

Star Cruises wins again.



From left to right: Stanley Mok, General Manager of Macau Government Tourist Office presented the “Best Cruise Operator” award to Mr. William Ng – Star Cruises Executive Vice President – Corporate Affairs / General Manager (Hong Kong)



Best Cruise Operator Award 2007

25 June 2007 - The bold and pioneering effort of Star Cruises in this region has once again been recognised by the recent win of ‘Best Cruise Operator’ at the TravelWeekly (Asia) Industry Awards 2007. The award-giving ceremony held at The Harbour Plaza Metropolis in Hong Kong on 15 June 2007 was witnessed by over 300 guests from various sectors including hotels, airlines, travel agencies and tourism boards.

A total of 54 awards under five categories were handed out – tourism products & services, tourism related entities, personality, online & technology and marketing promotion as well as two honorary awards – Reader’s Choice and Visionary Awards. The Awards recognise the best in the industry and acknowledge their contributions to the tourism industry in Asia.

A total of more than 160,000 individual votes were received for all the award categories and Star Cruises, which comprises of a fleet of 23 ships world wide is proud to be the winner.

“We are honoured to have won the prestigious ‘Best Cruise Operator’ award by TravelWeekly (Asia) as we continue to commit in contributing significantly to the cruise tourism and offer the most memorable cruise vacations in the region”, said Ms. Jean Teo, Star Cruises’ Senior Vice President, Sales and Marketing. “Winning the award is also timely as it coincides with the welcoming of our latest addition to the fleet, SuperStar Aquarius, the largest ship to be home-ported in Hong Kong on 22 June 2007”, she added.

SuperStar Aquarius promises a non-stop fun cruise with world-class concert cruises such as Michael Learns to Rock, including million-dollar international production shows such as shaolin masters in the 'Kingdom of Kungfu', 'Tropicalia' performed by the diverse mix of vibrant international crew onboard as well as the exotic 'Bangkok Lady Boys' show. Cruisers can also enjoy a wide variety of international sumptuous feasts at various outlets as well as other exciting activities for all.

Star Cruises has also won the 'PRC Consumer's Most Favourable Hong Kong Brands 2007' by Integrated Entertainment Award 2007, 'Best Cruise Operator' – Asia Industry Awards 2007 by TravelWeekly, 'Best Brands in Leisure and Hospitality' by Brand Laureate Awards, Asia Pacific 2006 – 2007, 'Best Cruise Operator' by Travel Weekly China Awards 2006, 'The Most Modern Travel Destination of the Year 2006' Award by Guangzhou Daily and amongst many other international awards, which indicates the positive response received by consumers at large in this region as well as the ongoing commitment and efforts of Star Cruises to continue to be the leading cruise line in Asia.

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.