

Press Release

Kai Tak Cruise Terminal Celebrates a Strong Recovery in 2023

(26 January 2024, Hong Kong) – The Kai Tak Cruise Terminal (“KTCT”), operated and managed by Worldwide Cruise Terminals (“WCT”) enjoyed a strong recovery in 2023, as it marked a decade of operations in June 2023, and celebrated the return of international ship calls to Kai Tak for the first time in three years on the 8th of March 2023.

Total Number of Ship Calls Reached 138 in 2023

March 8th was a day to remember, as WCT celebrated both the return of international ship calls to Kai Tak for the first time in three years, and the commencement of new homeport operations by Resorts World Cruises.

Jeff Bent, Managing Director for WCT, shared, “The return of international ship calls and a new homeport deployment marked a positive restart for both cruising and Hong Kong. We were delighted to host cruise ships again for the first time in a year, and welcome international ship calls and visitors back for the first time in three years. Ship calls in our ten active months reached 75% of pre-pandemic full year levels, and we retained local market share of around 90% of cruise passengers.”

CLIA Training at the Kai Tak Cruise Terminal on 16 Nov 2023

In order to help rebuild the local travel trade, WCT hosted a successful full-day cruise selling seminar at the Kai Tak Cruise Terminal for 50 Hong Kong travel agents. Participants were invited by the Travel Industry Council, and the training session was carried out by award-winning CLIA trainer (Head of International Training & Development), Peter Kollar from Australia. This seminar coincided with the inaugural call of the magnificent Celebrity Solstice. The day started with a ship tour of the Celebrity Solstice, followed by a buffet lunch in the terminal and education regarding the growth opportunities available from selling cruise vacations.

Kai Tak Cruise Terminal
33 Shing Fung Road Kowloon
Hong Kong

www.wfs.aero
www.kaitakcruiseterminal.com.hk
www.worldwidecruiseterminals.com.hk
Tel: (+852) 3465 6888
Fax: (+852) 2522 9133

Public Events and Film Shoots

After reopening, Worldwide Cruise Terminals resumed hosting major events at the Kai Tak Cruise Terminal such as performances by an ultra-popular local boy band for their fan clubs, a luxury marque car launch and experience days, an international sporting competition, and a world class NFT gathering featuring a celebrity DJ. The Kai Tak Cruise Terminal also provided the backdrop for multiple exciting film and luxury brand commercial shoots in 2023.

Awards and Accolades in 2023

WCT was presented with 17 awards and certifications in 2023, the highlight of which were the ISO 14001:2015 and ISO 45001:2018 certifications received on April 6th, marking a display of our strong ongoing commitment to environmental management, as well as occupational health and safety standards. WCT will continue to raise its standards to enhance the experience for cruise lines and their guests in years to come.

2024 Outlook

Bent concludes, “The future for cruising is bright again, and we expect more calls by a wider variety of lines in 2024, including eight inaugural calls. Hong Kong has done much to improve the attractiveness and infrastructure for cruising over the last few years, with new attractions in the West Kowloon Cultural District, a new one-stop boundary crossing, and closer to the cruise terminal, a new Kai Tak metro station, a new road connection, and new bus routes and services. We believe all these, in addition to recently-added transportation links such as the Hong Kong-Zhuhai-Macao Bridge and the High-Speed Rail, and the third runway system scheduled for completion this year, will boost Hong Kong’s international connectivity for cruise passengers, provide more options for pre- and post-trip excursions in the Greater Bay Area, and make Hong Kong a more attractive destination and homeport.

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About Worldwide Cruise Terminals

Worldwide Cruise Terminals (or “WCT”) is a joint venture majority owned by Worldwide Flight Services (“WFS”). It is dedicated to the management and operation of Hong Kong’s new Kai Tak Cruise Terminal (“KTCT”) and development of Hong Kong as a cruise port.

WCT is committed to a more sustainable and environmentally responsible future, and has reduced the carbon footprint of the massive Kai Tak Cruise Terminal Building, a BEAM platinum-rated facility, by over 50%. It is an ISO 14001:2015 environmental management system certified company. In addition, WCT was awarded the APEC Green Port Award from 2018 to current, the Bank of China Environmental Leadership EcoPartner and EcoPioneer Award from 2016 to current, Hong Kong’s Green Organisation Award from 2017 to current, the Hong Kong Environmental Protection Department’s Indoor Air Quality (Excellent Class) Certificate from 2015 to current, Hong Kong Awards for Environmental Excellence from 2018 to current, Hong Kong Green Award’s Environmental, Health and Safety Award from 2019 to current, CLP’s Smart Energy Award 2021, Hong Kong Institute of Facility Management’s Excellence in Facility Management’s Bronze Award in Sustainability in 2020, multiple HSBC Green Achievement Awards, as well, it was one of three finalists for the Environment Initiative Award from the Seatrade Cruise Awards 2017.

WCT is an award-winning port management company, it is an ISO 9001:2015 quality management system certified company and has been recognized with multiple port management awards including Asia Cruise Leaders Network’s Asia Best Cruise Home Port 2018 award, the biennial Chartered Institute of Logistics and Transport in Hong Kong’s Service Excellence Award in 2018, Port of the Year finalist by Seatrade in 2016, CCYIA’s Best Port Management award in 2015, and Hong Kong Institute of Facility Management’s Excellence Award in Facility Management in 2020.

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As a socially responsible business, WCT is an ISO 45001:2018 occupational health and safety management system certified company. WCT was also named an Equal Opportunity Employer, a Caring Company from 2015 to current, and a Barrier-Free Company from 2018 to current. It was awarded the UNSDG Achievement Awards (Recognised Organisation) from 2022 to current, HKSAR's 7th Hong Kong Outstanding Corporate Citizenship Young Power Award, the HKSAR's 7th, 8th, 9th and 10th Outstanding Corporate Citizenship Logo Award, the HKSAR's Social Capital Builder Award from 2016 to current, as well as the GS1's Consumer Caring Company Award from 2018 to current.

Excellent rail and air connectivity to mainland China and other major source markets, visa-free access for most nationalities, exciting nearby ports of call, a tropical climate, and Hong Kong's wide variety of urban and rural, modern and historical, family and sophisticated gourmet attractions, make the Kai Tak Cruise Terminal an ideal location for both homeporting and transit ship calls.

Worldwide Cruise Terminals regularly uses the terminal as the venue for many star-studded and public and private functions, including fashion shows, car launches, athletic events, exhibitions, and conventions. It has featured in a number of local and international films, TV programs, and commercials. Details are available at <http://www.kaitakcruiseterminal.com.hk/mice-venues/>

This press release is dispatched by Worldwide Cruise Terminals. For media enquiries, please contact Mr. Justin Tung at: Email: jtung@worldwidecruiseterminals.com.hk / Tel: +852 3465-6887.

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