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**PRESS RELEASE**

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## **SuperStar Virgo embarks on first Hong Kong deployment in six years**

**Hong Kong, 7 April, 2014** – Star Cruises’ Asian flagship SuperStar Virgo returned to Hong Kong for the first time in six years today. SuperStar Virgo is the only international cruise ship with regular destination cruises to be homeported in Hong Kong from now to 26 October. Star Cruises, the leading cruise line in Asia-Pacific, deploys the newly revamped vessel to Hong Kong to capitalize on the growing demands for cruise travel in North Asia.

The 75,338-tonne 13-deck SuperStar Virgo carries up to 2,500 passengers in its 935 cabins and 1,870 lower berths. During the six-month deployment, it will be offering weekly 4D3N cruises from Hong Kong to Kaohsiung and Taichung, 4D3N cruises to Sanya and Halong Bay and 1-night highseas cruises to South China Sea. Once a month, passengers can visit Taiwan’s three biggest cities—Taipei (Keelung), Kaohsiung and Taichung—on a 7D6N cruise.

The ship arrived at Ocean Terminal from Nha Trang this morning. About 1,600 guests were given a warm welcome amidst the drum show, lion dance and Police Band performances arranged by Hong Kong Tourism Board and received souvenir bags. To commemorate this landmark deployment, heads and representatives of tourism bureau and tourism boards across the region including Hong Kong Tourism Commission Commissioner for Tourism Mr. Philip Yung JP, Hong Kong Tourism Board Executive Director Mr. Anthony Lau, Taiwan Tourism Bureau Deputy Director General Dr. Wayne Liu, and Deputy Mayor of Kaohsiung Mr. Lee Yung Te graced the celebration with held on board.

Among the many surprises found at the celebration was the presence of celebrity couple Wong Cho Lam and Leanne Li. The lovebirds shared their cruising experience and were given a complimentary SuperStar Virgo cruise of their choice. Hong Kong homegrown cartoon icon McDull, who delights in promoting Hong Kong tourism for these years, was also overwhelmed with joy for being on board a cruise ship for the first time. He welcomed and posed for photos



with guests at the sail away party. SuperStar Virgo will set sail for Kaohsiung tonight on a 3D2N itinerary. Over 1,300 passengers will receive traditional Taiwanese snacks and souvenirs at the welcome ceremony tomorrow prepared by the City of Kaohsiung.

As the pioneer of the Asian cruise industry, Star Cruises became the first international cruise line to homeport a ship in Hong Kong in 1994 with the deployment of Star Pisces. Since then, Hong Kong has been one of the permanent homeports of Star Cruises.

Genting Hong Kong Chief Operating Officer Mr. Blondel So said, “SuperStar Virgo is an immensely popular cruise ship. Our extensive array of entertainment, leisure, shopping, F&B offerings and renowned Asian style hospitality have long been celebrated by travelers in the region. Many tourists from China, Taiwan, Japan, Korea, Australia, as well as Southeast Asia and India, are flying to Hong Kong to take advantage of this opportunity and have a chance to explore the city. This deployment also serves as a prelude to the two 150,000-tonne mega cruise ships we have recently commissioned to build for the Asian market. It will pave the way for their respective deliveries in 2016 and 2017.”

Hong Kong Tourism Commission Commissioner for Tourism Mr. Philip Yung JP said, "Given our geographic advantage and excellent infrastructure, we have strong potentials to become the cruise hub of Asia. The Guangzhou-Shenzhen-Hong Kong Express Rail Link and the Hong Kong-Zhuhai-Macau Bridge, will be completed in the coming few years. Coupled with our extensive connections with international markets, we are best place to capture the markets in Mainland China and oversea.”

Hong Kong Tourism Board Executive Director Mr Anthony Lau said, “The Hong Kong Tourism Board is happy to see the return of SuperStar Virgo to Hong Kong after six years. With demand for cruise travel on the rise, we have been actively fostering partnerships with other ports in the region and international cruise lines to tap the potential of the Asian cruise market. In March this year, the Hong Kong Tourism Board and the Taiwan Tourism Bureau jointly



launched the Asia Cruise Fund to encourage cruise lines to increase ship deployments to Hong Kong and Taiwan, and we have already invited other Asian ports to join this co-op fund to increase the overall appeal of cruise travel in Asia. The Hong Kong Tourism Board is also dedicated to developing our target source markets, including more mature markets like the US and the UK, and short-haul markets which promise high potential, such as South China, India and Southeast Asia. We are confident that with the support of cruise lines and other ports in the region, we will be able to accelerate the development of cruise tourism in Asia and turn Hong Kong into the region's cruise hub."

Taiwan Tourism Bureau Deputy Director General Dr. Wayne Liu said, "Star Cruises has been devoted to developing the Asian cruise industry for years. With a deep understanding of the unique tastes and preferences of Asian travelers, Star Cruises offers products specially designed for Asians. The 28 Hong Kong/Taiwan itineraries planned for SuperStar Virgo's Hong Kong deployment will be beneficial for both Hong Kong and Taiwan in attracting foreign visitors. We hope Star Cruises will continue to take advantage of the initiative by the Taiwan Tourism Bureau and Hong Kong Tourism Board to enhance the exposure, raise the capacity and give a further boost to the Asian cruise industry as a whole."

