



## MEDIA RELEASE

### SATS CLINCHES ASIA'S BEST CRUISE TERMINAL AWARD

*Marina Bay Cruise Centre Singapore at the forefront of safe cruising as interest rises*

**Singapore, 9 December 2021** – SATS Ltd. (SATS) today announced that Marina Bay Cruise Centre Singapore (MBCCS), which is operated by its subsidiary SATS-Creuers Cruise Services (SCCS), was voted Asia's Best Cruise Terminal at the inaugural World Cruise Awards 2021. MBCCS edged out six other nominees as Asia's most active port and the first home port to offer regular cruising with its successful implementation of safe cruising during the pandemic.

MBCCS topped the public voting exercise amidst growing local interest in cruising with many having embarked on cruises for the first time. Since the safe cruising pilot began in November 2020, SCCS has served more than 360,000 passengers and facilitated 265 sailings<sup>1</sup> from MBCCS.

SCSS aims to continue delivering a safe and pleasant experience that anticipates passenger needs through protective public health measures and smart terminal operations as travel recovers. It regularly engages health and tourism authorities and cruise liners to co-develop robust contingency plans, and safeguards public health through proactive and thoughtful planning of health and safety protocols. Employees also undergo rostered routine testing. SCCS is well-positioned for the safe and gradual reopening of international cruise travel with its earlier investment in 2018 to establish smart terminal operations that includes smart sensors, video analytics, and big data to improve resource planning for greater customer service and operational efficiency.

"This award is a testament to our people's commitment to upholding service and safety excellence. We look forward to welcoming more local and international passengers when cruise capacity increases, more ports open up, and our CruiseFly service resumes with the Vaccinated



Travel Lanes in place,” Lionel Wong, Chief Executive Officer of SATS-Creuers Cruise Services, shared.

The World Cruise Awards serves to recognise, reward, and celebrate excellence in the global cruise sector through its annual awards. It is a sister event of World Travel Awards, a prestigious award that supports, promotes and develops the global travel and tourism industry by identifying and rewarding excellence.

**END**

### **ABOUT SATS LTD.**

SATS is Asia's leading provider of food solutions and gateway services. Using innovative food technologies and resilient supply chains, we create tasty, quality food in sustainable ways for airlines, foodservice chains, retailers and institutions. With heartfelt service and advanced technology, we connect people, businesses and communities seamlessly through our comprehensive gateway services for customers such as airlines, cruise lines, freight forwarders, postal services and eCommerce companies.

Fulfilling our purpose to feed and connect communities, SATS delights customers in over 55 locations and 14 countries across the Asia Pacific, UK, and the Middle East. SATS has been listed on the Singapore Exchange since May 2000. For more information, please visit [www.sats.com.sg](http://www.sats.com.sg).

### **Media Contact:**

Tingyi Yuen  
Assistant Manager, Public Affairs & Branding  
SATS Ltd.  
Tel: +65 6541 8200  
Email: [tingyi\\_yuen@sats.com.sg](mailto:tingyi_yuen@sats.com.sg)

---

<sup>1</sup> Figures of passengers and sailing numbers are provided by SATS-Creuers Cruise Services and accurate as of 30 November 2021.