



StarCruises Brings Wellness to the High Seas

Introducing the Traditional Chinese Medicine Maritime Culture Festival on the Star Voyager.



Star Voyager to host the Traditional Chinese Medicine (TCM) Maritime Culture Festival at sea for select sailings.

6 October 2025 (Hong Kong) – StarCruises, together with **Guangdong Broadcasting Network’s Greater Bay Area Satellite TV**, is set to launch the ***Traditional Chinese Medicine (TCM) Maritime Culture Festival*** aboard the ***Star Voyager***, themed “***Vibrant Games, Healthy Navigation.***” This partnership goes beyond traditional tourism by integrating TCM culture into the cruise experience, giving travellers a maritime journey that blends wellness, learning, culture, sightseeing and immersive discovery.

Guests can experience this exclusive festival on **two of Star Voyager’s special sailings departing from Hong Kong**. These include the **5 Night Halong Bay–Da Nang–Sanya Cruise** departing on **19 October 2025**, and the **5 Night Boracay–Coron Cruise** departing on **9 November 2025**.

"We are excited to partner with Greater Bay Area Satellite TV to bring TCM wellness to the seas. This unique integration of culture and healthy living reflects our commitment to offering experiences that go beyond expectations, and we will continue creating themed voyages that enrich our guests’ journeys," said **Michael Goh, President of StarDream Cruises**.

Greater Bay Area Satellite TV expressed, *"This cross-border collaboration with StarCruises to create the Maritime TCM Culture Festival aims to explore new pathways for integrating traditional culture with modern lifestyles. We hope to make health concepts and TCM culture more accessible through audiovisual media, contributing to cultural heritage and the advancement of public health initiatives."*





This themed voyage introduces guests to the traditions of TCM while offering an immersive cruise experience. On *Star Voyager*, guests can take part in **morning wellness sessions such as *Baduanjin*** (a form of traditional Chinese qigong exercise), set against the refreshing sea breeze. The onboard theatre will host **exciting interactive wellness talks by nationally renowned physicians**, offering guests practical tips on seasonal health preservation. Guests can also enjoy specialized treatments including **ear acupressure and meridian massages**, designed to promote balance and relaxation throughout their journey.

Food also plays an important role in the experience. A “Medicinal Food Homology” themed banquet, jointly crafted by TCM experts and *Star Voyager*’s master chefs, blends traditional efficacy with contemporary flavours, weaving health concepts into every dining occasion.

With wellness infused into every part of the journey - from cuisine to cultural activities - this is a voyage not to be missed. Reserve your journey today at www.StarDreamCruises.com or through our 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.

For media enquiries, please contact:-

(Mr) Ong Hsieh Lien
ong.hsiehlien@stardreamcruises.com

(Ms) Cherry Yip
cherry.yip@stardreamcruises.com

(Ms) Mandy Lam
mandy.lam@stardreamcruises.com

