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**PRESS RELEASE**

**INTERNATIONAL**

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## **SuperStar Virgo Attracts 2,000 Indian Tourists to Hong Kong**

**SuperStar Virgo**, the largest and most luxurious cruise ship in **Star Cruises** Asian fleet, has always been a popular choice for long haul tourists, amongst which India is an important market. The Company welcomes a group of 1,000 yogis from India to board **SuperStar Virgo** on 1 June for a 6-day 5-night South China Sea cruise, marking the records for both **SuperStar Virgo** being the largest party onboard since deployment to Hong Kong in April, as well as for Hong Kong as being the largest single Indian group visiting the city.

**SuperStar Virgo** is chosen by the yoga group because of the special characteristics of cruising which allows purification of the souls in the pollution-free environment. A series of onboard activities will be arranged for the 1,000 yogis under the lead of the yoga master SWAMI RAMDEVJI. which includes the morning yoga practice on the open deck for the enjoyment of the fresh and pleasant breeze at high seas. Talks will also be given by the yoga master to share tips and experience for yoga practice. The cruise to Halong Bay in Vietnam, Sanya and Xiamen in China, will also offer the 1,000 yogis with an unforgettable experience and an extraordinary and exotic cruise holiday.

Ever since its deployment to Hong Kong as its homeport on 2 April, **Superstar Virgo** not only has been a strong appeal to local FIT cruisers, but also attracts a lot of MICE groups to Hong Kong. Its bringing of tourists to Hong Kong helps to boom the local economy. Mr. Michael Goh, Senior Vice President, Sales & marketing of **Star Cruises** said, "Developing and promoting MICE has been one of the major focus of **Star Cruises**. We are greatly encouraged by the coming of the large group from India, which best manifests our ability in hosting large groups onboard. This is also a recognition of our efforts in promoting 'Special Interest Groups' in recent years. Another over 1,000 passengers group from India will board **SuperStar Virgo** on 11 June for a 3-day 2-night cruise to Xiamen. Our receiving of two overseas groups amounting 2,000 passengers in one month clearly demonstrates our success in developing the cruise market in India."

Mr Patrick Kwok, General Manager of Tourism Marketing, Hong Kong Tourism Board (HKTB), is pleased to welcome this group of Indian visitors to Hong Kong. "The HKTB has been tapping the potential of the Indian travel market. The visit by this major Indian corporate group, as received by Star Cruises, will certainly reinforce Hong Kong's image as a MICE destination. The HKTB will continue to work very closely with Star Cruises to launch market-specific promotions, so as to enhance the destination appeal of Hong Kong," said Mr Kwok.



The fleet of **Star Cruises** is equipped with the state-of-the-art meeting facilities and equipments as well as a variety of function venues. Customized activities can be tailor made for different groups and parties. For the 'Special Interest Groups' as promoted in recent years, in addition to 'yoga@sea', there are also learning@sea, winetasting@sea and gourmet@sea, etc .

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### **About SuperStar Virgo**

SuperStar Virgo, at 76,800-grt, is the largest cruise ship in Star Cruises Asian fleet that currently home-ports in Hong Kong and calls to ports of Xiamen, Sanya and Halong Bay.

The 13-storey high SuperStar Virgo offers 935 cabins with 1,870 lower berths. The full range facilities include 13 restaurants and bars offering international cuisine which satisfy all tastes, show lounge, cinema, karaoke, disco, swimming pool, water fun pool and Jacuzzi, beauty salon, rock climbing facilities and meeting rooms. The endless entertainment program onboard guarantees spectacular cruising experience to cruisers of all ages.

SuperStar Virgo is 268m long, 32m wide and it cruises at an average speed of 24kn.

### **ABOUT STAR CRUISES**

Star Cruises, the leading cruise line in Asia-Pacific and the third largest cruise operator in the world, is a global cruise brand with a combined fleet of 20 ships with over 32,000 lower berths in service with an additional 2 ships and some 8,400 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 and Bermuda under the Star Cruises and Norwegian Cruise Line.

Star Cruises is represented in more than 20 locations worldwide. Headquartered in Hong Kong, offices and representatives have been set up in China, Taiwan, Thailand, Indonesia, Japan, Korea, Malaysia, Singapore, Philippines, India, United Arab Emirates, New Zealand, Australia, Sweden, the UK and the USA.

*Previous press releases and announcements issued by Star Cruises may be viewed at Star Cruises' website [www.starcruiises.com](http://www.starcruiises.com).*