

China's first home-built cruise liner named 'Adora Magic City'

Hu Min

The name of China's first domestically built cruise liner was unveiled last Friday, which marked the annual China Tourism Day, with "Adora Magic City" scheduled to be delivered by the end of 2023.

The 135,500-ton ship with a length of 323.6 meters has a capacity of 5,246 passengers.

Its sailing routes will involve ports in Japan and Southeast Asian countries, and routes along the Maritime Silk Road will be launched as well, offering diversified options for tourists.

The name of the ship coincides with Shanghai's nickname "modu" (魔都), or the "magic city."

The name "modu" is widely referred to Shanghai among the young generation.

Mo, in Chinese, means magic and can also be interpreted as being fascinating, while du means city or capital. The nickname reflects the unique charm of Shanghai as a fascinating city.

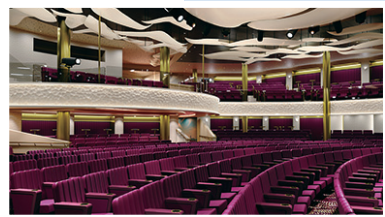
Drawing inspiration from the modern city, it replicates the charm of Shanghai at sea by rebuilding a "maritime city" with an East-meets-West approach.

The name reflects infinite ingenuity and innovation by blending the concepts of "Modern (摩登), Magic (魔力) and Miracle (魔幻)," unveiling the trendy side of Shanghai as "the capital of cruise liners," the innovative glamor of its classic culture, and a cross-industry integration of Eastern and Western cultures and tourist elements.

The ship under Adora Cruises, the newly launched cruise brand by CSSC Carnival Cruise Shipping Ltd, is expected to take guests on an imaginative culture exploration tour at sea.

At present, the interior decoration and comprehensive testing of the ship, which is under construction at the Shanghai Waigaoqiao Shipyard, are close to conclusion. After it is delivered by the end of this year, it will set sail from Shanghai as its home port.

The ship will boast the biggest shopping center at sea under a strategic partnership with duty-free giant China Duty Free Group, and it will be the first



Entertainment

- Two-story theater with a capacity of 1,000 people
- A special performance of Mahua FunAge comedy show at sea
- Original musical "Marco Polo: An Enchanted Love Tale"

 Gross tonnage: **135,500**

 Overall length: **323.6m**

 Rooms: **2125**

 Passengers: **5,246**



Dining

- Nearly 30 different dining options are available.



Shopping

- About 2,000 square meters of shopping space

The first 5G cruise in the world

Original performances

A huge shopping space at sea

Silk Road Art Space at sea

cruise ship covered by 5G network by joining hands with Shanghai Telecom.

The Adora Shopping Center, covering approximately 2,000 square meters, will present all popular categories, including world-renowned designer brands, fine watches & jewelry, fashion jewelry, high fashion, beauty & fragrance, as well as art collections and more.

It will also create a special shopping zone showcasing unique China-chic

brands and popular and creative cultural products.

In addition, the ship will feature the first live comedy theater at sea in collaboration with Mahua FunAge, a popular Chinese comedy film and stage play production company.

"Marco Polo: An Enchanted Love Tale," a brand-new song and dance show presented by Selection International Entertainment, will further

enrich guests' experience.

Meanwhile, a brand-new production show named "Magic City," which has the same name as the ship, will debut on the cruise liner, showcasing the city's eclectic "kaleidoscope" culture on stage.

Elsewhere, the design and construction of China's second domestically built large cruise ship under Adora Cruises has started, according to the cruise operator.

Graphics by Li Xiaoying