SuperStar Virgo Increases Length of Shanghai Homeport Cruises to International Standard of 8D/7N; Ports of Call to Include Tokyo and Mt. Fuji, Two Must See Japanese Destinations

Twenty-one 7-Night “Golden Sea Route” Cruises to Osaka, Tokyo, Mt. Fuji and Kagoshima, departing Shanghai every Thursday from July to November

Shanghai, China – 21 February, 2017 – Due to popular demand, Star Cruises, the “Leading Cruise Line in Asia” has enhanced its itineraries from Shanghai to meet International standards of 8-Day/7-Night voyages, now taking in the capital city of Tokyo and the iconic Mt. Fuji, two “must see” destinations in Japan, in addition to Osaka and Kagoshima. The new cruise season will begin on July 6 and extend to November 30 to also take advantage of the beautiful autumn foliage in Japan.

Japan remains a popular destination for the China market, currently with approximately 2 million Chinese visitors opting for 6 Day/5 Night air-land package tours between Osaka and Tokyo. Known as the “Golden Land Route”, these tours also take in Mt. Fuji, the majestic symbol of Japan, and Kyoto, the historic capital of Japan. The cruise industry has also benefited from Japan’s popularity as a vacation destination, with over 2 million passenger destination days in the country in 2016.

In fact, cruising offers even more value and convenience with ships calling to multiple ports, with rich cultural land tours, all within the comfort of your own floating resort at sea!

A pioneer in the Asian cruise industry, Star Cruises is introducing an innovative 8-Day/7-Night “Golden Sea Route” cruise vacation alternative, similarly priced to air-land packages, starting from RMB$4,999 per person based on twin occupancy. Guests aboard SuperStar Virgo can visit Tokyo, Mt. Fuji, Osaka, with land tour options to include Kyoto, and Kagoshima, with spectacular views of the active volcano, Mount Sakurajima, in Kagoshima Bay. The 8-Day/7-Night “Golden Sea Route” cruise vacation will also appeal to families, with cabins on board SuperStar Virgo able to accommodate three to four guests. With an average lead-in price of RMB$3,500 per person for a family of four, this works out to be one of the best value holiday options to some of the most popular destinations in Japan!
In addition to the 8-Day/7-Night “Golden Sea Route” departing from Shanghai, Star Cruises also offers highly flexible segmented cruise journeys with Tokyo as an Interport. Guests may opt for a “Sea-Land-Air” holiday, with a 4-Day/3-Night cruise voyage that departs from Shanghai; upon disembarkation in Tokyo, guests can enjoy the city at their leisure and return to Shanghai by air. Alternatively, guests may also fly to Tokyo for a 5-Day/4-Night cruise voyage to visit Mount Fuji and Kagoshima, with disembarkation in Shanghai.

“The average cruise length from China tends to be short, at 4 to 5 nights, with calls to secondary port cities. The cruise ship itself is the primary attraction,” says Ang Moo Lim, President of Star Cruises. “Star Cruises’ new 8 Day/7 Night cruises will provide a step-change forward in the Chinese cruise experience with calls to four famous ports and bringing the cruise length to international standards where more than 50% of cruises are of 7-night duration. The extension of our itinerary to 8-Day/7-Night will bolster its appeal to the overseas market, which we believe will attract more International cruise travellers to Shanghai.”

On board, guests can enjoy an immersive Japanese experience with complimentary local delicacies such as Takoyaki (octopus balls) from Osaka and Sushigaku, a Tokyo specialty, with Balcony and Admiral Class passengers also receiving a complimentary Yukata set. For unparalleled onboard shopping, guests can also take advantage of a wide selection of popular Japanese merchandise and Enrichment programs with a touch of Japanese flair are also available throughout the Shanghai homeport deployment, including floral arrangement and Origami classes providing guests a more in-depth appreciation of the Japanese culture.

Passengers will appreciate the ease of a cruise vacation as they can visit a variety of attractions without the hassle of multiple flights or bus journeys or the stress of having to re-pack and travel to different hotels. For an in depth cultural experience, Star Cruises’ shore excursions will focus on sightseeing with added local traditional shows in various ports prior to departure.
Exciting Tokyo combines the modern with the traditional in Japan. From ancient shrines and street festivals to 24-hr superstores and a thriving pop culture scene, the city offers endless choices of shopping, entertainment, culture and dining for visitors around the clock.
Yokohama

Yokohama is a modern city of distinctive charm and multicultural flair, featuring the Landmark Tower, the second tallest building in Japan, as well as the world-famous Kirin Beer Factory.

Mount Fuji

Majestic Mount Fuji is the highest mountain in Japan and a cultural Site on UNESCO's World Heritage List. The mountain embodies the Japanese essence of perpetual and timeless beauty, and has been worshipped as a sacred mountain for centuries.
Osaka

The second largest city in Japan, Osaka is an important business center famous for the Osaka Castle, one of the largest and most beautiful in Japan, and for its many shrines and shopping at the Tenjinbashi-Suji arcade. Families can take in Universal Studios or the acclaimed Osaka Aquarium.

Kagoshima

With a scenic harbour dominated by Sakurajima, an active volcano in Kagoshima Bay, passengers can delight in sampling the over 2,000 hot springs in the area and the city's distinct, rich food culture.
**Cruising in Style**
With a gross tonnage of 75,338grt, the 13-storey SuperStar Virgo is Star Cruises’ flagship, featuring state-of-the-art German craftsmanship and providing an all-encompassing cruise experience with deluxe accommodations and a wide variety of entertainment, shopping and dining options, as well as gourmet cuisine prepared by Michelin-starred Hong Kong restaurants. Over 1,300 professional staff on board promise to deliver exceptional service infused with a touch of Star Cruises’ acclaimed Asian hospitality.

Please contact our travel agency offices, Star Cruises representative office, call (852) 2317 7711 or visit Star Cruises official website at [www.starcruises.com](http://www.starcruises.com) for more information.

### 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 a ninth year in 2016 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 fifth year in a row in 2016.

### About SuperStar Virgo

The 13-storey SuperStar Virgo is equipped with 935 cabins, including sea-view cabins and balcony suites. Offering a wide variety of dining, shopping and entertainment choices, her facilities embrace Chinese, International and Japanese restaurants, an alfresco bar, foot reflexology salon and spa, gym, steam and sauna rooms, hairdressing salon, two-level theatre, duty-free shops, a 100-metre mega water slide, outdoor swimming pool, mini golf course, karaoke room, children's activity centre and more. A calendar of themed entertainment constantly refreshes the onboard fun and excitement, ensuring every voyage is a brand new enjoyable experience.
On Star Cruises, every journey is a voyage of discovery and surprise.

- End –

Media Contact
Edith Poon
Marketing
Tel: (852) 2378 2086
Email: edith.poon@starcruises.com