



StarCruises Knows Hong Kong Best!

Every Detail Speaks the City, Every Sailing Feels Like Home!



20 April 2026 (Hong Kong) – In a city defined by vibrant energy, rich culinary heritage and deep cultural connections, **StarCruises** delivers a cruise experience that feels instantly familiar yet refreshingly new every time you sail. For Hong Kongers who live in a city that never stops, holidays today are about authenticity, convenience and meaningful experiences. Building on this, the cruise line redefines the staycation and getaway experience with its **StarCruises “Knows Hong Kong Best”** positioning, featuring **Star Voyager** sailing directly from the iconic Ocean Terminal in Tsim Sha Tsui.

Shaped around the lifestyle, preferences and passions of Hong Kong travellers, *Star Voyager* brings a thoughtfully curated journey to life - sailing a series of **2, 3 and 5 Night Cruises** to Okinawa in Japan, Vietnam and the coastal cities of Penghu and Keelung.

“Hong Kong is a city with a unique rhythm, rich flavours and strong cultural identity. With StarCruises’ ‘Knows Hong Kong Best’, we bring these familiar elements onboard Star Voyager to create a cruise experience that feels comfortable and easy from the start. It’s about offering a holiday that already feels in tune with our guests, so they can simply relax and enjoy the journey,” said **Michael Goh, President, StarCruises**.

More than just a cruise from Hong Kong, *Star Voyager* is a holiday experience built around what matters most to Hong Kongers - from comforting flavours, to entertainment that resonates, to moments that bring people together.

At the heart of this experience are four defining pillars: **Taste, Tempo, Sentiment and Family**.





StarCruises Knows You Best: Taste

For Hong Kongers, food is a way of life. *Star Voyager* brings together international cuisine and familiar Hong Kong flavours, ensuring guests always feel close to home while at sea. Guests can enjoy a lively *Hong Kong Theme Night Market at Sea*, featuring beloved favourites such as curry fish balls, 'siu mai', braised goose, traditional and Portuguese egg tarts and classic herbal tea. Creative drinks like Salted Plum Sprite and Herbal Cooling Water add a local twist, while a wide selection of Chinese and Southeast Asian dishes across onboard dining venues ensures variety and comfort throughout the journey.

StarCruises Knows You Best: Tempo

Designed for Hong Kong's fast-paced lifestyle, StarCruises offers flexible itineraries *aboard Star Voyager* - from short escapes to longer holidays - all departing conveniently from the city. Guests can choose from **2, 3 and 5 Night sailings** to popular destinations across Japan and Vietnam, as well as coastal cities such as Penghu and Keelung. The **2 Night High Seas Cruise** offers the perfect weekend getaway, departing Friday night and returning Sunday in the afternoon. To make every journey effortless from the very beginning, a seamless mobile app keeps guests connected throughout their cruise with daily schedules, dining information and quick onboard transactions.

StarCruises Knows You Best: Sentiment

At sea, *Star Voyager* creates a strong sense of familiarity and cultural connection, bringing the spirit of Hong Kong to life through vibrant entertainment and experiences. Guests can enjoy the **Cantopop Glow Night Party** on the pool deck, dancing to beloved anthems and modern remixes, alongside **Chinese opera** performances reimagined with contemporary artistic elements. As night falls, the atmosphere shifts to a **Lan Kwai Fong-inspired party at sea**, while the main pool deck transforms into a lively **Hong Kong-style Night Market** with live music and local street food favourites.

The experience continues with **The Golden Mic Showdown**, an onboard karaoke competition celebrating Hong Kong's love for music, as well as nostalgic poolside sessions featuring golden oldies. Guests can also take part in retro-style variety games or unwind with open-air screenings of **iconic Hong Kong films** such as *Comrades: Almost a Love Story*, *Shaolin Soccer* and *A Light Never Goes Out*. Cantonese announcements and the use of HKD onboard further enhance comfort and ease.

StarCruises Knows You Best: Family

Across generations, *Star Voyager* creates moments for families to connect, play and explore together - from a Red Carpet welcome on selected sailings to the Little Dreamers programme for children, featuring fun, interactive activities. Families can enjoy world-class production shows, adventure facilities, hands-on workshops and diverse dining options, while spacious family staterooms ensure comfort and convenience throughout the journey.

With **StarCruises 'Knows Hong Kong Best'**, cruising is redefined into a more personal experience - where every detail reflects the city and every moment feels like home. Discover a different side of Hong Kong at sea and beyond. Book now at www.StarDreamCruises.com or through preferred travel agents.





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

