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**PRESS RELEASE**

**For Immediate Release**

**INTERNATIONAL**

**7<sup>th</sup> October 2004**

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**STAR CRUISES INTENSIFIES MARKETING EFFORTS IN INDIA WITH ROADSHOW IN  
FOUR KEY CITIES, 6<sup>th</sup> - 11<sup>th</sup> OCTOBER, 2004**

Star Cruises, *The Leading Cruise Line in Asia –Pacific* embarked on a week-long road show in India from 6<sup>th</sup> to 11<sup>th</sup> October 2004 with an itinerary that covers the key cities of Mumbai, Ahmedabad, New Delhi and Chennai, with a “Top Agents’ Award Night” in Mumbai on 6<sup>th</sup> October.

This is the second show of such scale to be organised with the inaugural show, the largest ever by any cruise company in India being held in 1999 which coincided with the introduction and arrival of Asia's newest megaship **SuperStar Virgo** to Asian waters. Star Cruises first opened an office in Mumbai in 1998 followed quickly with a second in New Delhi in 1999. The company recently opened its third sales and marketing office in Ahmedabad in July this year to expand its sales and marketing activities and coverage as well as to better serve its industry partners in catering to the growing interest and demand for its cruises in India. The Company also appointed sales representatives based in Chennai and Kolkata.

"Five years have passed since the first efforts were initiated by Star Cruises to tap into a market which promises strong growth potential for cruising on Star Cruises ships in the region. The response has been tremendous and the recent road show bears testament to the appreciation and further consolidation of a market that has registered significant growth in becoming one of the top three revenue contributors for Star Cruises", said Mr. Chong Chee-Tut, Star Cruises' Chief Operating Officer.

"The roadshow not only reaffirms our ongoing commitment to further develop cruise tourism in India, but also provides us an opportunity to meet with our partners to show our appreciation and to highlight our range of exciting cruise products to a select audience that has been very supportive of our efforts in promoting cruises to the Indian market", he added.

The roadshow kicked off in Mumbai on 6<sup>th</sup> October with 'The Top Agents' Award Night' presentation held in recognition and appreciation of the achievements and support of Star

Cruises' Preferred Sales Agents ("PSA") in India. The event was well-attended by the 16 PSA's of Star Cruises India, the travel trade of Mumbai and Pune, representatives from the National Tourism Organisations ("NTO"), airlines, media, the consulates of Malaysia, Singapore and Thailand. The top three agents who received their awards are Delhi Express Travels, Guideline Travels and Kuoni Travels (India).

The Awards Event will be followed by shows in Ahmedabad (7<sup>th</sup> October), New Delhi (8<sup>th</sup> October) and Chennai (11<sup>th</sup> October) which will include special presentations by Star Cruises' senior delegation. Also invited are members of the travel trade of the respective cities, NTO's, Airlines, Consulate and Embassy Heads.

The road shows in India are expected to be attended by more than 800 guests.

### **ABOUT STAR CRUISES**

Star Cruises, the third largest cruise line in the world is a global cruise brand presently operating a combined fleet of 17 ships with over 22,000 lower berths, with cruises to destinations and islands in Asia-Pacific, North and South America, Hawaii, Caribbean, Alaska, Europe, Mediterranean, Bermuda and the Antarctica under the Star Cruises, Norwegian Cruise Line, NCL America, Orient Lines and Cruise Ferries brands.

Star Cruises is represented in more than 20 locations worldwide with offices in Australia, China, Germany, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, New Zealand, Norway, Philippines, Singapore, Sweden, Switzerland, Taiwan, Thailand, United Arab Emirates, 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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