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Myanmar's fabled Strand Hotel is launching the country's newest and most luxurious cruiser, The Strand Cruise, with introductory promotions aboard maiden voyages on the Ayeyarwady River.

With a guest list from royalty and nobility to eminent authors Somerset Maugham and Rudyard Kipling, the distinguished colonial icon was once acclaimed "the finest hostelry east of Suez".

Rekindling the 'Golden Age' of travel afloat with all the trappings of a 5-star hotel, it now promises an "unrivalled experience" of one of Asia's most captivating waterways aboard the new 61-metre colonial-style cruiser.

The Strand Cruise embarks with a two-for-one offer on its two maiden voyages over Christmas and New Year between the awe-inspiring plain of temples of Bagan and legendary Mandalay.

For the Festive Season departures on December 22 and 29, priced from US\$3,592, passengers can bring a companion sharing the same cabin on a complimentary basis.



The inclusive experience also includes a 'Golden Age of The Strand' Christmas Day gala dinner or New Year's Eve party. Additionally, the first ten bookings receive a complimentary hot-air balloon flight over the ancient temples of Bagan.

Following its maiden voyages, a regular schedule commences on January 4, 2016 with three-night sailings from Mandalay to Bagan departing every Friday, and four-night sailings between Bagan and Mandalay departing every Monday.



An introductory promotion offers 20% off the high season rates for sailings from January to March – with three-night voyages from Mandalay to Bagan from US\$2,592 (usually US\$3,240) per person based on double occupancy, and four-night cruises from Bagan to Mandalay from US\$2,874 (usually US\$3,592).

With 24-hour butler service in 27 cabin suites with outdoor balconies, The Strand Cruise launches an exceptional luxury experience, complete with gourmet restaurant, wine cellar, spa pampering, lounge library

and swimming pool.

Exclusive guided tours, afternoon tea, informative lectures, cultural encounters ashore, outdoor BBQs, amusing party games, elegant cocktail parties and wine-paired gourmet dining are all part of the convivial 'Golden Age' adventure.

"The new cruiser re-invents the legendary style and unique personality of The Strand Hotel with a contemporary river cruise experience," said Jerome Seban, general manager of The Strand Cruise.

"What makes a journey along the Ayeyarwady River so special is the fascinating landscape through which you glide, from ancient temples to daily life of the communities living at the water's edge."

Olivier Trinquand, Vice President for The Strand Hotel & Cruise, added: "The Strand name has been associated with luxury hospitality and a pioneering spirit in Myanmar for the past 114 years. Our unsurpassed knowledge of this beautiful country enables us to bring to life the legendary style and unique personality of The Strand Hotel."