



PRESS RELEASE

FOR IMMEDIATE RELEASE

**Star Cruises Pioneers Ground-Breaking Concept - “Total Freedom”
Empowers Passengers to Innovate Their Own Holiday with Absolute Flexibility**

(Hong Kong - 30 September 2016) – Star Cruises introduces “Total Freedom” – an innovative cruise concept which allows passengers the flexibility to customize their ideal holiday at sea. Commencing from 13 November 2016, passengers of its flagship SuperStar Virgo, departing from new Shenzhen Tai Zi Bay homeport and Hong Kong for weekend cruises as well as destination cruises to Ho Chi Minh City, Nha Trang, Danang and Halong Bay, can design their very own preferred cruise journey, from food & beverage, entertainment, retail, beauty & spa treatments and shore excursions, and many more.

“Total Freedom” revolutionizes the current “Free and Easy” cruising concept by converting inclusive meals arrangement tradition to complimentary onboard credits that are applicable for the enjoyment of pampering onboard facilities and services. “Total Freedom” empowers passengers with a wider range of flexible onboard spending choices. Guests are free to dine at any of the 14 F&B restaurants and bars onboard – they can savour International and Chinese cuisine to Southeast Asian delights or selected Michelin-starred dishes; relax over a rejuvenating spa treatment, enjoy mesmerizing entertainment shows and theme parties, or opt for shore excursions at different ports-of-call. With this ground-breaking concept, guests are given the liberty to create their very own voyage as per their hearts desire, and hence elevating their holistic cruise experience.

“Star Cruises has been a cruise pioneer in Asia since our inception 23 years ago; as part of our continuous strives for excellence, we are ever attentive to evolving market demands to exceed the whims and fancies of our valued passengers. In response to the growing need for customized travel experience, the brand-new cruising concept of “Total Freedom” is conceived, empowering passengers to innovate their own preferred action-packed or leisure cruise holiday. As a market leader, we are proud to unveil this concept for their absolute indulgence, allowing them to enjoy a truly unique holiday as they wish. ” said Mr. Ang Moo Lim, President of Star Cruises.



ABOUT STAR CRUISES

Star Cruises is a wholly-owned subsidiary of Genting Hong Kong, a leading global leisure, entertainment and hospitality corporation. A pioneer in the Asia Pacific cruise industry, Star Cruises has been operating its fleet since 1993, taking on the bold initiative to grow the region as an international cruise destination with a fleet of six vessels including SuperStar Virgo, SuperStar Libra, SuperStar Gemini, SuperStar Aquarius, Star Pisces and The Taipan.

Star Cruises' commitment in offering best-in-class services and facilities is reflected in a host of recognitions and accolades received over the years. These include being inducted into the prestigious Travel Trade Gazette's "Travel Hall of Fame" for an eighth year in 2015 in recognition of winning "Best Cruise Operator in the Asia-Pacific" for 10 consecutive years. Star Cruises was also recently voted "Asia's Leading Cruise Line" at the World Travel Awards for a fourth year in a row in 2015.

For more information on Star Cruises, please visit:

Website: www.starcruises.com

Facebook: www.facebook.com/starcruises

Instagram: [instagram.com/starcruisesasia](https://www.instagram.com/starcruisesasia)

Twitter: twitter.com/starcruisesasia

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

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Ports of call for SuperStar Virgo Shenzhen Tai ZI Bay Homeport Deployment:

Halong Bay, Vietnam

A UNESCO World Heritage Site, the one of the 2011 “New Natural Wonders of The World by a local sightseeing boat to enjoy the view of limestone karsts and islets over the merald waters. Then stroll in the Heavenly Gate to have a closer touch of the Stone Dog islet and the Fighting-Cock islet.



Hoi An Ancient City – Da Nang, Vietnam

Hoi An Ancient Town is an exceptionally well-preserved example of a South-East Asian trading port dating from the 15th to the 19th century. Its buildings and its street plan reflect the influences, both indigenous and foreign, that have combined to produce this unique heritage site.



