



MEDIA RELEASE

Singapore Cruise Centre wins global award for best turnaround port operations for 7th time

- *International cruise operators vote SCC as best turnaround port*
- *Latest award by Cruise Insights up total accolades to 23 in 22 years*

Singapore, 20 March 2014 –Singapore Cruise Centre Pte Ltd (SCC) has once again been voted as the best turnaround port operator in the world, in affirmation of its ability to deliver the highest standard of service to cruise liners and their passengers.

The local cruise terminal operator clinched the Cruise Insight 2013 Award - Best Turnaround Port Operations, following a poll carried out by UK-based industry magazine, Cruise Insights (formerly Dream World Cruise Destinations).

SCC's CEO Christina Siaw accepted the award during the 2014 Cruise Shipping Miami convention. This is the 23rd time in SCC's 22-year history that it has been part of the Cruise Insights winners' line-up. The highly-coveted awards handed out by Cruise Insights are often hailed as the equivalent of the Oscars for the global cruise industry.

Commenting on the award, Ms Siaw said: "We are honoured and delighted by this latest vote of confidence from our customers. The award reinforces our strong and consistent track record of being focused on our customers and their needs, and affirms the initiatives we have taken to adapt our processes to meet the changing

needs of the ships and the passengers who go through our port. We seek to always be energising and enterprising in our approach, and to maintain our status as the leading cruise port operator in Asia.”

This is the 7th time that SCC has walked away with the Best Turnaround Port Operations Award in the customer poll, having last clinched the award in 2012. The award is a testimony to how Singapore’s most established cruise terminal operator has constantly improved turnaround times even as it continues to handle more cruise calls. In 2013, SCC handled 292 cruise calls and 665,856 passengers.

From late 2012, SCC’s Harbourfront Cruise & Ferry Terminal underwent a \$14 million transformation to expand passenger space, double the number of check-in and immigration counters, increase security lines and improve its baggage handling system. More recently, the queue system at immigrations was enhanced to make it faster and more efficient. Passengers now typically take an average of five minutes or less to clear immigration.

SCC has also taken the initiative to position porters at the Harbourfront taxi stands during cruise calls to assist passengers in loading their luggage and clear queues at taxi stands. To ensure sufficient taxis for passengers during cruise calls, alerts are sent to taxi companies to let them know when ships are in port.

-The End-

About Singapore Cruise Centre Pte Ltd

The Singapore Cruise Centre Pte Ltd was corporatised in 2003 and manages the award-winning cruise terminal and three ferry terminals in Singapore. Our experience in ferry and cruise terminal operation and management is well-sought after by overseas ports. This is in

line with our vision to be the world's leading cruise and ferry operator and international partner of choice in overseas cruise and ferry terminal management and consultancy.

For more information, please visit www.singaporecruise.com.

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