



Dream Cruises Announces New Collaboration with KrisFlyer

Earn KrisFlyer miles with Dream Cruises; Exclusive charter cruise on World Dream for KrisFlyer members

Singapore, 1 September 2021 – Dream Cruises and KrisFlyer announced a comprehensive strategic collaboration aimed at enhancing the customer experience for KrisFlyer members with exclusive offers and activities on World Dream.

“Dream Cruises is delighted to be part of this first-of-its-kind strategic partnership with KrisFlyer, a world-wide icon and internationally renowned corporate brand,” said Mr. Michael Goh, President of Dream Cruises. “Our collaboration with KrisFlyer will create greater diverse product offerings for its close to 5 million KrisFlyer members worldwide and we are confident this strategic partnership will also help to revitalize the tourism industry and continue to promote Singapore as a global FlyCruise hub.”

The Dream Cruises and KrisFlyer partnership, which runs from mid-September onwards, will provide the opportunity for KrisFlyer members to be able to earn KrisFlyer miles on cruise packages.

For a totally unique experience, for the first time ever, KrisFlyer has also chartered World Dream on 17 November exclusively for KrisFlyer members. Members may redeem their miles to join this unique cruise experience where they can enjoy a variety of Singapore Airlines-themed activities ranging from photo ops with the iconic SIA cabin crew, savour signature SIA satay, and attend grooming workshops by SIA trainers. A multitude of leisure and recreation facilities on board World Dream will keep KrisFlyer members of all ages entertained throughout the journey – world-class shows by international performers from France, Italy, and the Ukraine will wow audiences in the Zodiac Theatre while six water slides and a zipline suspended 18 decks above the ocean will set hearts racing. KrisFlyer members can also enjoy a feast for the eyes with Asia’s one and only laser show at sea and a feast for even the most discerning of palates with over 35 F&B concepts.

During this exclusive sailing, KrisFlyer members who choose to stay in The Palace, World Dream’s luxury ship-within-a-ship concept, will also enjoy priority boarding, dedicated 24-hour butler concierge service, private spa & gym and more. In addition, they can indulge in delectable Singapore Airlines First Class meals developed by Georges Blanc, a world renowned three Michelin-starred chef and Grand Master of French cuisine, and owner of the celebrated Village Blanc.

All KrisFlyer members on board this cruise will also take home a limited-edition souvenir bag containing a variety of special amenities, and be one of the first to enjoy Dream Cruises’ signature year-end festive programmes. This year, a ‘Nordic Christmas’, will allow KrisFlyer members to revel in a White Christmas with Scandinavian charms including a Nordic Village, Santa Express and Christmas Market.

As part of the tie-up, guests will also be able to shop a curated range of exclusive airline merchandise and travel essentials from Singapore Airlines’ flagship retailer, KrisShop, on board World Dream.

“Dream Cruises and Genting Cruise Lines are proud of our long history with Singapore as one of our first and longest homeports in the region,” added Mr. Goh. “It is our honour to partner with KrisFlyer to showcase Dream Cruises’ ‘Asian at heart, International in spirit’ service excellence and cruise experience to KrisFlyer members.”



Please download high-res images here: <https://bit.ly/3gMh8HO>

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About Dream Cruises

Genting Hong Kong brings nearly 30 years of Asian cruise industry experience in creating its new cruise line – Dream Cruises. Featuring a complete fleet of quality, German built vessels for Asian sourced passengers, Dream Cruises aims to be a pacesetter in the global cruise industry, meeting the needs of the ‘emerging generation’ of confident, independently minded and upwardly mobile Asian travelers. Dream Cruises offers inspirational journeys, which are Asian at heart and international in spirit.

Purpose-built for the Asian market, Genting Dream, the first ship of the fleet, debuted in November 2016, with her sister ship World Dream joining in November 2017, offering guests cruising from Guangzhou, Hong Kong and Singapore the highest levels of service, as measured by crew to passenger ratio, and most spacious comfort as measured by gross tons per lower berth. Further expanding the Dream Cruises family, Explorer Dream joined in 2019 with homeports in Shanghai, Dalian and Tianjin during summer and Australia and New Zealand in winter. Construction has also started in Germany on the 208,000 gross ton Global Class ship that will join the fleet in 2022.

Dream Cruises has been recognized by the Berlitz Cruising and Cruise Guide 2020, ranking Genting Dream and World Dream once again in the world’s top ten Large Resort Ships – the only two highest ships to homeport year-round in Asia. Dream Cruises’ third ship, Explorer Dream, also made her debut in the Berlitz Cruising and Cruise Ships 2020 guide under the “Mid-Sized Ship” category in the Top 20 position.

Dream Cruises was also recently awarded ‘Best Luxury Cruise Line’ at the Annual 30th Travel Trade Gazette’s (TTG) Travel Awards 2019 and ‘Best Cruise Line – Cuisine’, ‘Best Cruise Line – Entertainment’ and ‘Best Cruise Line – Family’ by the Travel Weekly Asia Readers’ Choice Awards 2019.

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