



PRESS RELEASE

FOR IMMEDIATE RELEASE

STAR CRUISES CONTINUES TO AMASS ACCOLADES FROM INTERNATIONAL EVENTS ACROSS ASIA

Hong Kong, 25 October, 2016 – Star Cruises, the leading cruise line in Asia-Pacific, was recently honoured with four awards from a series of renowned international events, including the prestigious Travel Trade Gazette’s (TTG) “Travel Hall of Fame” Award at this year’s 27th Annual TTG Travel Awards 2016 in Bangkok, Thailand, as well as being awarded “Asia’s Leading Cruise Line 2016” at the World Travel Awards Asia & Australasia Gala Ceremony 2016 held in Danang, Vietnam. In addition, Star Cruises was also recognized as the “Best Cruise Line – Asia” and “Best Cruise Line – F&B” at the Travel Weekly Asia 2016 Readers Choice Awards during an award ceremony event in Singapore.

Star Cruises’ double win at this year’s Travel Weekly Asia 2016 Readers Choice Awards was determined by the Travel Weekly Asia and China readers, together with the travel trade across the Asia-Pacific. Star Cruises also achieved ongoing success at the World Travel Awards 2016, having been voted “Asia’s Leading Cruise Line” for five years in a row by travel and tourism professionals from around the globe. Praised as “the Oscars of the travel industry”, the World Travel Award acknowledges and celebrates excellence across all sectors of the tourism industry. As the only cruise line to be inducted into TTG’s “Travel Hall of Fame” for winning “Best Cruise Operator in the Asia-Pacific” ten years in a row, this year marks Star Cruises ninth consecutive year in receiving the industry’s highest accolade.

“We are proud to celebrate these awards and remain grateful for the continuous and unwavering support given by our friends from TTG Travel Trade Publishing, Travel Weekly Asia and the World Travel Awards, together with our trade partners, media and customers to Star Cruises over the years. It is indeed a true privilege to consistently receive these recognitions, which constantly motivates us to work harder and to push the envelope to deliver



innovative offerings coupled with our signature best-in-class Asian hospitality and service for all our guests across the Star Cruises fleet,” said Mr. Ang Moo Lim, President of Star Cruises.

As the pioneer responsible for introducing cruising to Asians over 23 years ago, Star Cruises, part of Genting Hong Kong, remains at the forefront of the industry, developing and growing the contemporary market segment in Asia. Star Cruises continues to reaffirm its leading position in various key homeport markets in Asia, especially in China, as well as expand its market reach by developing new potential markets and destinations throughout the region.

Since January 2016, Star Cruises is proud to have paved the way for the development of the Pearl River Delta as a major cruise hub with the homeport deployment of SuperStar Virgo at Guangzhou’s Nansha Cruise Terminal. As part of Genting Hong Kong’s overall South China strategy, SuperStar Virgo will also soon homeport in Tai Zi Bay, Shekou, Shenzhen from 13 November 2016, marking another milestone in Star Cruises’ illustrious history when it will become the first international cruise line to choose Shenzhen as its homeport. From SuperStar Virgo’s homeport in Tai Zi Bay, Shekou, Shenzhen, guests can experience a 5-night cruise calling at Ho Chi Minh City and Nha Trang or a 5-night cruise to Da Nang and Halong Bay as well as a 2-Night cruise calling at Hong Kong.

Beginning with SuperStar Virgo’s new Shenzhen Ta Zi Bay homeport deployment, Star Cruises is pleased to also introduce the all new and revolutionary “Total Freedom” cruising concept for its guests on board SuperStar Virgo. Star Cruises takes the existing “Free & Easy” cruising concept to the next level with “Total Freedom” – allowing and empowering guests with greater flexibility in their on board spending choices. With the “Total Freedom” concept, the traditionally inclusive meal arrangements will be converted to complimentary on board credits that are applicable beyond meals to include a wide array of offerings ranging from F&B, entertainment, retail, beauty & spa treatments, as well as shore excursions and more. With this new ground breaking and innovative concept, passengers on board SuperStar Virgo will enjoy a new sense of experience and “Total Freedom” like never before.



In addition to these new experiences, Star Cruises will continue to deploy its fleet across the region with SuperStar Aquarius homeporting in Keelung, Taiwan offering itineraries to Japan that include a 4-night cruise to Ishigaki and Naha, a 3-Night cruise to Miyakojima and Naha and a 2-night cruise to Ishigaki as well as a 2-night and 1-night high seas cruise. In Hong Kong, Star Pisces will continue to homeport at the vibrant metropolis, offering 1-night high seas cruises for those seeking an easy and short holiday get-away.

