



## **Princess Cruises Honoured in 2015 Travel Weekly Asia Readers' Choice Awards**

October 27, 2015

Princess Cruises has been recognised as the Best Cruise Line for Service Excellence in the 2015 Travel Weekly Asia Readers' Choice Awards, voted by travel professionals throughout Asia-Pacific.

Princess Cruises' Executive Vice President of International Operations Anthony Kaufman said the cruise line was pleased to receive the award as it had made a significant commitment to cruising in Asia and to pioneering new options for the region.

"We always offer a tailored cruising experience to our Asian guests, drawn from Princess Cruises' award-winning expertise as the world's leader in premium destination cruising," Mr Kaufman said.

Princess Cruises continues to invest in the future of cruise travel across several markets in Asia, including China, Japan, Singapore, Taiwan, Hong Kong and Korea. Three ships will sail in the region in 2016, with Golden Princess joining Sapphire Princess to serve China and Taiwan, and Diamond Princess sailing from Japan. Later in 2016, Sapphire Princess will move to homeport in Singapore to serve guests from Southeast Asia and around the world.

For Chinese guests, Princess Cruises' tailored premium cruising experience known as 'Princess Class' offers customised service and an onboard experience designed to enrich the travel experience of each cruise guest. Guests can participate in a range of entertaining, cultural and culinary experiences including the World Leaders' Dinner, Princess Chocolate Journeys, the Lobster Grill, Discovery Stargazing at Sea, English Afternoon Tea, the Sanctuary, Karaoke Experience, and luxury brand duty-free shopping.

Meanwhile, with its Japanese guests in mind, Princess Cruises' Diamond Princess has added Izumi Japanese baths – the largest of its kind at sea – as well as a Kai Sushi restaurant. Dining room menus offer international Princess cuisine with additional offerings to cater to Japanese tastes. Other amenities such as spa treatments and shore excursions have also been tailored to Japanese preferences, and onboard collateral and stateroom information have been translated into Japanese.

To better serve Singaporean and Southeast Asian guests, Sapphire Princess has included multi-lingual crew members in key positions for her homeport season in Singapore. Dining room menus have added local cuisine alongside the line's international offering. Enrichment programs have been specially designed, while amenities including such as the onboard shopping selection and spa treatments have also been tailored to local preferences.

Princess Cruises sails worldwide to six continents, offering more than 150 itineraries encompassing approximately 360 destinations around the world. In addition to Asia, the company's destinations include Alaska, Africa, Australia/New Zealand, Canada/New England, Caribbean, Europe, Hawaii/Tahiti, Mexico, Panama Canal, South Pacific, South America, and world cruises.

**For more information, visit a licensed travel agent, call 13 24 88 or visit [www.princess.com](http://www.princess.com)**

### **More information:**

**Libby Moffet/Sarah Shields**

**MG Media Communications**

**02 9904 0011**