



## A Cycling Journey at Sea: StarCruises Redefines Onboard Entertainment aboard the *Star Voyager*.



17 – 22 August 2025 aboard the *Star Voyager*: Cycling Culture Takes to the Waves with First Intelligent Sea-Based Cycling Race.

**22 August 2025 (Hong Kong)** – From the vibrant streets of Hong Kong to the open sea, cycling culture is charting bold new territory aboard the *Star Voyager*. In a groundbreaking move for the cruise industry, **StarCruises** has partnered with **Flying Pigeon Bicycle** and **Shanhang Haisu** to unveil a first-of-its-kind entertainment experience: “*Navigate Mountains and Seas – Embark on a Cycling Journey*” - the **world’s first intelligent cycling race at sea**.

This one-of-a-kind attraction was successfully held aboard the *Star Voyager* from **17 to 22 August**, during her 5 Night sailing to **Naha and Ishigaki**, departing from Hong Kong. By blending immersive fitness with ocean travel, the event **redefined traditional cruising** - transforming it into an **interactive sporting adventure** and offering guests a thrilling new way to engage with their voyage.

*We are thrilled to pioneer the first intelligent cycling race at sea, blending cutting-edge technology with immersive fitness experiences,” said **Michael Goh, President of StarDream Cruises**. “This initiative reflects our commitment to innovation, the integration of leading Chinese brands into our onboard offerings and delivering unforgettable moments for our guests. We’re proud to bring this collaboration to the international stage as we continue to redefine what a cruise vacation can be.”*





"I believe that this strong partnership with StarCruises marks the beginning of a new journey in the global market," said **Yuan Bo, General Manager of Tianjin Flying Pigeon Co.**

### **Cycling Meets the Sea: A New Chapter in Cruise Entertainment**

This unique event featured **three state-of-the-art smart cycling platforms**, simulating **nine realistic road scenarios** - from steep hills and sharp curves to rugged mountain paths. Guests of all ages joined the challenge, forming teams with family and friends and racing through virtual landscapes as cheers echoed across the ship. "*I never imagined riding a bike at sea could be so fun!*," said one of the guest participants

### **Hong Kong Roots: Where Cycling Culture Meets Maritime Innovation**

As one of the *Star Voyager's* key homeports, **Hong Kong** plays a central role in this initiative. Guests embark at the conveniently located **Ocean Terminal**, making the experience accessible and seamless. Celebrated as a **cycling-friendly city** - from the New Territories Greenway to the coastal trails of its outlying islands - Hong Kong provides a culturally rich and naturally inspiring backdrop for this sea-based cycling debut. By bringing cycling culture onboard, StarCruises pays tribute to the city's vibrant outdoor lifestyle while pushing the boundaries of cruise entertainment innovation.

### **Sea Cycling: An Unforgettable Vacation Twist**

Cycling on a cruise ship is more than a novelty - it's a full-body, immersive experience. Riders tackled simulated terrains with determination, while spectators cheered from the sidelines. The event fostered a spirit of community, fun and fitness - redefining what "active cruising" can look like.

### **A Strategic Partnership: Blending Culture, Tourism and Commerce**

This pioneering event marks a new chapter in how cultural brands connect with cruise travelers. In collaboration with the legendary Flying Pigeon Bicycle, StarCruises introduced an "experience – interaction – sales" model that blends onboard entertainment with cultural storytelling and commercial engagement.

### **Looking Ahead: More Immersive, Localized Cruise Experiences**

Building on this success, StarCruises is setting a new benchmark for interactive and culturally resonant cruise experiences. This milestone marks just the beginning - more strategic partnerships, localized programming and immersive guest offerings are currently in development to ensure every voyage delivers something truly extraordinary.

To reserve your voyage or learn more about StarCruises, please visit [www.stardreamcruises.com](http://www.stardreamcruises.com) or contact our local appointed travel partners.





## **StarDream Cruises: The Cruise Line that Knows Asia Best.**

Officially launched on 26 March 2025, **StarDream Cruises** combines over three decades of cruising expertise, ushering in a new era of extraordinary voyages across Asia and beyond. The cruise line introduces two iconic brands—**StarCruises** and **Dream Cruises**—each offering a distinct experience that honours the legacy of their predecessors while elevating the standard for world-class cruising in Asia.

**StarCruises** brings affordable, lifestyle-driven cruising to the Asian market with intimate, mid-sized ships that accommodate up to 2,000 guests, offering a more personal cruising experience across Southeast and East Asia aboard the *Star Voyager* and *Star Navigator* cruise ships. Meanwhile, **Dream Cruises** redefines luxury cruising with expansive ships that cater to more than 3,000 guests, offering exclusive privileges and premium amenities. The *Genting Dream*, Dream Cruises' flagship, is homeported in Singapore year-round, sailing to various destinations in Malaysia, Indonesia and Thailand.

With decades of experience in hospitality and cruising, StarDream Cruises is set to redefine the cruise experience, catering to a diverse range of markets, offering tailored experiences that appeal to various demographic segments.

