



Princess Cruises Locks In Three-Year Singapore Deployment With STB

Description

Princess Cruises is deepening its Singapore commitment through a three-year strategic partnership with the Singapore Tourism Board. Announced on 28 May 2026, the deployment spans 2027 to 2030 and brings a multi-ship programme to Singapore.

STB says the deployment is expected to welcome more than 150,000 passengers and support tourism and maritime activity. For readers, the practical point is simple: Singapore is being positioned for more cruise choice, not just as a fly-cruise stop but as a regional homeport.

Why Travellers Should Watch It

A multi-year deployment gives cruise lines more confidence to build Southeast Asia itineraries around Singapore. That can translate into more sailing dates, more ship variety and easier planning for travellers who prefer cruises that start or end at Marina Bay Cruise Centre or the Singapore Cruise Centre.

The passenger number also matters for the wider travel economy. Cruise travellers spend on hotels, airport transfers, attractions, dining and pre- or post-cruise stays, so the impact extends well beyond the ship itself.

- Parties: Princess Cruises and Singapore Tourism Board.
- Deployment window: 2027 to 2030.
- Expected passenger volume: more than 150,000 passengers.

How To Plan Ahead

If you are considering a cruise holiday for 2027 or later, this is a signal to wait for detailed itineraries instead of locking into only fly-cruise options. Families should compare cabin configuration, school-holiday sailings and port timings once bookings open.

The official [STB announcement](#) carries the partnership details. For more cruise and holiday planning, follow our [Travel](#) section.

- Watch for itineraries closer to 2027.
- Compare embarkation port, cabin type and shore excursion timing.
- Budget for one hotel night before embarkation if sailing during peak periods.

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