

Star Cruises' Pioneering Efforts In The Region Making Singapore Waves With Japan's Travel Trade And Media.

08 February 2007 - Star Cruises, the Leading Cruise Line in Asia-Pacific, has always represented a bold initiative to tap into the region's potential as an international cruise destination. And today, the Star Cruises Group's aspirations is established beyond Asia-Pacific being well known as a global cruise brand with the Star Cruises, Norwegian Cruise Line, NCL America, Orient Lines and Cruise Ferries brands.

Star Cruises has played a leading role in shaping the cruise industry in Asia-Pacific by offering luxurious megaships and exciting itineraries. The company also made important investments in marketing, operations, information technology, reservations systems, safety and cruise infrastructure.

Not only does Star Cruises continue to pioneer efforts in offering the best possible cruise experiences to consumers at large, this dynamic organisation continues to pioneer efforts in this niche industry by coming up with innovative solutions and ideas to support and appreciate its travel trade and media partners.

Amongst these efforts include hosting a truly special Product seminar for members of the travel trade and media in Tokyo today. Star Cruises gave out six awards in recognition to performing agents for Year 2006 in the following categories; top three agents for Group segment and top three for FIT segment. Guests were also entertained by popular singer, Ms. Sachio. 150 travel trade members attending the "Singapore Cruising Night" event will enjoy authentic local cuisine such as satay, fragrant chicken rice, bakuteh, otah-otah, etc and not forgetting the well-known Singapore Sling cocktail.

Amongst the key highlights of the seminar was the announcing of the newest addition to Star Cruises' Asian fleet in Hong Kong in June 2007, SuperStar Aquarius. The vessel (currently Norwegian Wind) with a gross tonnage of 50,760 will offer daily international waters cruises as well as 2-night destination cruises to Xiamen and Haikou, China. Cruisers will have an opportunity to enjoy an exciting array of recreation, entertainment and dining options that include 8 restaurants and bars offering an excellent choice of international and Asian cuisine; be it Chinese family style dining at the Dynasty or a variety of Asian specialties at the Spices restaurant and international buffet spreads at the Mariners Buffet as well as the 24 hour Blue Lagoon which serves a variety of local and international delicacies. Other onboard facilities include swimming pool, sauna, retail outlets, show lounge, karaoke as well as business and meeting facilities to name a few.

Another good example of Star Cruises' commitment to innovative ideas in support of the travel trade was the introduction by the Japan office of an interactive website www.starcruiises.co.jp for greater convenience and accessibility of sales, marketing and promotional information on Star

Cruises' products. These include e-brochures, rates, promotional information, itineraries, terms and conditions of passage, shore excursion details as well as the ability to download images.

Amongst other countries in the region, the Japan fly-cruise market also enjoys excellent accessibility with short flight durations to cruise hubs in Singapore and Hong Kong.

At a glance, Star Cruises' Asian fleet itineraries and deployments in 2007 include:-

SuperStar Virgo's year-round 2, 3 and 5-night cruises calling at the Southeast Asian destinations of Penang, Langkawi, Kuala Lumpur and Redang Island in Malaysia as well Phuket Island, Thailand with special cruise itineraries calling at Bangkok, Ko Samui, Phuket and Hua Hin in Thailand; Ho Chi Minh City, Vietnam, Kuala Lumpur and Langkawi island, Malaysia.

SuperStar Gemini's destination-intensive cruises from Singapore to a host of exotic islands and destinations in Thailand, Malaysia, Vietnam and Hong Kong. The 7-night itinerary throughout 2007 includes calls to Phuket and Krabi in Thailand and Kuala Lumpur, Penang and Langkawi in Malaysia.

Special South China Sea cruise itineraries have also been planned calling at Kuching and Kota Kinabalu in East Malaysia; Ho Chi Minh City, Danang, Halong Bay and Nha Trang in Vietnam; Ko Samui, Bangkok as well as the new island destination of Tioman on the east coast of Peninsula Malaysia.

In addition there will also be a 14-night cruise that covers the highlights on both the famed Straits of Malacca and the South China Sea on the west and east coasts of Peninsula Malaysia respectively.

SuperStar Libra which returned to Mumbai in October 2006 for a second season with 2 and 3-night destination itineraries to exotic Goa and Lakshadweep will deploy to Keelung, Taiwan in the summer of this year after completing her season in India.

Ships like SuperStar Virgo, Star Pisces and SuperStar Gemini present an ideal venue option for incentive and business meetings that can cater to a wide range of group sizes from that of a board meeting to even a full ship charter.

Star Cruises is the nine-time winner of the 'Best Cruise Operator in Asia-Pacific' award by TTG Asia and offers a truly value-for-money holiday option that promises a host of activities with reasonable and affordable pricing and incentives like the Earlybird 45 days and Earlybird 60 days programs, launched to encourage consumers to book early and enjoy greater savings.

The driving force of Star Cruises is the fact that it is the leading cruise line in Asia-Pacific and offers warm, authentic Asian hospitality onboard. Star Cruises commitment is to ensure the most memorable cruise experience to a wide spectrum of holiday makers ranging from families and singles to honeymooners, senior citizens and business groups.

About Star Cruises

Star Cruises, the third largest cruise operator in the world is a global cruise brand with a combined fleet of 21 ships with about 32,300 lower berths in service with an additional 3 ships and some 10,800 lower berths due to be delivered by 2010, 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 25 locations worldwide with offices 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.