Dream Cruises Launches *Forever Broadway* World Premiere on Genting Dream in Collaboration with Broadway Asia International

Forever Broadway premieres exclusively on Genting Dream from 5 June 2026, bringing iconic Broadway hits in celebration of Dream Cruises' 10th anniversary.

8 June 2026 (Singapore) – **Dream Cruises** announced the launch of ***Forever Broadway*, a world-premiere musical dance spectacular debuting exclusively aboard *Genting Dream* from 5 June 2026,** as part of its 10th anniversary celebrations. A first-of-its-kind collaboration between Dream Cruises and Broadway Asia International, the production brings Broadway's most iconic star-studded entertainment to sea in a reimagined experience designed for Asian audiences.

Forever Broadway features beloved musical theatre hits including ***New York New York*, *Dancing Queen, Grease Lightning, Tonight, On Broadway*** and more, reinterpreted by an award-winning Broadway team for the stage at sea through sparkling song and dance performances, cinematic staging, special effects and large recorded orchestral specially scored for *Genting Dream*.

Conceived and spearheaded by StarDream Cruises through its Dream Cruises brand, ***Forever Broadway*** was developed under the entertainment leadership of **Colin Kerr, Senior Vice President, and Sviatlana Burkun, Vice President**, who initiated the collaboration with Broadway Asia International to combine Broadway artistry with Dream Cruises' production vision and understanding of Asian audience preferences.

The production is further brought to life through StarDream Cruises' in-house visual, audio and technical teams, whose expertise helped shape the large-scale theatrical storytelling and immersive staging designed specifically for the cruise environment.

The StarDream Cruises-led production features an acclaimed international creative team and **performers from New York and London, led by award-winning Broadway producers Simone Genatt and Marc Routh, alongside Director and Choreographer James Gray and Associate Director/Choreographer Naomi Kakuk.**

The cast brings together the best of both worlds — internationally trained Broadway performers alongside a handpicked selection of top talent from Dream Cruises and

StarCruises' fleet of resident entertainers under StarDream Cruises — creating an ensemble exclusive to *Genting Dream*.

As part of the experience, **Dream Cruises has partnered with Design Orchard Singapore**, a vibrant retail destination supporting local and regional fashion designers, together with featured brands **Bohème by Véro, Frey and Raja Rani,** to spotlight creative talent alongside costumes designed and tailored in-house. Selected fashion apparel and jewellery accessories are incorporated into the production's styling, complemented by a finale fashion runway showcase aboard *Genting Dream*. Guests may also purchase featured merchandise at Souvenir Mart (Deck 6), extending the *Forever Broadway* experience beyond the stage.

> *"Live entertainment continues to evolve, and today's guests are looking for experiences that feel familiar yet reimagined in exciting new ways,"* said **Michael Goh, President of StarDream Cruises.** *"Through our collaboration with Broadway Asia International, we are bringing iconic musical theatre hits to sea, combining Broadway talent with our resident performers and StarDream Cruises' creative production capabilities to deliver a truly exclusive experience for our guests."*

"Forever Broadway is an exclusive, high-end musical song-and-dance spectacular, combining the best of Broadway with the first-class entertainment experience aboard Genting Dream in celebration of Dream Cruises' 10th anniversary. I am certain this phenomenal, high-energy Broadway musical revue will touch the hearts of Asian audiences and leave them singing and dancing throughout this exclusive performance," **said Simone Genatt, Creative Producer and Founder of Broadway Asia International.** *"From the dreams of Broadway to the world of Dream Cruises, this spectacular production features a specially curated collection of internationally renowned hits, bringing the magic and power of Broadway to life at sea."*

For the launch, a special preview was held during the Singapore port stay, where media and business partners were invited onboard *Genting Dream* for an exclusive first look at *Forever Broadway*. **Underserved families from Singapore Red Cross and their volunteers were also welcomed onboard as part of the brand's community engagement efforts.**

Premiering aboard *Genting Dream* from 5 June 2026, *Forever Broadway* invites guests to experience beloved musical theatre classics reimagined through fabulous immersive performances at sea.

Book your cruise now at www.StarDreamCruises.com

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 across Southeast Asia.

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.

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Broadway Asia / Broadway International Group

Broadway Asia and Broadway International Group are global leaders in the production, management, and distribution of live entertainment, with works presented in over 60 countries. Founded by Simone Genatt and Marc Routh, the companies specialise in Broadway and West End musicals, immersive attractions, and destination-based entertainment experiences.

Their portfolio includes productions such as *The Sound of Music*, *An American in Paris*, *Beetlejuice*, *Hairspray*, *Mamma Mia! The Party*, *Immersive Great Gatsby*, *Stomp*, and *Back to the Future*, alongside original international works and large-scale touring productions. The companies have collectively received over 50 Tony, Olivier, Grammy, and other international awards.

They continue to develop new global productions and immersive experiences across Asia, Europe, and North America.