



## **MEDIA RELEASE**

### **SCC voted Asia's Leading Cruise Port at World Travel Awards**

**Singapore, 12 October 2014** – Singapore Cruise Centre (SCC) has 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 clinched the title at the 21<sup>st</sup> World Travel Awards ceremony held in New Delhi, India, on Friday, 10 October 2014. It won against six other established ports in the region following a voting process involving industry professionals worldwide. This is the third time in a row that SCC has won the Asia’s leading cruise port accolade at the World Travel Awards.

SCC’s CEO Christina Siaw said: “We are deeply honoured to receive such a prestigious award for the third straight year. It is truly a testament to the efforts by all of us here at SCC as we continuously strive to be the best cruise terminal operator in the region.

“This award will inspire us to work harder to pursue higher standards of excellence. At SCC, quality is an integral part of our mission to serve our customers and the community, and we will continue to invest towards that end.”

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.

In March this year, SCC was voted the best turnaround port operator in the world at the Cruise Insight 2013 Award. 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.

SCC continually upgrades its facilities and service levels as part of its commitment to make itself relevant to its customers' changing needs. In recent years, SCC's Harbourfront Cruise & Ferry Terminal had embarked on 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 and free Wi-Fi access was provided throughout the terminal.

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).

For media queries, please contact:

**Catherine Ong Associates in Singapore**

Catherine Ong [cath@catherineong.com](mailto:cath@catherineong.com) +65 6327 6088

Franz Navarrete [franz@catherineong.com](mailto:franz@catherineong.com) +65 6327 6086