

Star Cruises Wins ‘The Most Modern Travel Destination Of The Year 2006’ Award In Reader Poll By Leading Guangdong Daily.

27 April 2007 - Star Cruises, the Leading Cruise Line in Asia-Pacific, has won the ‘The Most Modern Travel Destination of the Year 2006’ Award. The award was won in a recent poll conducted for readers of the leading newspaper in Guangdong – Guangzhou Daily and other associate local media partners. A total of 16,093 votes were received via the internet, letters and SMS. The award falls under the Travel Destination category, one of four main categories listed in the poll.

“We are happy to have won this award which is a reflection of the growing popularity of Star Cruises in the China market as an exciting holiday option”, said Ms. Jean Teo, Senior Vice President of Sales and Marketing. “It also augurs well for the ongoing sales and marketing efforts in promoting our cruises in the region”, she added.

The award comes in the wake of Star Cruises recently winning the ‘PRC Consumers Most Favourable Hong Kong Brands’ award under the integrated entertainment category which highlights the most favourable brands voted by Hong Kong and China consumers via newspapers, internet networking, sms, magazines and other media channels between December 2006 and January 2007.

Star Cruises will soon introduce the latest addition to its Asian fleet in Hong Kong, the SuperStar Aquarius in June 2007. SuperStar Aquarius will be the largest ship to be homeported in Hong Kong offering new and exciting cruise experiences from Hong Kong. The magnificent vessel with a gross tonnage of 50,760 has the capacity of 1,529 passengers and offers exciting 2-night weekend cruises to historical Xiamen from July to Oct and special 1-night cruises from June to Oct 2007 respectively.

SuperStar Aquarius kicks off her inaugural season in Hong Kong with two spectacular concerts onboard by the 4 Divas singing sensations namely Anita Sarawak, Frances Yip, Maria Cordero and Elisa Chan and Danish super pop group Michael Learns To Rock, who have garnered numerous gold and platinum album sales for over a decade.

Cruisers will also enjoy onboard world-class entertainment featuring the ‘Kingdom of Kung Fu’ a stunning combination of martial arts, dance, acrobatics and gymnastics, the very entertaining ‘Bangkok Lady Boys’ show and the colourful and spectacular ‘Tropicalia’.

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. Come aboard Star Cruises’ fleet and experience a fabulous and magical cruise with Asia’s favourite cruise line.

More on SuperStar Aquarius

Built in France, the 50,760-gross tonne SuperStar Aquarius, has a lower berth passenger capacity of 1,529 and various categories of spacious well-appointed suites and cabins including a number of balcony cabins. Measuring 229.8 metres long and 28.5 metres wide, she has a wide range of restaurants featuring a selection of cuisine from around the world, bars and lounges, meeting facilities and swimming pool.

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.