



DREAM CRUISES SETS NEW WORLD RECORD IN ANTICIPATION OF HONG KONG'S FIRST-EVER CRUISE CHRISTENING CEREMONY



Hong Kong, 15 November 2017 – World Dream, the newest mega ship of Asia's luxury cruise line Dream Cruises, will soon make history as the first-ever cruise ship to be christened in Hong Kong on Friday, 17 November 2017.

In celebration of this monumental occasion, Dream Cruises launched an innovative “#TogetherWeBuildDreams” campaign, which engaged cruise enthusiasts from around the world to build a large-scale replica of World Dream, in attempt to break the current world record of the largest LEGO® ship. After two months of relentless effort, the giant ship model, collectively built by over 1,000 cruising guests, members of the public, as well as Mr. Andy Hung and Legend Creative, the first LEGO® Certified Professional in Greater China region and his team, was officially unveiled at Kai Tak Cruise Terminal today. The attempt was declared successful upon onsite adjudication and the official Guinness World Records certificate presentation.

Prior to verification by the official Guinness World Records adjudicator, honourable guests completed the model by placing the final LEGO® blocks onto the ship, symbolizing the collaboration between Dream Cruises and the citizens of Hong Kong to set the new world record.

The unveiling of the World Dream ship model also served as the kick-off for the festivities surrounding World Dream's inaugural and christening in Hong Kong.

Mr. Kent Zhu, President of Genting Cruise Lines said, “It is with great excitement with which we anticipate the inaugural launch of World Dream and make history as the first-ever cruise ship to be christened in Hong Kong. Today we celebrate the first milestone achieved by World Dream – the successful breaking of a Guinness World



Record, an honour that we share with cruise enthusiasts from around the world who joined us as we turned this dream into reality.”

Mr. Anthony Lau, Executive Director of the Hong Kong Tourism Board (HKTB) said, “The fact that Genting Cruise Lines selected Hong Kong again as the home port for its international cruise and is organising a large-scale christening ceremony in the city is indeed a testament to the international cruise trade's great confidence in Hong Kong and the regional cruise market, as well as recognition of Hong Kong as an appealing cruise travel destination. The HKTB will continue to work closely with Genting Hong Kong and our other cruise partners through joint promotions and regional alliances to drive more arrivals and enhance local cruise and tourism development.”

The excitement began with Dream Cruises’ innovative “#TogetherWeBuildDreams” campaign, which engaged consumers in the building of the world’s largest LEGO® cruise ship, an 8.44-meter replica of World Dream. Constructed from over 2.5 million LEGO® blocks, the ship model weighs over 2,800kg, measures 8.44m in length, 1.33m in width, and 1.53m in height. The LEGO® ship model will be on public display at Hall B, 2/F of Kai Tak Cruise Terminal from 19 Nov onwards; an open-day event will be held on the first day of public display, where members of the public can have a close-up view of the giant ship model and enjoy activities including LEGO® building workshops and speed challenges against LEGO® Certified Professional.

World Dream is the second vessel of Dream Cruises, purpose-built to cater to the Asian market. World Dream will start sailing from Hong Kong on 17 November and from Guangzhou, Nansha on 19 November, taking guests on two weekly alternating 6-day/5-night itineraries to exotic and popular destinations including Boracay and Manila in the Philippines and Ho Chi Minh and Nha Trang in Vietnam, as well as 3-day/2-night Warm Weekend Vacation cruises from Hong Kong in the South China Sea.



Mr Kent Zhu, President of Genting Cruise Lines and Mr Loui Lim, Vice President, Brand Strategy, Marketing & Communications of Genting Hong Kong receive the Guinness World Records certificate from the official Guinness World Records adjudicator, Mr Louis Jelinek.



Guests of honour at the event included (from the left to the right) Ms. Christine Li, Head of Marketing, Senior Vice President of Genting Cruise Lines; Mr. George Tsoi, Assistant Commissioner for Tourism; Mr. Aaron Liu, Deputy Commissioner for Tourism; Mr. Anthony Lau, Executive Director of Hong Kong Tourism Board; Mr. Kent Zhu, President of Genting Cruise Lines; Mr. Loui Lim, Vice President, Brand Strategy, Marketing & Communications of Genting Hong Kong; Ms. Cathy Chu, JP, Commissioner for Tourism; Mr. Louis Cheung, Hong Kong celebrity; Mr. Andy Hung, Director of Legend Creative; Mr. Kenneth Wong, General Manager, MICE & Cruise of Hong Kong Tourism Board.

For more information about Dream Cruises, please visit dreamcruiseline.com and follow us on Facebook, Weibo and Weixin.



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About Dream Cruises

Genting Hong Kong brings over 20 years' of Asian cruise industry experience together with internationally-acclaimed luxury cruise expertise in creating its new cruise line – Dream Cruises.

With a heritage of international and regional cruise expertise embedded in its DNA, Dream Cruises is the first-ever Asian luxury cruise line and caters specifically to the large and rapidly growing high-end market in China and Asia.

Dream Cruises aims to be a pacesetter in the cruise industry in the region, meeting the needs of the 'emerging generation' of confident, independently-minded and affluent Asian travellers. Dream Cruises offers inspirational luxury, which is Asian at heart and international in spirit.



Purpose-built for the China and Asia market, World Dream is the second new ship of the Dream Cruises' fleet, making her debut in November 2017 following the launch of her sister-ship Genting Dream in November 2016.

About World Dream

The 18-deck, 151,695 ton World Dream was designed from the onset for an international cruise experience with authentic Asian characteristics. World Dream offers guests the highest levels of service and spacious comfort in the region with accommodations reflecting both size and choice for travellers with over 70 per cent of staterooms featuring private balconies and over 100 connecting rooms catering to extended families and groups. Two floors of lavish suites in the exclusive Dream Palace will feature European butler service and special guest privileges.

With the finest Asian and international dining, exceptional service, enthralling entertainment and inspirational experiences, World Dream aims to redefine vacation travel with a transformational journey at sea.

About Genting Cruise Lines

Genting Cruise Lines is a division of Genting Hong Kong comprising of three distinct cruise brands - Star Cruises, Dream Cruises and Crystal Cruises - providing a range of products from contemporary cruises to ultra-luxurious vacation experiences spanning the sea to air.

Established in 1993, Star Cruises is the pioneer in the Asia Pacific cruise industry currently with a fleet of six ships catering to the contemporary market segment. As "The Most Popular Cruise Line in Asia", Star Cruises will further expand its footprint in the region with the delivery of two new "Global Class" ships, each measuring 201,000 gross tons, in 2020 and 2021.

"Asia's Luxury Cruise Line", Dream Cruises delivers the highest level of guest service and spacious comfort in the region via newly launched Genting Dream (November 2016) and the upcoming World Dream (late 2017). Developed for the high-end consumers in China and Asia, Dream Cruises will provide passengers with more choice, comfort and value to create a perfect dream voyage.

Crystal Cruises is "The World's Most Awarded Luxury Cruise Line", having earned more "World's Best" awards than any other cruise line, hotel, or resort in history. Recently, Crystal has embarked on a significant brand expansion introducing two new classes of cruising - Crystal Yacht Cruises and Crystal River Cruises - and reaching new heights with Crystal Luxury Air and Crystal AirCruises.

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