

PRESS RELEASE

FOR IMMEDIATE RELEASE

## MALAYSIA WELCOMES LUXURY CRUISE SHIP MEIN SCHIFF 1



*Tourism Malaysia's Deputy Director General (Advertising & Digital) Dato' Abdul Khani Daud (right) welcoming the passengers of the luxury cruise ship Mein Schiff 1*

**KLANG, 23 November 2015:** Mein Schiff 1, a Century class cruise ship, owned and operated by TUI Cruises, made her maiden call today to Boustead Cruise Centre (BCC), Pulau Indah, at 0800 hrs.

The vessel, which sailed from Langkawi on 22 November, arrived with a total of 1870 passengers and 909 crew members. They received a warm welcome reception from Tourism Malaysia with *bunga telur* and cultural performance by Jabatan Kesenian Negeri Selangor, as well as musical performance by the Balle-Balle group.

As part of the cruise ship's 22-night voyage from Dubai to Singapore, she had earlier made a stopover at Muscat, Oman; followed by Mumbai, India; and Colombo, Sri Lanka. The vessel will leave Klang at 1800 this evening and heads to Singapore.



The welcome reception by Tourism Malaysia is an effort under its Maiden Call programme, an annual activity to welcome ships berthing for the first time in Malaysia. It is part of Tourism Malaysia's efforts to promote cruise tourism and to attract more ship operators to berth in Selangor and Kuala Lumpur, in particular.

Laid down at the Meyer Werth shipyard in Papenburg, Germany, on 25 May 1995, the vessel measured 259.70 m in length and a passenger capacity of 1,870 (lower berths) and 2,681 (all berths). Having originally served with Celebrity Cruises in 1996, and later renamed Celebrity Galaxy in 2008, she was transferred to the fleet of TUI Cruises in 2009. Mein Schiff 1 offers a wide range of entertainment, leisure, and sport amenities, which makes every sailing an enjoyable and memorable experience for both adults and senior citizens.

Over the last few years, Malaysia has seen an encouraging number of cruise ships calling at the country's ports. Last year, a total of 421 international cruise ships with 352,322 passengers called at the country's six primary ports, namely Port Klang, Penang, Melaka, Langkawi, Kota Kinabalu and Kuching. From January to May this year, a total of 268 international cruise ships called. For the same period, the country received 247,624 cruise passengers.

Developing cruise tourism has been outlined in the Tourism National Key Economic Area (NKEA), under its sixth Entry Point Project (EPP) – Creating a Straits Riviera Cruise Playground. In an effort to capitalise on an international cruise passenger market that has grown at an average of 14% annually in the past 10 years, this EPP will see the development of a Straits Riviera, comprising the six primary ports and other secondary ports.

ENDS

For more media releases, media info and media features on Malaysia's tourism industry, kindly visit the Media Centre of Tourism Malaysia's website at <http://www.tourismmalaysia.gov.my/>

**MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA** is an agency under the Ministry of Tourism & Culture, Malaysia. Tourism Malaysia focuses on the specific task of promoting Malaysia at all levels. Since its inception, Tourism Malaysia has grown by leaps and bounds and it has emerged as a major player in the international tourism scene. In 2014, Malaysia registered 27.4 million tourist arrivals and RM72 billion in receipts, making tourism its second largest foreign exchange earner.

Malaysia celebrated its fourth **VISIT MALAYSIA YEAR (VMY)** in 2014 with the theme "Celebrating 1Malaysia Truly Asia". The promotion of the country continues with the **MALAYSIA YEAR OF FESTIVALS (MyFEST)** campaign in 2015 with the theme "Endless Celebrations" emphasising the various festivals celebrated by its multicultural society. Both campaigns are key drivers towards achieving the country's target of 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the Tourism NKEA (National Key Economic Area).



**MALAYSIA TOURISM PROMOTION BOARD**  
(MINISTRY OF TOURISM & CULTURE, MALAYSIA)  
No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia  
Tel: +603 8891 8000; <http://www.tourismmalaysia.gov.my>  
[www.facebook.com/friendofmalaysia](http://www.facebook.com/friendofmalaysia); [twitter.com/tourismmalaysia](http://twitter.com/tourismmalaysia); [blog.tourism.gov.my](http://blog.tourism.gov.my)





*Through the Tourism NKEA, collaborative efforts between the Ministry of Tourism and Culture, other Government agencies and the private sector have been enhanced to help secure Malaysia's position as a leading tourist destination. The targets set under the Tourism NKEA will be achieved through the implementation of twelve Entry Point Projects (EPPs) clustered under five themes: Affordable Luxury; Nature Adventure; Family Fun; Events, Entertainment, Spa and Sports; and Business Tourism.*

**Press contact:**

**Corporate Communications & Media Relations Unit:**

*Azizah Aziz (Ms), Senior Deputy Director, Communications & Publicity Division*

*Tel: +603-8891 8752*

*Email: azizahaziz@tourism.gov.my*

**Editorial Unit:**

*Anis Rozalina Ramli (Ms), Senior Editor, Communications & Publicity Division*

*Tel: +603-8891 8759*

*Email: anisramli@tourism.gov.my*



**MALAYSIA TOURISM PROMOTION BOARD**  
(MINISTRY OF TOURISM & CULTURE, MALAYSIA)  
No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia  
Tel: +603 8891 8000; <http://www.tourismmalaysia.gov.my>  
[www.facebook.com/friendofmalaysia](http://www.facebook.com/friendofmalaysia); [twitter.com/tourismmalaysia](http://twitter.com/tourismmalaysia); [blog.tourism.gov.my](http://blog.tourism.gov.my)

