

Star Cruises Wins Travel Weekly China Industry Awards 2006.



Best Cruise Operator Award

1 December 2006 - Star Cruises, the Leading Cruise Line in Asia-Pacific, has won the 'Best Cruise Operator' Award at the Travel Weekly China Industry Awards 2006. The Awards recognise the best in the industry and acknowledge their contributions to China, both inbound and outbound.

A total of 33 awards under seven categories were handed out – Accommodation, Airlines, Business Events, Special Recognition, Individual, Online, Best Promotion, Agency, Best Cruise Operator and others. Star Cruises is proud to be recognised as 'Best Cruise Operator' and is proud to continue to provide quality cruise holidays in this region and beyond.

Holiday makers from China ranging from singles and families to honeymooners regularly cruise on ships like SuperStar Virgo, SuperStar Gemini, SuperStar Libra and Star Pisces, which offer a unique combination of discovering the magic at sea amidst a fantastic array of onboard dining, entertainment and recreation options and a choice of exciting shore excursions at their homeports and ports of call.

SuperStar Virgo, SuperStar Libra and Star Pisces are popular ships for incentive groups from China and around the region, the most recent being the biggest ever Chinese group of more than 1,100 persons cruising from Singapore onboard SuperStar Virgo.

Star Cruises is also pleased to announce that the latest 'STAR', SuperStar Aquarius will be home ported and sailing from Hong Kong from June 2007. This majestic vessel will continue to uphold the Star Cruises standards of offering world-class services and facilities as well as safety standards.

"We are indeed honoured and pleased to have won this award which reflects the popularity of Star Cruises as an exciting holiday and incentive option", said Ms. Jean Teo, Star Cruises' Senior Vice President, Sales and Marketing. "We are also appreciative of the initiatives and support by

our travel partners in promoting our cruises in China”, she added.

The winners were elected by votes cast by the readers and the top 3 were then selected and judged by a panel of adjudicators formed by 7 travel trade professionals.

Star Cruises is a pioneer in the development of cruising in Asia-Pacific with its many innovative concepts, warm Asian hospitality and continues to be at the forefront in providing the best cruise experiences possible for all its guests.

About Star Cruises

Star Cruises, the third largest cruise operator in the world and the leading cruise line in Asia-Pacific, is a global cruise brand with a combined fleet of 20 ships with about 30,000 lower berths in service with an additional 4 ships and some 13,000 lower berths due to be delivered, cruising 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 and representatives in Australia, China, Germany, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, New Zealand, Philippines, Singapore, Sweden, Taiwan, Thailand, United Arab Emirates, United Kingdom and the United States of America.