To celebrate the deployment, Star Cruises has teamed up with eight major attractions in Hong Kong including Ocean Park, Hong Kong Disneyland and Ngong Ping 360, to provide special fares and offers to SuperStar Virgo's passengers who have flown to Hong Kong to join the cruise. Star Cruises has also prepared a host of onboard festivals and activities to promote Hong Kong and other regional cuisines and cultures to overseas travelers.

SuperStar Virgo has just undergone a lavish makeover with upgraded cabins, retail, hotel, dining, and recreational facilities. To give cruisers the leisurely shopping experience they truly deserve, the total retail floor area of SuperStar Virgo has tripled to 562 square meters. The expansion and addition of duty-free operator China Duty Free, jewelry and watch specialist Canopus, luxury leather goods retailer Milan Station and souvenir shop Ports O' Call will offer



passengers even more choices of perfume, cosmetics, fashion accessories, luxury and lifestyle products from around the world.

World-class entertainment is at the heart of the Star Cruises holiday. For the Hong Kong deployment, new production show “Stone of Atlantis” will be staged. It is a tale set in the lost ancient city of Atlantis. Hidden deep in the city, the legendary Stone of Atlantis is imbued with incredible power. Dive into the myth as we conjure the power of the stone with a world-class ensemble of performers including sensational American violinist Bryson Andres, Shaolin Kung Fu masters, Pantera Duo from Russia and acrobatic group Trilogy from Ukraine. Their breathtaking acts will leave the audience exhilarated and astounded. Besides in-house production shows, lucky guests will have the chance to attend the concert of Cantopop legend Francis Yip on SuperStar Virgo on 12 April for her rendition of unforgettable timeless classics.

Drawing upon Hong Kong’s reputation as a gourmet destination, SuperStar Virgo will host a series of celebrity chef themed cruises. The first to show off his culinary wonders to passengers is Michelin-starred chef Kenny Chan, winner of Hong Kong TV cooking contest “Apprentice Chef”. Chef Chan will design a range of Cantonese, Chinese and Western dishes to be served on SuperStar Virgo in May, further perfecting the dining experience of guests.

SuperStar Virgo is complete with 11 award-winning F&B outlets, a world-class theatre showing acclaimed production shows every day, lounges, karaoke, swimming pools with a mega waterslide, Jacuzzis, a video arcade, a fitness centre, a beauty salon, a business centre and many more leisure, entertainment, wellness and MICE amenities.

On Star Cruises, every journey is a voyage of discovery and surprise.



(Front row, from left) Deputy Mayor of Kaohsiung Mr. Lee Yung Te, Taiwan Tourism Bureau Deputy Director General Dr. Wayne Liu, Hong Kong Tourism Commission Commissioner for Tourism Mr. Philip Yung JP, Genting Hong Kong Chief Operating Officer Mr. Blondel So, Hong Kong celebrity couple Leanne Li and Wong Cho Lam, Hong Kong Tourism Board Executive Director Mr. Anthony Lau, Genting Hong Kong Chief Operating Officer Mr. William Ng, Michelin-starred celebrity chef Kenny Chan, (back row, second from right) Genting Hong Kong Cruise Operations Executive Vice President Mr. Michael Hackman, (back row first from right) SuperStar Virgo Captain Magnus Gottberg celebrate the Hong Kong deployment of SuperStar Virgo.



Hong Kong artistes Wong Cho Lam and Leanne Li surprise guests with their presence at SuperStar Virgo Hong Kong deployment celebration. The celebrity couple shared their cruising experience and received a free SuperStar Virgo cruise departing from Hong Kong from Genting Hong Kong Chief Operating Officer Mr. Blondel So.



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### **About SuperStar Virgo**

SuperStar Virgo, at 75,338-grt, is the largest cruise ship in Star Cruises Asian fleet.

The 13-storey high SuperStar Virgo offers 935 cabins with 1,870 lower berths. The full range facilities include 13 restaurants and bars offering various cuisines and beverages, performing arts theatre, karaoke, cigar lounge, swimming pool, water fun pool and Jacuzzi, beauty salon, rock climbing facilities, gym 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 Genting Hong Kong Limited (“Genting Hong Kong”)**

Genting Hong Kong Limited is a leading global leisure, entertainment and hospitality corporation. A primary business activity of the company is cruise and cruise related operations under the brands of Star Cruises and Norwegian Cruise Line. Star Cruises, together with Norwegian Cruise Line, is the



third largest cruise operator in the world that owns a combined fleet of 20 ships visiting over 200 destinations in the world, offering approximately 41,850 lower berths.

Genting Hong Kong's first foray in a land-based attraction, Resorts World Manila, opened its doors to the public in August 2009. Resorts World Manila is one of the premier leisure brands under the Genting Group and the Philippines' first one-stop, nonstop vacation spot for topnotch entertainment and world-class leisure alternatives, featuring 3 hotels including a six star all-suite Maxims Hotel, an iconic shopping mall, 4 high-end cinemas and a multi-purpose performing arts theatre.

For more information, please visit Genting Hong Kong website <http://www.gentinghk.com>.

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