

EMBARGOED TILL MONDAY (6 MARCH), 12:30PM

ROYAL CARIBBEAN-SINGAPORE TOURISM BOARD-CHANGI AIRPORT GROUP ENTER SECOND MULTI-MILLION DOLLAR TRIPARTITE PARTNERSHIP TO GROW FLY-CRUISE MARKET



The Singapore-homeported *Ovation of the Seas*

SINGAPORE, 6 MARCH 2017: Royal Caribbean International today announced that it has entered a second multi-million dollar marketing partnership with the Singapore Tourism Board and Changi Airport Group. The collaboration will promote cruising out of Singapore to overseas guests on Royal Caribbean's *Ovation of the Seas* and *Voyager of the Seas*.

The partnership is underpinned by news of the cruise brand's longest-ever deployment of ships in Singapore from 2017 to 2019.

More fly-cruise guests on Asia's largest ships

According to the Singapore Tourism Board, this latest tripartite partnership is projected to generate over S\$26 million in tourism dollars. It is also expected to bring in around 45,000 overseas fly-cruise guests to Singapore to sail on *Ovation of the Seas* and *Voyager of the Seas* from March to June 2017. This is in addition to the current 65,000 overseas guests projected to sail on *Mariner of the Seas* from October 2016 to March 2017. The partnership can be extended into subsequent years.

To kick off the partnership, *Ovation of the Seas* arrived for her inaugural season in Singapore today, with 10 sailings to take place during this season. According to Royal Caribbean, more than half of the ship's bookings have come from overseas, with the five- and 12-night sailings proving to be popular given more exotic destinations offered on these itineraries.

Sean Treacy, Managing Director, Asia Pacific of Royal Caribbean Cruises Ltd. said, "This tripartite partnership is a tremendous boost for our first *Ovation of the Seas* season in Singapore as we deepen our commitment to this region with even more attractive cruise products. The signing of this new partnership also marks another milestone in our 10th year here in Asia and we look forward to growing the fly-cruise market together with Singapore Tourism Board and Changi Airport Group."

The cruise brand's first collaboration with Singapore Tourism Board and Changi Airport Group has been in place with *Mariner of the Seas* since August 2015. Projected to bring in over 170,000 overseas fly-cruise visitors to Singapore over three years, the first year's numbers surpass the annual visitor target by over 40 per cent.

Coupled with the optimistic outlook for cruise tourism in Asia, which witnessed double-digit growth in cruise capacity and became a source market in recent years¹, this partnership promises significant economic impact to Singapore.

Said Ms Annie Chang, Director, Cruise, Singapore Tourism Board: "This second collaboration with Royal Caribbean International and Changi Airport Group reiterates our commitment to grow Singapore's cruise industry and position Singapore as the fly-cruise hub of Asia. That Royal Caribbean is increasing its homeported sailings in Singapore also signals the success of our partnership in driving cruise tourism for Asia – a long-standing relationship we've had for the past 10 years."

With Changi Airport's strong air connectivity to more than 380 cities worldwide and around 7,000 flights each week, Singapore is well placed to effectively tap into fly-cruise traffic and serve as a cruise hub for the region.

Mr Peh Ke-Wei, Changi Airport Group's Vice President of Passenger Development, said, "We are delighted to enter into a second tripartite collaboration with Royal Caribbean International and Singapore Tourism Board. Fly-cruise traffic has performed well in recent years, and Changi Airport seeks to further grow this segment together with our partners, as part of Changi Airport's aim to grow different passenger segments in Singapore. With these new offerings, visitors to Singapore will have more travel options. Looking ahead, we seek to bring even more new and exciting experiences to our passengers."

More Singapore homeported sailings

Royal Caribbean also shared news of its longest-ever deployment in Singapore from 2017-2019. For its 2017/18 season, it is lining up a total of 72 sailings on *Mariner of the Seas*, *Ovation of the Seas* and *Voyager of the Seas*. This comprises an extended season of 52 sailings on *Mariner of the Seas* from October 2017 to April 2018, two sailings on *Ovation of the Seas* in April 2018, and 18 sailings on *Voyager of the Seas* from April to July 2018.

"The announcement of Royal Caribbean's longest deployment for the next three years is a reflection of how multi-sector collaborations like these are vital to developing the local and regional cruise industry. It is these partnerships that enable Royal Caribbean to bring bigger and more innovative ships to Singapore, enhancing the cruise experience for travellers and ultimately growing the industry here," said Mr Treacy.

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NOTES TO EDITORS

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

¹ According to CLIA's report – 2016 Asia Cruise Trends, <https://www.cruising.org/docs/default-source/research/cli-2016-asia-cruise-trends-report-.pdf>

- *Ovation of the Seas* can carry 4,905 guests, while *Mariner of the Seas* and *Voyager of the Seas* have a capacity of 3,807 and 4,269 guests respectively. These are among the largest capacities in Asia.

About Royal Caribbean International

Royal Caribbean International is an award-winning global cruise brand with a 48-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 14 consecutive years in the Travel Weekly Readers’ Choice Awards and named the “Best Cruise Operator” for 9 consecutive years at the TTG Travel Awards as well as “Best Cruise Line” at the Travel Weekly Asia’s Reader’s Choice Awards 2015 and 2016.

The cruise line sails 25 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. Working in close partnership with industry and community, STB aims to shape a dynamic tourism landscape and differentiate Singapore as a vibrant and inspiring destination through the "YourSingapore" brand. For more information, visit www.stb.gov.sg or www.yoursingapore.com or follow us on Twitter @STB_sg (https://twitter.com/stb_sg).

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 58.7 million passengers from around the globe in 2016. More than 360 retail stores and 140 F&B outlets are situated across three terminals to cater to passengers and visitors. With over 100 airlines providing connectivity to 380 cities worldwide, Changi Airport handles more than 7,000 flights every week, or about one every 90 seconds.

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