



## **MEDIA RELEASE**

### **SCC is Asia's Leading Cruise Port at World Travel Awards for 4th consecutive year**

**Singapore, 3 November 2015** – Singapore Cruise Centre (SCC) has once again been voted “Asia’s Leading Cruise Port” by the World Travel Awards, an established London-based organisation renowned for benchmarking excellence in the global travel industry.

SCC won against six other established ports in the region following a voting process involving industry professionals and high-end tourism consumers worldwide, at this year’s 22<sup>nd</sup> World Travel Awards Asia & Australasia Gala Ceremony 2015 held in Hong Kong on 29 October 2015. This is the fourth time in a row that SCC has won the Asia’s leading cruise port accolade at the World Travel Awards.

Commenting on the latest win, SCC’s CEO Christina Siaw said: “We are delighted with this vote of confidence for four years running. This prestigious award bears testament to our operational excellence and our commitment to deliver best-in-class services to our customers and the holistic approach SCC takes to the development of the cruise and ferry industry in Singapore and the region.

“As one of Asia’s most established and intensively-used cruise ports with a track record of 23 years in operation, we are grateful that we have top-of-mind

awareness amongst the regional cruise and ferry industry, and we will continue to work hard and work smart to serve our customers and the community."

The World Travel Awards was established in 1993 to acknowledge, reward and celebrate excellence across all sectors of the tourism industry. It highlights and rewards travel brands that have made the greatest contribution to the industry over the past year.

Ms Siaw added that SCC will continue to further enhance infrastructure, tap into new technologies and improve customer touchpoints as part of their commitment to give customers a seamless experience.

In 2012, the company underwent a \$14 million rejuvenation programme of its main cruise and ferry terminal at HarbourFront to expand passenger space, double the number of check-in and immigration counters, increase security lines and improve its baggage handling system.

SCC has also taken steps to refine its passenger hospitality and engagement procedures to value add to the user experience. These include additional training to deepen existing skills and knowledge of staff.

- 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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