Nha Trang, Vietnam

Also known as the “Oriental Maldives”, guests enjoy fresh coconut juice and observe local methods of picking coconuts at the Coconut Island, as well as take in the unique world of multifarious aquatic animals at Tri Nguyen Aquarium, a living museum of the marine life in Nha Trang.



Ho Chi Minh City, Vietnam

Enjoy the scenic Mekong River and take in panoramic views of the “Little Paris” by various places of interest like the Notre Dame Cathedral, Central Post Office and the City Square.



Hong Kong, China



From the futuristic Chek Lap Kok Airport and glittering skyscrapers to the energetic neighborhood markets and roadside food stalls, Hong Kong offers visitors a sensory overload of sights, sounds and smells found nowhere else. Aside from the excellent shopping experience Hong Kong's exquisite cuisine makes it a gourmet's shangri-la.

Shenzhen, China

A fishing hamlet turned one of the modern commercial powerhouse in Guangdong, the city is renowned for the rich travel resources for more than 100 scenic spots around the city, including theme parks, natural ecological parks, shopping plazas and historic sites.

Shenzhen has a large number of coastal scenic spots, including Shenzhen Bay, Mangrove Nature Reserve and a 15-kilometer coastal leisure corridor in the west, the coastline along Dapeng Peninsula was named one of the eight most beautiful coasts in China by Chinese National Geography magazine.



Itinerary of SuperStar Virgo – Homeport Deployment from Hong Kong & Tai Zi Bay, Shenzhen

**7-Night Hong Kong - Shenzhen - Ho Chi Minh City - Nha Trang – Shenzhen – Hong Kong
Departure Date: 19 November 2016 – 24 December 2016 (every Saturday)**

Day	Destination
Saturday	Hong Kong, China
Sunday	Shenzhen, China
Monday	Highseas
Tuesday	Ho Chi Minh City, Vietnam
Wednesday	Ho Chi Minh City & Nha Trang, Vietnam
Thursday	Highseas
Friday	Shenzhen, China
Saturday	Hong Kong, China

**7-Night Hong Kong - Shenzhen - Danang – Hanoi(Halong Bay)– Shenzhen – Hong Kong
Departure Date: 7 January 2017 – 4 February 2017 (every Saturday)**

Day	Destination
Saturday	Hong Kong, China
Sunday	Shenzhen, China
Monday	Highseas
Tuesday	Danang, Vietnam
Wednesday	Hanoi(Halong Bay), Vietnam
Thursday	Highseas
Friday	Shenzhen, China
Saturday	Hong Kong, China

**5-Night Shenzhen - Ho Chi Minh City - Nha Trang - Shenzhen
Departure Date: 13 November 2016 – 25 December 2016 (every Sunday)**

Day	Destination
Sunday	Shenzhen, China
Monday	Highseas
Tuesday	Ho Chi Minh City, Vietnam
Wednesday	Ho Chi Minh City & Nha Trang, Vietnam
Thursday	Highseas
Friday	Shenzhen, China

**5-Night Shenzhen – Danang – Hanoi(Halong Bay) – Shenzhen
Departure Date: 1 January 2017 – 12 February 2017 *(every Sunday)**

Day	Destination
Sunday	Shenzhen, China
Monday	Highseas
Tuesday	Danang, Vietnam
Wednesday	Hanoi(Halong Bay), Vietnam
Thursday	Highseas
Friday	Shenzhen, China

**2-Night Shenzhen – Hong Kong – Shenzhen
Departure Date : 18 November 2016 – 10 February 2017 (every Friday)**

Day	Destination
Friday	Shenzhen, China
Saturday	Hong Kong, China
Sunday	Shenzhen, China



1-Night Shenzhen – Hong Kong

Departure Date : 18 November 2016 – 10 February 2017 (every Friday)

Day	Destination
Friday	Shenzhen, China
Saturday	Hong Kong, China

1-Night Hong Kong – Shenzhen

Departure Date : 19 November 2016 – 11 February 2017 (every Saturday)

Day	Destination
Saturday	Hong Kong, China
Sunday	Shenzhen, China

**Except for 28-19 January 2017 departures*