

# Cruise Experience

Asia’s fast-growing cruise industry offers huge opportunities for Hong Kong. Since the completion of the Kai Tak Cruise Terminal, we have made even greater efforts to develop potential cruise markets and expand our partner network to strengthen Hong Kong’s image as Asia’s cruise hub.

## Cultivating source markets

In order to boost consumer interest and demand for cruise travel, we promoted the unique features of Hong Kong as a destination for cruise holidays through both traditional and digital media to generate more pre- and post-stay visits in Hong Kong.

In 2016, we invited movie star Daniel Wu in the “Azure Voyage” campaign to shoot a series of short promotional videos and a magazine guide to share his experience on cruises and the unique charm of Hong Kong.

This year we partnered with a number of cruise lines that use Hong Kong as a homeport or major turnaround port, including Royal Caribbean International, Dream Cruises, and Celebrity Cruises, to launch the Fly-Cruise Co-op programme in key source markets, such as the Mainland, Taiwan, India, Japan, South Korea, Southeast Asia, Australia, the UK, and the US.

Daniel Wu’s “Azure Voyage” campaign: related online video views reached 4.7 million, while the whole campaign achieved more than 53 million impressions



## Driving ship deployment

We worked proactively to attract more world-class cruise ships to make Hong Kong a homeport or major turnaround port. In 2016/17, we succeeded in attracting the following ships to be deployed to Hong Kong:

- Royal Caribbean International’s *Voyager of the Seas* extended its homeport season in Hong Kong with 25 sailings between June and October 2016.
- *Ovation of the Seas*, currently Asia’s largest international cruise ship, completed its maiden voyage to Hong Kong in June 2016 and returned to Hong Kong near the end of the year for a mini-homeport season with 6 sailings.

- Asian luxury cruise brand Dream Cruises' *Genting Dream* visited Hong Kong for the first time in November 2016 and subsequently had her homeport season in Hong Kong, catering for the high-end market in Asia.
- Star Cruises' *SuperStar Virgo* embarked on a new triple-homeport deployment between Hong Kong, Taiwan and the Philippines from March to May 2017.

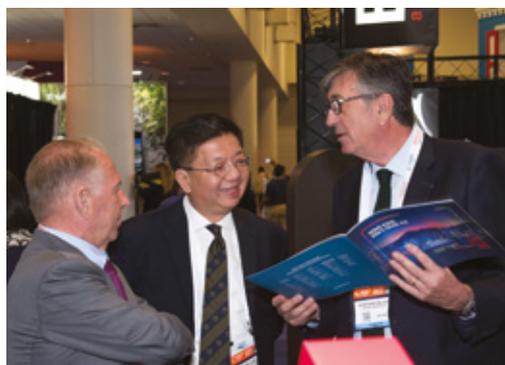


- Total ship calls in 2016: 191 (an increase of 34.5% year on year)
- Total cruise passenger throughput in 2016: 677,000 (an increase of 49.5% year on year)

## Enhancing regional cooperation

We also strive to strengthen our partnership with members of Asia Cruise Cooperation (ACC). A very important milestone in the partnership was that Hong Kong became one of the triple-homeports of Star Cruises' SuperStar Virgo, along with Taiwan and the Philippines. This new inter-port itinerary best demonstrates the alliance's commitment to driving continued growth in the regional cruise tourism industry.

In 2017, we again joined with ACC members to participate in Seatrade Cruise Global, the annual global cruise industry event held in the US. The event attracted more than 700 exhibitors from 90 countries. The HKTB was the exclusive sponsor of the focal event "State of the Global Cruise Industry", set up an exhibition booth, and participated actively in conferences to further boost Hong Kong's international standing in the cruise industry.



The focal event "State of the Global Cruise Industry", sponsored exclusively by the HKTB, drew an audience of over 3,000 cruise line executives, industry representatives and international media