



Triple distinction for Singapore Cruise Centre in 2006

Cruise centre welcomes 10 millionth cruise passenger, celebrates 15th Anniversary and wins world-class accolade

Singapore, 2 April 2006 - The Singapore Cruise Centre (SCC) welcomes its 10 millionth cruise passenger on 2 April 2006, marking a significant milestone in its history.

The 10 millionth passenger will be one of about 500 arriving on Star Cruises' SuperStar Gemini, which is scheduled to dock at 9 am at the cruise centre at Harbourfront Centre. The passenger count started when the International Passenger Terminal was opened in November 1991.

A celebration has been organised by the SCC to commemorate the occasion. The 10 millionth passenger will be garlanded on arrival by the President of SCC, Mr Cheong Teow Cheng. Also present at the ceremony will be the Singapore Tourism Board's Director, Cluster Development (Sightseeing and Cruise), Mr Chang Chee Pey. A lion dance troupe will also be present to welcome the passenger. A reception will be held to mark the occasion.

The lucky passenger will receive prizes worth a total of S\$5,400. They comprise:

- A four-day three-night cruise on the SuperStar Virgo, courtesy of Star Cruises Pte Ltd
- A three-day two-night stay at the New Majestic Hotel, a 30-room boutique hotel in Bukit Pasoh Road, and a S\$1,000 shopping voucher from, Takashimaya Singapore, courtesy of Singapore Tourism Board
- A Sentosa Imbiah SurpriZe Package for 2 persons, worth \$200.00 and a Sentosa gift bag of goodies worth \$110.00, courtesy of Sentosa Leisure Group
- A 24K Gold Risis Orchid 8" table tray, courtesy of DFS Venture (S) Pte Ltd
- A Champagne Gold coloured London Cab with a Chauffeur-cum-Tourist Guide for the day, courtesy of SMRT Taxis
- A S\$200 HarbourFront Shopping Voucher

2006 brings a triple distinction for SCC, which also celebrates its 15th Anniversary later this year, and which has only recently won the coveted international Dream World Cruise Destination Award for Best Turnaround Port Operations. The Award is given by Dream World Cruise Destinations, which is published by Contract Communications, a subsidiary of Euromoney Institutional Investor PLC.

Singapore Cruise Centre has the honour of having won 10 previous accolades for various aspects of cruising operations from Dream World Cruise Destination, starting from 1997.

There is more cheer for SCC too. SCC Chairman Mr Soo Kok Leng said that the throughput of cruise passengers and vessel calls have been increasing steadily over the last four months from November 2005 to February 2006, compared with the same period the year before (November 2004 to February 2005).

Passenger throughput has risen (in November 2005 to February 2006) by 36.3% when compared to the same period last year. Vessel calls in the same period also increased by 87.2%.

Said Mr Soo: "The increases are due to a doubling during this period of our home-porting ships from 4 to 8. This is indeed a welcome development for SCC.

The cruising industry in Singapore has seen its share of ebbs and flows in terms of passenger numbers. There have been individual years when SCC has broken the million-passenger mark, but

after the recent vagaries of globe-affecting events, the numbers have stabilised and turned around.

The future for cruising is bright. The Asia-Pacific region is the next growth market for the industry. Although Asia currently has the smallest share of about 5% of the world cruising market, it has the largest growth potential. This is due to the fast growth in numbers of Asian cruise passengers, particularly from China and India, along with rising affluence. Singapore can expect to attract a sizeable share of this market as it ramps up to becoming a regional cruise hub.”

Mr Cheong noted that prior to November 2005, four ships were – and still are – based here: the SuperStar Virgo, Leisure World, MegaStar Aries and MegaStar Taurus.

From November 2005 to February 2006, four more ships have been home-porting here – SuperStar Gemini and Omar III, Lucky Star and the Pacific Sky.

Said Mr Cheong: “Furthermore, in addition to our regular seasonal customers between November and April each year, this year, Costa Crociere, an Italian subsidiary of Carnival Corporation, will be positioning its cruise ship, Costa Marina, in Singapore from 22 December 2006 to 24 February 2007.

“The Singapore Cruise Centre has had the distinction of being host to many truly world-class ships. Besides the Star Cruises ships which home-port here, ships of some of the world’s prominent cruise lines call here regularly, among them Cunard Line, P & O Cruises, Seabourn Cruise Line, Princess Cruises, Silversea Cruises, Oceania Cruises, Holland America Cruises, Radisson Seven Seas (now known as Regent Seven Seas), NYK Cruises, Crystal Cruises, Mitsui OSK Passenger Line, Japan Cruise Line, and Saga Cruises.

“With our recent upgrades, unobtrusive security features and smoother flow of passenger traffic, we have sufficient capacity to handle more such cruise ships of distinction here.”

Mr Cheong also said that the Singapore Cruise Centre at HarbourFront adds colour to this part of Singapore, making HarbourFront another destination for tourists and Singaporeans.

“It helps to make HarbourFront lively and vibrant,” he added. As a consequence of the cruise centre’s location there, the area has blossomed, with retail, as well as food and beverage outlets. Furthermore, with the buzz created, private enterprises have found the area attractive.

STB’s Mr Chang said that Singapore aims to entice the growing cruise market segment to Singapore by leveraging on the country’s excellent air and sea connectivity to entrench Singapore as the regional cruise hub.

“STB will work with various cruise industry stakeholders including the SCC to entrench Singapore’s position as the region’s preferred cruise hub. Cruise passengers coming through Singapore will have many more travel options and benefit from our excellent air and sea connectivity. We will continue our multi-pronged engagement with industry stakeholders to enhance the cruise industry’s infrastructure, develop new cruise products and market them in key overseas markets. In the meantime, as we await the 20 millionth passenger, we hope Singapore will become a must-see port-of-call for all cruise visitors to experience all that is Uniquely Singapore.” The STB plans to double Singapore’s visitor arrivals to 17 million and triple tourism receipts to S\$30 billion by 2015.

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