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**STAR CRUISES VOTED “ASIA’S LEADING CRUISE LINE 2017”**

*For six consecutive years at the World Travel Awards*



Mr. Kent Zhu, President of Genting Cruise Lines represents Star Cruises to receive “Asia’s Leading Cruise Line 2017” Award presented by World Travel Awards

**Shanghai, 6 June, 2017** – Star Cruises was voted “Asia’s Leading Cruise Line 2017” at this year’s 24<sup>th</sup> Annual World Travel Awards Asia & Australasia Gala Ceremony held in Shanghai, China on 4 June 2017. As Asia’s pioneering cruise line brand, Star Cruises was once again recognized by travel and tourism professionals worldwide as “Asia’s Leading Cruise Line” for six consecutive years since 2012.



“It is truly an honour to accept this year’s award on behalf of Star Cruises and Genting Cruise Lines. We thank the voters for their continuous support and it is indeed a privilege to receive this recognition for six years in a row from the World Travel Awards,” said Mr. Kent Zhu, President of Genting Cruise Lines. “With our hard working and dedicated team at Star Cruises, we will continue to strive to exceed the expectations of our guests and the cruise industry, raising the level of service and offerings, as well as creating new milestones across the region.”

Star Cruises continues to expand and reaffirm its leading position in the contemporary Asian market segment, introducing new homeports and destinations in the region. At the end of May 2017, SuperStar Virgo completed her successful “Jewels of the South China Sea” cruise itinerary, a one-of-a-kind cruise journey with triple homeports in Hong Kong, Manila (Philippines) and Kaohsiung (Taiwan). In Manila, Star Cruises is proud to be the first international cruise line to homeport in the Philippines, opening up new opportunities for the domestic and regional cruise tourism market.

For the month of June 2017, SuperStar Virgo extends her homeport deployment in Taiwan, joining SuperStar Aquarius in Keelung (homeported year round), offering a variation of itineraries to Japan including Ishigaki, Motobu, Naha, Miyakojima, Kagoshima and Hososhima respectively.

Commencing 6 July until 30 November 2017, SuperStar Virgo will introduce a new 7-Night “Golden Sea Route” cruise itinerary, in line with international standards of cruise lengths where more than 50% of cruises are of 7-Night duration. SuperStar Virgo will also make her homeport debut in Shanghai, China, and introduce Star Cruises’ first-ever homeport deployments to Osaka and Tokyo (Yokohama) together with added calls to Mt. Fuji (Shimizu) and Kagoshima. The launch of SuperStar Virgo’s “Golden Sea Route” cruise will provide a new Chinese cruise experience and also attract more international cruise travellers to Shanghai and its neighbouring homeports.

In Hong Kong, Star Pisces will continue to homeport in the bustling metropolis all year round with the short get-away 1-Night High Seas itineraries. For the Southeast Asian market and the fly-cruise market, SuperStar Libra, homeported in Penang (Malaysia), and SuperStar Gemini in Singapore, will continue to offer year round popular itineraries that include High Seas cruises and destination cruise itineraries to neighbouring destinations such as to



Malaysia and Thailand respectively. Commencing 1 December 2017 until 27 April 2018, SuperStar Gemini will homeport in Laem Chabang, Thailand, embarking on 3-night cruises to Sihanoukville and Ko Samui, as well as 2-night cruises to either Sihanoukville or Koh Kong Island. With this new deployment, Star Cruises will shine the spotlight on Thailand as a premier destination in Asia for the fly-cruise market.

Moving ahead, Star Cruises will continue to develop the Asian cruise industry and strengthen its position in the contemporary market segment with bold initiatives including the addition of two new and modern “Global Class” ships in 2020 and 2021. Star Cruises will widen its footprint in key Asian markets with innovative offerings and new itineraries, further reinforcing the Star Cruises brand as “Asia’s Leading Cruise Line”.

For more information about Star Cruises, please visit [www.starcrui​​ses.com](http://www.starcrui​​ses.com) or follow us at [www.weibo.com/starcrui​​ses](http://www.weibo.com/starcrui​​ses), [www.facebook.com/starcrui​​ses](http://www.facebook.com/starcrui​​ses), [www.twitter.com/starcrui​​sesasia](http://www.twitter.com/starcrui​​sesasia) and WeChat (SCTA-CHINA).

### **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 Most Popular Cruise Line in Asia”, in 1993. In 2015, to further expand its cruise portfolio in the region, Genting Hong Kong launched Dream Cruises, “Asia’s Luxury Cruise Line” to cater to the Asian luxury market. The same year, Genting finalized the acquisition of Crystal Cruises, recognized as “The World’s Most Awarded Luxury Cruise Line” to extend Genting Hong Kong’s reach in the global up-scale market. Genting bought three shipyards in Germany in 2016, collectively known as “MV Werften”, to build cruise ships up to 200,000 gross tons for its three cruise brands, following the purchase of Lloyd Werft the previous year which specializes in building Megayachts and other newbuilds.

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.