

FOR IMMEDIATE RELEASE

Marina Bay Cruise Centre Singapore Completed and Ready To Commence Operations

Singapore, 22 May 2012 – Singapore’s cruise tourism marks another significant milestone, with the completion of its International Cruise Terminal, officially named Marina Bay Cruise Centre Singapore (MBCCS).

Mr S Iswaran, Minister in the Prime Minister’s Office and Second Minister for Home Affairs and Trade & Industry, announced the name of the cruise centre after a site inspection of the completed terminal today. Minister Iswaran toured the 28,000-square metre MBCCS and was briefed on its processes and facilities.

“The Marina Bay Cruise Centre Singapore (MBCCS) is a key infrastructure piece of our tourism landscape. Singapore’s cruise passenger arrivals has been rising steadily at an annual compounded growth rate of 3.6% over the last 10 years, reaching about one million passengers in 2011. With MBCCS, more cruise ships will be able to homeport and call on Singapore and Asia. We look forward to welcoming more and bigger cruise ships. Singapore will continue to work with regional governments to develop new cruising itineraries and attract more cruise lines to deploy to this region,” said Minister Iswaran.

The MBCCS can handle 6,800 passengers at any one time. It effectively doubles Singapore’s berth capacity and allows Singapore to cater to the world’s largest cruise ships. The MBCCS will catalyse the growth of the cruise industry in Singapore and will help realise Singapore’s potential as a gateway to cruising in Southeast Asia and beyond.

Singapore can expect new and varied product offerings for cruise passengers. *Celebrity Millennium*, operated by Celebrity Cruises, will homeport out of Singapore for the first time later this year and is expected to make 10 ship calls during the 2012/2013 season. This will

¹www.cruisemarketwatch.com

be the first time that Celebrity Cruises is homeporting a ship out of Singapore. Costa Cruises will also be deploying a second ship, *Costa Atlantica*, to join *Costa Victoria* in Singapore from May 2013. Other cruise lines like Holland American Line's *Zaandam* and Seabourn Cruises' *Seabourn Quest* are also making maiden calls to Singapore. This year alone, Singapore expects 9 maiden calls in total, which is almost double the number of new sailings in 2011.

"The strategic location of MBCCS in Singapore's new downtown Marina Bay adds to the area's myriad appeal that features a necklace of attractions and exciting events. MBCCS could not have been realised without the combined efforts of our government partners MTI, MHA, ICA, MPA and JTC, and our appointed terminal operator SATS-Creuers. We would like to sincerely thank them for helping to make MBCCS a reality," remarked Ms Aw Kah Peng, Chief Executive of Singapore Tourism Board.

The official opening ceremony of MBCCS is slated for late 2012.

Enclosure: Fact sheet on Marina Bay Cruise Centre Singapore

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About the Singapore Tourism Board (STB)

The Singapore Tourism Board (STB) is a leading economic development agency in tourism, one of Singapore's key service sectors. Known for partnership, innovation and excellence, STB champions tourism, making it a key economic driver for Singapore. The STB aims to differentiate and market Singapore as a must-visit destination offering a concentration of user-centric and enriching experiences through the "YourSingapore" brand. For more information, please visit www.stb.gov.sg or www.yoursingapore.com.

Fact sheet on Marina Bay Cruise Centre Singapore

Introduction

Southeast Asia is an emerging cruising playground because of many natural attributes that make it an ideal cruising playground. The region offers more than 25,000 islands, year-round warm climate and calm waters, with diverse and attractive destinations to be enjoyed within short sailing distance.

Presently, Asia constitutes only nine per cent of the total global cruise market share by revenue¹, thus holding much potential for development. Singapore, with its prime location amidst major international maritime routes and excellent land, air and sea connectivity to destinations worldwide, is poised to tap into this potential by equipping itself with critical infrastructure like the Marina Bay Cruise Centre Singapore (MBCCS).

Singapore Cruise Industry

Singapore's cruise industry performance has been on an uptrend. In the last ten years, from 2002 to 2011, cruise passenger throughput grew at a compounded annual growth rate of 3.6%, reaching close to one million passengers in 2011.

Based on a study commissioned by STB, the cruise industry in Singapore generated some \$520 million in direct spending, which included spending by cruise lines, passengers and crew, in 2010. During the same period, 3,365 persons were employed directly or indirectly in the cruise industry in Singapore.

From 355 ship calls made in 2010, total cruise line spending amounted to about S\$303 million, which included expenses for ship handling, bunkering, provisions, ship repair and office operations. International passengers spent a total of about \$208 million on accommodation, shopping, dining and other expenses, while international crew members of cruise ships contributed an estimated S\$9 million.

¹www.cruisemarketwatch.com

The Marina Bay Cruise Centre Singapore

Located at Marina Bay, the new dedicated cruise facility features a striking waves and nautical-inspired design.

MBCCS effectively doubles Singapore's berth capacity and allows for more cruise ships to call on and homeport in Singapore. With deep waters, a large turning basin and no height restrictions, MBCCS can accommodate the new generation of larger cruise ships, such as *Royal Caribbean International's* Oasis-class ships. It will be a key enabler towards realising Singapore's potential as a gateway to cruising in Southeast Asia and beyond.

The MBCCS will also complement the existing cruise terminal at HarbourFront which will soon complete its very own S\$14 million rejuvenation programme.