

IMMEDIATE PRESS RELEASE – Singapore 12th July 2023

Tall Ship Royal Albatross launches another world FUR-st - Cat Cruise

From the curators of the world's only Dog Cruise (which has taken over 2,200 dogs for a sail so far since its launch in April 2021); it is time to get ready for the world's fur-st Cat Cruise aboard the stunning Royal Albatross – a 47m luxury tall ship based in Singapore and winner of Singapore's Most Outstanding Attraction Experience (Singapore Tourism Awards, 2022).

The Royal Albatross's owner-operator, CEO, dog paw-rent and cat lover, Mr. Peter Pela explains; "We have seen a strong demand from owners wanting to bring their cats on our Dog Cruise, so we extensively researched if and how to permit cats onboard safely. After conducting trials and consulting with numerous experts and authorities including vets, The Cat People, SPCA and Cat Welfare Society, we are very excited to announce that we have designed the purr-fect Sunset Dinner Cruise especially for our feline friends and their paw-rents, to share precious, family moments of togetherness at their dining table that will be remembered forever."

Pela continues; "We are well aware that some cats are kept exclusively indoors and may be nervous or even scared to venture outside, so we want to be clear that Cat Cruise is not for all. However, with the right education, precautions and responsible pet ownership, cats and their owners can share an outing that is an extremely enjoyable bonding experience safely. For our own self-education, we have teamed up with SPCA to train our entire crew on cat safety and welfare so we can be proactive during the cruise and help prevent accidents onboard. There shall also be a special cat safety briefing by the captain to ensure everyone onboard is aware of necessary paw-cautions."

The Cat Cruise is a unique experience that celebrates Singapore's love for cats, and it's the goal for the Royal Albatross to build a greater bond for families and their pets. The company believes that there is more that can be done to integrate cats and dogs in the daily lifestyle. Giving owners a venue to experience and opportunity to build a bond by creating a closer and more rewarding relationship with their "fur babies".

To ensure the best experience for all, the focus on the cat cruise will be on keeping the kitties safe, relaxed, comfortable, and stimulated with amazing sea views. Unlike the 3-course gourmet food that is served to the doggies on Dog Cruise, the cats shall not be fed onboard as cats are less food motivated than dogs. Instead, Royal Albatross has partnered with PetCubes to provide a furry goody bag containing a gourmet cat dinner which the cats can enjoy in the comforts of their home, in accordance with their usual feeding routine.

To ensure a purr-fect Sunset Dinner Cruise, feline companions shall have access to a personal cabin with guaranteed sea views right next to their "paw-rents" table. Other unique cat-centric experiences onboard include our air-conditioned Grand Salon with playtime activities and cat themed entertainment for all. Additionally, to enhance the experience for our cat loving guests, the Royal Albatross will invite speakers from expert cat welfare organisations to help educate and encourage responsible cat ownership. Donation boxes will be made available onboard for Singapore's leading cat charities.

Ms. Ashlynn Loo, Director, Attractions, Entertainment and Tourism Concept Development, Singapore Tourism Board (STB) said, “We are excited to welcome the world’s first Cat Cruise onboard Royal Albatross. It is heartening to see how local tourism businesses are reinventing themselves with innovative products to expand their appeal and offerings to different target audiences, as well as add diversity to our tourism landscape”.

Ms. Alen Thum, Founder & Managing Director of The Cat People said, “We consulted with the Royal Albatross team to help apply innovation and meticulous attention to detail to ensure the safety and wellbeing of cats onboard. It is of paramount importance that owners fulfill their requirements and the cats are provided with a safe space to enjoy the serenity of the waters while enjoying priceless beloved moments during the sail. Congratulations Royal Albatross - we are proud and excited to partner with you and start sailing with our felines!”

Cat Cruise promises to be a unique, fun, and memorable 2.5-hour sail-dining experience from sunset to moonlight, for both pawrents and their furkids that will take them from Royal Albatross’ berth at Resorts World Sentosa, along Sentosa’s amazing coastline and around the beautiful Southern Islands on board a traditionally rigged tall ship with 4-masts, 22-sails and over 200 ropes. Guests shall enjoy a delicious and beautifully presented 4-course meal with an optional 7-course and wine pairing upgrade (for humans only), all freshly prepared on-board with charming live-entertainment.

