



PRESS RELEASE

FOR IMMEDIATE RELEASE

Genting Cruise Lines Receives the ‘Breakthrough Contribution to Tourism’ Award at the Singapore Tourism Awards 2019

Singapore, 10 May 2019 – Genting Cruise Lines was honoured for its ‘Breakthrough Contribution to Tourism’, one of Singapore Tourism Awards’ highest accolades in this year’s gala presentation ceremony on 9 May 2019 in Singapore. The ‘Breakthrough Contribution to Tourism’ award by the Singapore Tourism Board (STB) recognizes Genting Cruise Lines’ exceptional contributions toward shaping Singapore’s cruise tourism industry and its landscape, making Singapore a leading cruise hub and destination in the region.

“On behalf of Genting Cruise Lines, I would like to thank the Singapore Tourism Board for this special award and recognition, as well as their continued support towards Genting Cruise Lines and the cruise industry. Over the past 25 years, we are proud to have pioneered and supported Singapore’s development to become one of the premier cruise hubs in Asia, with the most number of international cruise passengers. Today, Dream Cruises is the only cruise line operating from Singapore on a year-round basis,” said Tan Sri Lim Kok Thay, Chairman and Chief Executive Officer of Genting Hong Kong. “Together we look forward to the next 25 years as we bring next-generation, world-class cruise ships to make Singapore and ASEAN the largest and most dynamic cruise region in the world.”

Genting Hong Kong’s cruise division, Genting Cruise Lines, pioneered cruising in Asia with its first cruise on Langkapuri Star Aquarius from Singapore in 1993, operating its fleet initially under Star Cruises. Today, Genting Cruise Lines comprises of three leading cruise brands that include Star Cruises for the Asian contemporary market, Dream Cruises for the premium and luxury market in Asia and Crystal Cruises for the global ultra-luxury market.

One of the many highlights of Genting Cruise Lines’ first 25 years was the successful launch of Dream Cruises in 2016. Beginning with a fleet of two new 150,000 gross ton ships containing 3,350 berths each, Dream Cruises’ ships are the most spacious and luxurious vessels in Asia. Deployed year-round in Singapore in 2017, Dream Cruises’ Genting Dream was designed for Asian source markets and was rated as one of the top 10 large resort ships in the world by the Berlitz Guide in 2018 and 2019. The iconic Singapore lifestyle brand “Zouk” is also a feature on Dream Cruises as “Zouk at Sea”.



Genting Cruise Lines remains committed to the continued success of Singapore as a global cruise hub. With Dream Cruises as the only cruise line to homeport year-round in Singapore, Genting Dream has generated 1.3 million passenger throughput for Singapore since its homeport in November 2017 with a high percentage of Fly-Cruise passengers from other countries, primarily from India, Indonesia, Malaysia, China, Thailand and Taiwan. Genting Cruise Lines continues to embark on numerous collaborations with the Singapore Tourism Board to further promote Singapore as a tourist destination for both the cruise and Fly-Cruise market, including a \$SG28 million three-year tripartite-partnership with Singapore Tourism Board (STB) and Changi Airport Group (CAG) established in 2017. The partnership aims to strengthen Singapore's value proposition as a Fly-Cruise hub, as well as to support the growth of the Fly-Cruise segment in Singapore, bringing an extra SGD250 million in tourism receipts for Singapore.

"Genting Cruise Lines is a strong partner in Singapore's aspirations to be a leading cruise destination, from pioneering Asia's first Fly-Cruise service in Singapore to developing new sailings from Singapore to other ports in the region. The Breakthrough Contribution to Tourism award is our grateful acknowledgement of their efforts, and we shall continue to work closely together with Genting Cruise Lines to further enhance Singapore's appeal as a cruise hub," said STB's Chief Executive Mr Keith Tan.

Genting Cruise Lines provides innovative experiences for guests having developed a variety of brand new itineraries from Singapore. Since 2017, Genting Dream has launched 22 new journeys including a 3-night South East Asia Getaway visiting Penang and Phuket and 5-night Treasures of Indonesia cruise calling on Surabaya and North Bali along with a new 5-night Impressions of Vietnam voyage, visiting Nha Trang and Ho Chi Minh City, and 5-night Coastal Gems of Asia, visiting Kota Kinabalu and Palawan or Brunei in 2019.

The Singapore Tourism Awards celebrates and recognises individuals and organisations in the tourism sector for delivering outstanding experiences and demonstrating enterprise excellence. Organised by the Singapore Tourism Board, these Awards seek to raise the Singapore tourism sector's competitiveness by motivating organisations and individuals to create compelling experiences and adopt best practices. Awards are given out in five distinct categories including Experience Excellence (Leisure/MICE), Enterprise Excellence, Customer Service, Special Recognition and Top Awards.



Tan Sri Lim Kok Thay, Chairman and Chief Executive Officer of Genting Hong Kong (2nd right) receives the 'Breakthrough Contribution to Tourism' Award from Mr Chan Chun Sing, Minister for Trade and Industry of Singapore (2nd left), Mr Chaly Mah, Chairman, Singapore Tourism Board (1st left) and Singapore Tourism Board's Chief Executive Mr Keith Tan (1st right) on behalf of Genting Cruise Lines.

Please download high-resolution photo here: [[LINK](#)]

###

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.

Founded in 1993, Star Cruises established the Asia-Pacific as a popular, world-wide cruise destination and, with its current fleet (SuperStar Aquarius, SuperStar Gemini, Star Pisces and The Taipan), continues to pioneer the contemporary cruise market in the region.

Launched in 2015, Dream Cruises delivers the highest level of guest service and spacious comfort in the region. Genting Dream which debuted in November 2016 and World Dream, in November 2017, were developed specifically for the China and Asia market, and provides passengers with inspirational journeys at sea that are Asian at heart and international in spirit. Explorer Dream, launched in April 2019, will further fuel Dream Cruises' global aspirations. Production is currently underway in Germany on two new Global Class ships that will join the fleet beginning in Q1 2021.



By sea, river, land or air, Crystal has redefined the way the world views luxury travel. The world-renowned Crystal Experience – featuring global journeys with Crystal Cruises, Crystal River Cruises, Crystal Yacht Expedition Cruises, Crystal AirCruises and Crystal Air – continues to entice the world's most discerning travelers with incomparable luxury and unparalleled personal service.

Through its family of brands, Genting Cruise Lines offers the widest and most imaginative spectrum of cruise products for the modern traveller, catering to all segments, geographies, life stages and travel styles.

About the Singapore Tourism Awards

Organised by the Singapore Tourism Board (STB), the Singapore Tourism Awards brings together Singapore's tourism sector to celebrate individuals and organisations that best deliver exceptional experiences and achieve enterprise excellence. The Awards is an integral part of STB's efforts to raise the Singapore tourism sector's competitiveness by motivating organisations and individuals to create compelling experiences or adopt best practices.

For more information, visit www.singaporetourismawards.com

For media enquiries, please contact:

Mr) Ong Hsieh Lien
(603) 2302 8851
hsiehlien.ong@gentingcruiselines.com

(Ms) Ang Chia Ling
(604) 2698 210
chialing.ang@gentingcruiselines.com

