a 510-seat two-tiered showroom featuring international music and dance entertainment, swimming pool, outdoor Jacuzzi, sauna and steam rooms, a basketball court, massage and a host of children's facilities.

### **MORE ON KOCHI**

Kochi 's many attractions include an ancient castle dating back to the 17<sup>th</sup> century, one of the best limestone caves in Japan, botanical gardens, temples housing Indian-looking statues and fine local cuisine.

### **MORE ON KAGOSHIMA**

Touted as the Naples of Japan, Kagoshima offers a myriad of places of interests including a live volcano, museums, temples, serene parks, caves and memorials. Kagoshima also enjoys twin-city status with both Perth and Naples.

### **MORE ON BEPPU**

Famous for its natural beauty and many hot springs, many flock here to bathe in these natural wonders. See the "hells" or hot springs rising from underground. This resort town is also renowned for its cuisine an natural parks.

### **MORE ON PUSAN**

The second largest city in South Korea is also known as the gateway to North Asia. Pusan is blessed with 6 stretches of beaches located in the heart of the city. At Kyongju, once the ancient seat of power, witness tombs, shrines, temples, palace ruins, Buddhist sanctuaries, rock carvings and relics from the once mighty Shilla Dynasty.

### **MORE ON CHEJU ISLAND**

Cheju Island's bizarre lava rock formations, cascading waterfalls, scenic coastlines and old-world charms blend harmoniously with modern architecture. Cheju is touted as Korea's "Hawaii".

### **MORE ON STAR CRUISES**

Star Cruises is the fourth largest cruise line in the world operating a combined fleet of 20 ships with over 20,000 lower berths, with cruises to destinations and islands in Asia-Pacific, North and South America, Caribbean, Alaska, Europe, Mediterranean, Bermuda and Antarctica. By end 2002, with the three ships currently on order, Star Cruises with Norwegian Cruise Line (NCL) will have about 28,000 lower berths. Star Cruises is represented in more than 25 locations worldwide with offices in Australia, China, Germany, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, Philippines, Singapore,

Sweden, Taiwan, Thailand, United Kingdom and the United States of America. For more information on Star Cruises and NCL, please visit [www.starcruises.com](http://www.starcruises.com) and [www.ncl.com](http://www.ncl.com)

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For editorial, please contact:

**JANE POH**, *Vice President, Corporate Communications*

Tel : 603-309 2526

Fax : 603- 301 1479

Email : [sjpoh@starcruises.com.my](mailto:sjpoh@starcruises.com.my)