

TRAVEL AND HOSPITALITY

Dream Cruises launches boutique hotel experience at sea

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Dream Cruises' VIP Dream Palace guests are served by butlers. Image credit: Dream Cruises

By STAFF REPORTS

Dream Cruises is creating a VIP experience for travelers in Asia with a Dream Palace concept.

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Guests who stay in the newly opened Dream Palace Suite and Garden Penthouses are offered a first-class experience in an exclusive environment that includes a pool, spa, gym and dining options separate from the rest of the ship. Now available on the Genting Dream vessel, this luxury ship within a ship option will also roll out on the soon to launch World Dream.

Suite sailing

The Dream Palace includes 142 suites that are overseen by a team of butlers. Dream Palace Guests receive complimentary fine wines and premium spirits at bars and lounges and will also be offered complimentary dining in the restaurants within the Dream Palace as well as select other restaurants on board.

When it is time to go ashore, Dream Palace guests will have access to a VIP city transfer shuttle service.



Genting Dream's Dream Palace offers a VIP experience. Image courtesy of Dream Cruises

The all-inclusive travel experience is available on Genting Dream from Sept. 1. World Dream will also offer Dream Palace bookings from November, when it arrives in Asia.

Dream Cruises launched in 2016, marking the first Asian luxury cruise line. Genting Dream began sailing last November.

Affluent Asian consumers show a strong interest in cruise tourism, with the market growing by double digits over the past few years, according to a report from Agility Research.

In general, Asian markets offer strong opportunities for travel service providers, as economies grow and consumers have more disposable income. For global lines, gearing Asia Pacific itineraries towards local consumers may boost bookings ([see story](#)).

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