

GROWING SINGAPORE'S FLY-CRUISE SEGMENT



With a largely untapped potential for cruise holidays in Asia, the Changi Airport Group (CAG), Singapore Tourism Board (STB) and Carnival Corp-owned Princess Cruises have entered a multi-million dollar tripartite collaboration aimed at promoting Singapore as a cruise hub.

Greater intra-regional flight frequencies and streamlined airport-seaport connectivity have added to Asia's appeal as a cruise destination. Over the years, Singapore's cruise industry has been growing from strength to strength, seeing 391 cruise ships visiting its shores in 2013 and more than a million cruise passenger throughputs. With Changi Airport as a partner, its strong connectivity to 270 cities worldwide, combined with some 6,600 weekly flights, provides Singapore with the opportunity to effectively tap on the region's potential traffic.

To capitalise on the cruise industry's growth potential and increasing cruise passenger traffic routed through Singapore, a series of marketing campaigns promoting Princess Cruises' sailings has been launched not just in earmarked Asian countries such as China, Hong Kong, Indonesia, Japan, Malaysia, South Korea and Taiwan, but also further afield in Australia, UK and the US. "This second tripartite collaboration with Carnival Corporation's group of cruise brands further highlights our synergistic efforts to grow the fly-cruise segment in Singapore," said Lim Ching Kiat, CAG's senior vice president for market development. "Changi Airport's strong connectivity to destinations across the world complements STB's vision of making

Singapore a global cruise hub, while supporting Princess Cruises' new offerings in Singapore," he added.

Further strengthening Singapore's position as a global cruise hub is the opening of the Marina Bay Cruise Centre Singapore last year, which can accommodate the world's largest cruise ships and doubles current berthing capacity.

With the city's excellent infrastructure, strategic location and concentration of attractions, Singapore is a choice port of call and an ideal location to tap Asia's fly-cruise segment.