



## **MEDIA RELEASE**

### **SCC Expands Passenger Space, Doubles Service Counters at New-Look HarbourFront Cruise & Ferry Terminal**

- *S\$14 million revamp cuts clearing time for five million cruise and ferry passengers annually*
- *More spacious arrival and departure halls with innovative space planning*

**Singapore, 29 November 2012** – Cruise and ferry passengers using Singapore Cruise Centre’s HarbourFront terminal can now look forward to more space, faster immigration and baggage delivery following a S\$14 million upgrading and retrofitting of its gateway facilities.

Speaking at a cocktail reception to launch the new-look terminal, SCC’s Chairman Soo Kok Leng said: “We now have twice the number of check-in and immigration counters, more security lines and a more efficient baggage handling system. Our cruise and ferry passengers can now breeze through our award-winning terminal faster and more comfortably than before.”

The new-look HarbourFront terminal was officially opened by Mr Teo Ser Luck, Minister of State for Trade & Industry, this evening in the presence of key industry



stakeholders, including the Singapore Tourism Board, the Maritime and Port Authority of Singapore, Singapore Shipping Association, global cruise line and regional ferry operators, shipping agents, travel agents and Government officials.

Mr Teo said: “Singapore Cruise Centre has significantly transformed this terminal, which will leave a deep impression on first-time and repeat visitors. This upgrade is another accomplishment in SCC’s track record, and I believe it will further enhance its competitive edge as a maritime gateway serving global and regional travellers.”

Mr Soo told guests that there was now 26% more space for passenger operations, achieved through sacrificing revenue-generating retail units and innovative space planning that included moving staircases and relocating air-conditioning units.

He said: “This was no easy task, as we are operating within a fixed footprint of 12,800 square metres. Our brief to the project team was to enlarge our arrival and departure halls, improve traffic flow and at the same time, create a modern, contemporary look based on a holiday and garden theme.

“This terminal is used through the year by close to five million cruise and ferry passengers. With such a high usage pattern, there was no room for compromises, and we even sacrificed retail revenue for the sake of freeing up more space for passengers.”

The ambience in the arrival and departure halls has also been significantly enhanced with laser cut-outs in the shape of plant motifs on the back-lit columns, living green walls and coloured ceiling cove lighting. For ferry passengers, many of whom



commute regularly from the outlying Indonesian Riau Islands to work or transit here before catching an onward flight, there is a dedicated family room for their use.

As part of the image-enhancing efforts for the new-look terminal, SCC's customer service staff also don new nautical themed uniforms comprising a dark navy blazer over a maroon or navy shirt with khaki pants.

SCC's CEO, Christina Siaw, said: "Our focus has been, and always will be, to put our customers first. We've been in this business for more than 21 years and now with our upgraded terminal, we're better poised than ever to exceed customer expectations."

- 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](http://www.singaporecruise.com)

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