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Royal Caribbean International to bring in largest number of fly-cruise guests over three years

First Tripartite Collaboration with the Singapore Tourism Board and Changi Airport Group

SINGAPORE, AUGUST 16, 2015 – Royal Caribbean International has signed a first-ever multi-million dollar marketing collaboration with the Singapore Tourism Board (STB) and Changi Airport Group (CAG) to promote cruising out of Singapore and, in turn, attract the cruise line's largest number of overseas fly-cruise guests here.

The tripartite collaboration – which runs between 2015 and 2018 – is estimated to pull in over 170,000 overseas visitors to Singapore to sail on Royal Caribbean’s cruises over that period, resulting in a projected growth of over 50 per cent.

This will be done via a series of marketing campaigns, research studies and channel development activities, such as partnerships with the media and trade, in markets not only within Asia such as India, Indonesia, Malaysia, the Philippines, China, Hong Kong, Japan, Korea and Taiwan, but also beyond the region in Australia, Europe and North America.

Royal Caribbean also plans to increase its number of sailings from Singapore during this period to over 40 a year. Currently, the cruise line’s 3,840-guest *Mariner of the Seas* makes around 30 voyages annually. Her next Singapore season which will be the largest ever starting from this October, will feature more long cruises of seven to 15 nights, aimed at attracting more overseas fly-cruise guests.

Sean Treacy, Managing Director, Singapore and Southeast Asia of Royal Caribbean Cruises Ltd. said: “Having deployed ships here regularly for the last seven years, Royal Caribbean now looks forward to its next phase of significant growth in Singapore. Our three-year deployment plan is our strongest commitment ever to this market and we see great potential in Singapore as a source market and regional cruise hub. We highly appreciate this collaboration which will be a tremendous support for our business goals in Singapore and Southeast Asia, as well as the strong efforts of the Singapore Government for being so proactive in driving the cruise business in the country.”

Projected to generate over \$100 million in tourism receipts^[1], the collaboration with Royal Caribbean contributes substantially to Singapore’s cruise industry, with an estimated compounded annual growth of 5 to 8 per cent in throughput over the next three to four years. With the cruise industry already generating more than \$500 million in direct spending^[2] in 2013, this development promises a further injection of significant economic impact into Singapore.

What is equally important is the growing interest in cruising in Southeast Asia. With more than 25,000 islands, Southeast Asia is an ideal cruising destination for travellers seeking to discover multiple cultures and new

experiences in a warm, tropical year-round climate. The region appeals particularly strongly to Asian travellers due to its close proximity to home, with eight in 10^[3] who have never cruised before expressing interest to embark on a cruise vacation within Southeast Asia.

Said Ms Neeta Lachmandas, Assistant Chief Executive (Business Development Group), Singapore Tourism Board: “The tripartite collaboration is a significant development not just for Singapore but also for Southeast Asia. We hope Royal Caribbean’s commitment will inspire new cruise itineraries around the region to offer more reasons for travellers to take to cruising, and also motivate our neighbouring ports and destinations to invest and realise fully the tremendous potential of the Asian cruise industry.”

Providing a link between Royal Caribbean International, Singapore and its regional neighbours is Changi Airport’s strong connectivity to 320 cities worldwide, along with some 6,700 weekly flights, giving Singapore a strategic advantage to effectively tap fly-cruise traffic from across the globe and serve as a cruise hub for Asia.

CAG’s Senior Vice President for Market Development, Mr Lim Ching Kiat, said: “This collaboration represents the synergistic efforts by CAG, Royal Caribbean and STB to effectively tap fly-cruise traffic from across the globe and serve as a cruise hub for Asia. Changi Airport will continue to leverage on its network and work with airlines and travel agents to promote fly-cruise packages through Singapore.”

^[1] Based on an estimate of over 170,000 foreign cruise passengers to Singapore for Royal Caribbean cruises between 2015 and 2018

^[2] Based on a Cruise industry EIA study commissioned by STB in 2013.

^[3] Based on a consumer insight studies commissioned by STB in 2012.

About Royal Caribbean International

Royal Caribbean International is an award-winning global cruise brand with a 46-year legacy of innovation and introducing industry “firsts” never before seen at sea. The cruise line features an expansive and unmatched array of

features and amenities only found on Royal Caribbean including, jaw-dropping, Broadway-style entertainment and industry-acclaimed programming that appeals to families and adventurous vacationers alike. Onboard, guests are catered to with the cruise line's world-renowned friendly and engaging Gold Anchor Service by every staff and crew member. Royal Caribbean has been voted "Best Cruise Line Overall" for 12 consecutive years in the Travel Weekly Readers Choice Awards and named the "Best Cruise Operator" for 7 consecutive years at the TTG Travel Awards.

The cruise line sails 23 of the world's most innovative cruise ships to the most popular destinations in Bermuda and the Caribbean, Europe, Canada and New England, Alaska, South America, Asia, and Australia and New Zealand. Media can stay up-to-date by following @RoyalCaribPR on Twitter, and visiting RoyalCaribbeanPressCenter.com.

About the Singapore Tourism Board

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. We aim 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.

About Changi Airport Group

Changi Airport Group (Singapore) Pte Ltd (CAG) (www.changiairportgroup.com) was formed on 16 June 2009 and the corporatisation of Singapore Changi Airport (IATA: SIN, ICAO: WSSS) followed on 1 July 2009. As the company managing Changi Airport, CAG undertakes key functions focusing on airport operations and management, air hub development, commercial activities and airport emergency services. CAG also manages Seletar Airport (IATA: XSP, ICAO: WSSL) and through its subsidiary Changi Airports International, invests in and manages foreign airports.

Changi Airport is the world's sixth busiest airport for international traffic. It

served a record 54.1 million passengers from around the globe in 2014. More than 350 retail stores and 160 F&B outlets are situated across three terminals to cater to passengers and visitors. With over 100 airlines providing connectivity to 320 cities worldwide, Changi Airport handles about 6,700 flights every week, or about one every 90 seconds.

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