

DOG CRUISE BY TALL SHIP ADVENTURES PTE LTD **MEDIA PRODUCT BRIEF – EMBARGOED**

Embargo Date: 1 April 2021

World's First Sunset Dinner Cruise for Dogs

Tall Ship Adventures Pte Ltd., the owner and operator of the Royal Albatross is proud to announce preliminary details of a world's first in hospitality! A Sunset Dinner Cruise especially for Dogs (and of course their owners).

Venue

Hosted aboard the Royal Albatross, a 4 masted 22 sail luxurious Tall Ship berthed in Singapore at Resorts World Sentosa (RWS). Popular for corporate charters, weddings, private parties and public sunset dinner cruises, the Royal Albatross has recently been voted one of the Top Global Attractions in the World by TripAdvisor and critically acclaimed and is one of Singapore's most romantic experiences.

Project/Event background

For most owners, dogs are beloved members of the family. However, it is commonplace in Singapore that they need to be excluded when visiting venues such as attractions, shopping malls and restaurants. Our Dog cruise idea came about from our own owner's love for dogs and sympathizing with guests that wanted to share their experiences onboard the Royal Albatross with their Fur Family too!

In order to assess the level of demand, we filmed a short but fun parody video with a professional production crew late last year, re-enacting the movie "Titanic" with dogs playing the lead characters: Jack and Rose. The video was well received by the local dog community and it has confirmed the viability of holding a real dog cruise. However, the idea had to be put on hold due to the Pandemic and the recent wet weather season that is hopefully behind us now.

In Singapore, dog owners are constantly looking for new places to take their dogs out with the family! So, what would be better than being able to escape out at sea on a luxury yacht with your pup to enjoy the sunset and a slap-up dinner for everyone including your Furkid!

We have partnered with Singapore's largest dog training centre - Sunny Chong Dog Training School to help execute the event as safety always comes first. Dog fights and bites are one thing we of course want to avoid, therefore Sunny's team will do a complimentary dog "interview" at the owner's home before the actual sailing day to ensure the dogs suitability.

During the visit, the owner will be asked if they prefer to have the dog seated at the table with them or relaxing on their lap or deck. If on the chair, training can be provided in advance of the sail to make the dinner cruise even more unique and memorable for both the owners and their dogs. Sunny's team will also be on stand-by during the cruise to assist or relieve the owner, if needed.

We have conducted two Dog Cruise trials to date. We feel that the current programming; developed from the lessons learnt, is now ready for launching to the public.

The Dinner Sail

Departing RWS, the Royal Albatross shall set sail at 6pm or 7pm and cruise around Singapore's calm and sheltered waters for 2½ hours returning back to the same berth. Registration and boarding start an hour earlier.

For safety, there will be a minimum ratio of 2 humans to 1 dog (with at least 1 adult to accompanying a child). The tickets will be priced the same as our regular Dinner Cruise ticket price at \$195+/adult, \$95+/child and \$30+/dog.

The 2½ hour sail comes with a 3-course sit down meal, free-flow soft drinks, a complimentary welcome mocktail and a gourmet dinner for our fur kids. A licensed bar is also available for the adults.

The experience on board will include an Emcee, AV Professional & photographer as well as some light activities. All contributing to a fun and memorable evening while observing our COVID-19 Safe Management Measures.

The cruise will be a rain or shine event and in the event of rain, retractable awnings will be deployed that cover the entire upper deck with side screens if necessary. If thunderstorms are forecast, the event may be delayed or rescheduled.

In Collaboration with Sunny Chong Dog Training School

Having trained more than 40,000 dogs since its establishment in 1998, Sunny Chong Dog Training School continuously provides positive and result-oriented dog training programmes. Specialising in Puppy and Potty Training, Obedience Training, and Behaviour Modification, Sunny Chong Dog Training School is always ready to bring forward the best education through a clear and structured syllabus that guides both the owner and dog towards their goal.

Headquartered in Balestier, the School ensures a clean and safe environment, complete with comprehensive facilities and services such as an indoor swimming pool and five school buses to reach all corners of Singapore. Sunny Chong Dog Training School is an established brand supported by Pet Lovers Centre, and sponsored by two world-renowned pet food brands – Science Diet and Fish4Dog.

Target audience

The Royal Albatross is a premium luxury brand and our unique Sunset Sail products are well established in the market. Our guests are mainly couples, family and friends looking for a romantic dining experience or to celebrate a special occasion. To date, we have carried over 100,000 passengers since we started operations in 2015.

Our Dog Cruise will be targeting the same demographic and include larger families who long to involve their fur kid(s) on their special occasions.

We welcome everybody; but we will respectfully expect owners to control their dogs and keep it leashed at all times. And of course, all dogs on board will need to be comfortable with having other dogs around.

Marketing Deliverables

We are now in the final stages of preparing the launch collaterals and setting the sailing dates. Our Facebook and Instagram pages have active engagements and there is a section on our dogcruise.sg website where visitors are able to express interest in a real Dog Cruise by submitting their details - this has quantified the demand for this unique product.

We have engaged with a specialist digital marketing agency called "Pawjourr" who is ready to help push the news on social media. A press release is ready to be released and we are currently experiencing healthy media interest for this much anticipated event.

We would like to invite the media to cover the inaugural Dog Dinner Cruise and would welcome further discussions on the mechanics if coverage of this event is of interest.

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Thank you for your kind consideration.