

Date: 18 January 2023

Total pages: 5

**International Cruise Ship *Silver Spirit* Berths and Marks a New Start for  
Hong Kong's Cruise Tourism  
80+ Cruise Calls Secured for 2023**

**Media can download the photos and drone footage in the following link :**

[https://drive.google.com/drive/folders/1CUIvw3jCcLY3YMnL4DLwH4nv57wi8teM?usp=share\\_link](https://drive.google.com/drive/folders/1CUIvw3jCcLY3YMnL4DLwH4nv57wi8teM?usp=share_link)

Hong Kong is greeting international cruise liners again! Fostered by the Tourism Commission and the Hong Kong Tourism Board (HKTB), the *Silver Spirit*, of international cruise line Silversea, arrived in Hong Kong today (18 January), making it the first international cruise to visit Hong Kong since the Government relaxed the inbound control measures. The arrival of the *Silver Spirit* marks a new start for Hong Kong's cruise tourism, as HKTB has already lined up at least 82 ship calls from at least 16 cruise lines in 2023.

Welcoming *Silver Spirit*, the Culture, Sports and Tourism Bureau, the Tourism Commission and HKTB handed out souvenir goodie bags to arriving passengers at a welcoming ceremony held at Ocean Terminal, Tsim Sha Tsui. Mr Kevin Yeung, Secretary for Culture, Sports and Tourism, said, "Hong Kong is a unique and not-to-be missed destination of cruise itineraries in Asia. As normal travel resumes, our new and upgraded tourism offerings of diverse nature are ready to give new excitements and fond memories to our friends from around the world."

Dr Pang Yiu-kai, HKTB Chairman, described the return of international cruises to Hong Kong as "a milestone in Hong Kong's tourism revival": "I'm excited to welcome the *Silver Spirit* and its passengers to Hong Kong, as it not only marks the resumption of Hong Kong's cruise tourism development and its return to the international cruise tourism market, but also enables the industry to develop a wide range of tourism products to enrich the visitor experience, further stimulating them to visit Hong Kong."

**Close-knit partnership with cruise lines to secure calls to Hong Kong**

During the pandemic, the Tourism Commission and the HKTB have maintained close communication with various cruise companies to ensure operators are kept abreast of Hong Kong's latest situation to foster resumption of cruise itineraries to Hong Kong as soon as possible. The HKTB has successfully secured cruise calls from at least 16 cruise lines (see appendix) for 2023, including world-famous cruise brands such as Silversea Cruises, TUI Cruises, Azamara Club Cruises, Hapag-Lloyd Cruises and Windstar Cruises, with a total of at least 82 ship calls.

Among the cruise calls, luxury cruise liner *Mein Schiff 5*, of German operator TUI Cruises, will visit Hong Kong four times and will berth at the Kai Tak Cruise Terminal in early March, making it the first ship call at the Terminal in 2023. *Mein Schiff 5* will bring more than 5,000 travellers to Hong Kong in total.

## **HKTB will drive the revival of cruise tourism with five strategic initiatives:**

1. Providing greater support and incentives to cruise companies and allocating resources to launch various promotions to attract more customers for cruise tours;
2. Maintaining close liaison with cruise lines to ensure that operators are kept abreast of the latest situation in Hong Kong and actively approaching different cruise lines to encourage them to choose Hong Kong as a homeport or port of call;
3. Capitalising on Hong Kong's inherent geographical advantage and its diverse travel experiences to promote Hong Kong as the regional gateway for cruise tourism, together with travel agents, neighbouring ports and other industry partners;
4. Promoting the Hong Kong cruise experience to visitors from the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) and collaborating with other ports in the region to promote cruise itineraries around the GBA;
5. Participating in major international cruise shows around the world, such as Seatrade Cruise Global, to further strengthen Hong Kong's position and influence in the international cruise market.

### **Photo Captions**

Photo 1



Silversea cruise ship Silver Spirit arrives at Ocean Terminal, Tsim Sha Tsui. It is the first international cruise ship visiting Hong Kong after the relaxation of inbound control measures.

Photo 2



Mr Kevin Yeung, Secretary for Culture, Sports and Tourism (1st from left), Mr Joe Wong, Permanent Secretary for Culture, Sports and Tourism (middle), Ms Vivian Sum, Commissioner for Tourism (2nd from right), and Dr Pang Yiu-Kai, HKTB Chairman (2nd from left) and Mr Dane Cheng, HKTB Executive Director (1st from right) hand out gift packs to the arriving cruise passengers.

Photo 3 - 6



The arriving passengers crack a smile as they receive the welcoming goodie bags.

Photo 7



The dancing lions and dragons welcome the return of the cruise ship with lively performance in a joyful atmosphere and vitality.

Photo 8



Fireboats perform a water fountain courtesy along the way to welcome the "Silver Spirit" into Victoria Harbour.

– Ends –

**Members of the media can download the press release, photos and videos from the following links:**

Press release: <https://www.discoverhongkong.com/eng/hktb/newsroom/press-releases.html>

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## Appendix I

### **Cruise lines with cruise calls secured by HKTB in 2023:**

1. AIDA Cruises 阿依達郵輪
2. Azamara Club Cruises 精鑽遊輪
3. Celebrity Cruises 名人郵輪
4. Fred. Olsen Cruise Lines
5. Hapag-Lloyd Cruises
6. Holland America Line 荷美郵輪
7. MSC Cruises 地中海郵輪
8. Oceania Cruises 大洋郵輪
9. Princess Cruises 公主郵輪
10. Royal Caribbean International 皇家加勒比國際遊輪
11. Silversea Cruises 銀海郵輪
12. TUI Cruises 途易郵輪
13. Vantage Cruises
14. Viking Ocean Cruises
15. Windstar Cruises
16. Resorts World Cruises 名勝世界郵輪

### **About the *Silver Spirit* January Call:**

- After a three-year hiatus, the Silversea Cruises' *Silver Spirit* left Singapore on 5 January and visited Koh Samui, the port of Laem Chabang, in Bangkok, Thailand, Ho Chi Minh City and the port of Chan May in Danang, Vietnam. The *Silver Spirit* reached Hong Kong today, berthing at Ocean Terminal, Tsim Sha Tsui, and plans to stop over for one night and return to Singapore on 19 January.
- The *Silver Spirit* has a few hundred passengers from more than 20 countries. Upon arrival, the passengers visited various attractions in Hong Kong such as the West Kowloon Cultural District, local neighbourhood in Central and the West Kowloon, and the new-generation Peak Tram, etc. in itineraries arranged by HKTB.

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