In Southeast Asia, SuperStar Gemini and SuperStar Libra are homeported in Singapore and Penang (Malaysia) respectively and cater to the overseas fly-cruise market in the region. SuperStar Gemini offers a combination of 5-night, 3-night and 2-night cruises to popular Malaysian destinations including Port Klang (Kuala Lumpur), Malacca, Penang, and Langkawi, as well as a 2-night high seas cruise itinerary. SuperStar Libra, which recently began her homeport deployment in Penang beginning Sept 23, 2016, offers a 1-night high seas cruise and a 3-night destination cruise to Phuket and Krabi in Thailand.

As part of Star Cruises ongoing expansion plan, Star Cruises also announced the order of new “Global Class” cruise ships for worldwide cruising with the first to be delivered by 2020 to meet future growing demands in the region and to be homeported in Asia. The first two ships ordered in the “Global Class” series are designed with “Chinese Characteristics” and they will be the first purpose built cruise ships deployed for the contemporary Chinese market from Star Cruises.

For more information about Star Cruises, please visit www.starcruiases.com or follow us at www.weibo.com/starcruiases, www.facebook.com/starcruiases, www.twitter.com/starcruiasesasia and WeChat (SCTA-CHINA).



Mr. Michael Goh, Senior Vice President - Sales, Star Cruises (centre) receiving the TTG Travel Awards “Travel Hall of Fame” Inductee Award from Mrs. Kobkarn Wattanavrangkul, Minister of Tourism and Sports of Thailand (left) with Mr Darren Ng, Managing Director, TTG Asia Media (right) at the 27th TTG Travel Awards 2016 Ceremony & Gala Dinner in Bangkok, Thailand on 29 Sept 2016.



Mr. Michael Goh, Senior Vice President - Sales, Star Cruises (right) receiving the Travel Weekly Asia 2016 Readers Choice Awards for Best Cruise Line - Asia from Mr. Robert Sullivan, President of the Travel Group, Northstar Travel Group (left) at the Travel Weekly Asia 2016 Readers Choice Awards in Singapore on 17 Oct 2016.



Ms. Sandy Wee, Vice President – Domestic Sales, Star Cruises (right) receiving the Travel Weekly Asia 2016 Readers Choice Awards for Best Cruise Line – F & B from Ms. Alicia Evanko, Senior Vice President, Events, Northstar Travel Group (left) at the Travel Weekly Asia 2016 Readers Choice Awards in Singapore on 17 Oct 2016.



Star Cruises awarded Asia's Leading Cruise Line 2016 at the World Travel Awards Asia & Australasia Gala Ceremony 2016 held in Danang, Vietnam on 15 Oct 2016.



About Genting Hong Kong Limited (“Genting Hong Kong”)

Genting Hong Kong is a leading corporation principally engaged in the business of cruise and cruise related operations along with leisure, entertainment and hospitality activities.

As a pioneer in the Asian cruise industry, Genting Hong Kong took on the bold initiative to grow the Asia-Pacific as an international cruise destination with the founding of Star Cruises, “The Leading Cruise Line in the Asia Pacific”, in 1993. To further expand its cruise portfolio in the region, Genting Hong Kong launched Dream Cruises, the first-ever Asian luxury cruise line to cater to the high-end market. Recognized as “The World’s Most Awarded Luxury Cruise Line”, Crystal Cruises extends Genting Hong Kong’s reach in the global up-scale market. The establishment of the German shipyard MV Werften in 2016 will capitalize on the growing demand for new cruise ships and realize the company’s global expansion plans for its three cruise brands.

Initiating the Group’s foray into land-based attractions, Resorts World Manila was the first integrated resort in the Philippines when it opened in 2009. A one-stop, non-stop entertainment and leisure destination, Resorts World Manila features world-class entertainment, unique events, and exciting lifestyle options throughout its extensive premises. Genting Hong Kong’s investment in iconic Singapore nightlife brand Zouk – a world-class entertainment institution and trendsetter in Asia’s dance music scene, and perennial top-ten fixture in the annual DJ Mag Top 100 Clubs global poll - further diversifies the company’s appeal to a younger and more dynamic clientele.

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