The inaugural Cat Cruise shall set sail on Tuesday 8th August @ 6.30pm in celebration of International Cat Day and then on selected Tuesdays every month.

Tickets and the full sailing schedule are available on the website at <https://tallship.com.sg>. More Cat Cruise sailing dates shall be announced in due course.

Cat Cruise Media Launch Event (8 August 2023)

Media that would like to sail on the inaugural Cat Cruise (with or without their cat) may apply for complimentary tickets. Tickets are strictly limited so please apply early.

For all media enquiries, please contact:

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Royal Albatross Cat Cruise Image Gallery:

<https://www.tallship.com.sg/MEDIA-RELEASE/cat-cruise-2023.zip>

- Key visual: Monday Onboard Royal Albatross
- Cat Cruise Photos
- Luxury Tall Ship Royal Albatross at Full Sail
- Foredeck of Tall Ship Royal Albatross
- Royal Albatross and Cat Cruise Logos

More about Cat Cruise

Cat Cruise was inspired by Dog Cruise and purr-sistant requests from cat owners to let their cats join in the fun. Although it may seem unnatural for cats to sail, it should be remembered that for over 600 years, tall ships have had cats onboard. Known as the “ship’s cat”, they were valued members of the crew and their paw-pose was to keep their ship rodent free and to provide companionship. It’s therefore logical to suggest that cats may still have sailing in their genes, and they are natural sailors! Read this fascinating article about cats on tall ships, please visit:

<https://seahistory.org/sea-history-for-kids/ships-cat/>

For more information about Cat Cruise including the sailing schedule, please go to:

<https://www.tallship.com.sg/events/catcruise/>

About Royal Albatross

Tall Ship Adventures Pte Ltd is a Singapore-based company, dedicated to delivering a world-class experience on-board Asia’s only luxury Tall Ship, the Royal Albatross. The Royal Albatross has established itself as a unique and premium attraction for local and international visitors, as well as a first-class venue to host private and corporate events.

The Royal Albatross has won multiple prestigious Singapore and global awards that celebrate the exceptional sailing and dining experiences it curates. Recent awards include:

- 2023 - Best Luxury Experience in Singapore - Luxury Lifestyle Awards
- 2023 – Finalist for Outstanding Venue Experience - Singapore Tourism Board
- 2023 – Finalist for Outstanding Business Innovation - Singapore Tourism Board
- 2022 – Winner of Outstanding Attraction Experience - Singapore Tourism Board
- 2022 - Best of the Best – Ranked by Trip Advisor placing the Royal Albatross in the top 1% of global attractions
- 2022 – Global winner of Dinner Cruise & Yacht Charter Company of the Year – World Travel Awards

The Royal Albatross is berthed adjacent to the S.E.A. Aquarium at Resorts World Sentosa (RWS), adding a diversity of offerings to RWS’s other familiar world-class attractions including Universal Studios Singapore, Dolphin Island, Adventure Cove Waterpark, Resorts World Convention Centre, and a casino. For more information on the Royal Albatross, visit <https://www.tallship.com.sg>

About Asia Cat Expo (29-30 July 2023)

The Royal Albatross Cat Cruise is Title Sponsor of Asia Cat Expo 2023 – Booth D20, and proud to launch our new Cat Cruise experience at the show.

Asia Cat Expo is Asia's first feline-exclusive event specially curated for cats, cat owners, and fellow cat lovers in the region. Bringing together cat enthusiasts and professionals from varied backgrounds, the Asia Cat Expo showcases the diversity of feline care and cultures across Asia. Come and meet other feline enthusiasts from the region over 2 days of fun cat-centric activities, shop regional brands, and learn more about cat care and welfare from professionals and guests!

The event will offer a plethora of activities, including cat shows, interactive seminars, workshops, and contests for both cats and their owners. It is the perfect opportunity to learn about the latest innovations in cat care and connect with people who share the same passion for feline companionship. With many local and international pet businesses on display at the event, you will also have access to an extensive range of products and services to keep your kitty happy. So, do not miss out on this unique platform to celebrate and learn more about our beloved feline friends. For more information visit <https://asiacatexpo.com>

