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Thursday, October 22, 2015

## In the News - Irrawaddy River The Strand Cruise

Hotel expansions occur daily, but rarely do hotels replicate themselves in the form of a cruise ship as the colonial-era Strand Hotel in Myanmar plans to do. In December, the 1901-built Yangon landmark will launch its own floating version on the Irrawaddy River. The Strand Cruise will hold 54 passengers and mimic the mother hotel with butler service, afternoon tea and cultural performances, as well as a swimming pool, library, wine bar and wellness center with a gym, nail salon and spa services.



"The Strand Cruise is the latest Luxury Cruise to sail the magnificent Ayeyarwady River of Asia's hidden treasure that is Myanmar. Embark for an authentic journey of discoveries from visiting temples, pagodas, palaces and monasteries to remote villages aboard this ship, which mirrors the heritage and reputation of its sister property, The Strand Hotel in Yangon."

### The Strand Hotel Yangon

During the colonial period the Strand Hotel was an eminent and distinguished hotel, regarded as "the finest hostelry east of Suez" and "patronized by royalty, nobility and distinguished personages". In 1988 the Strand was sold and renovated extensively to return it to its former glory.

By 1993, the prominent hotel had reopened as an all suite, deluxe boutique hotel, staying true to its original architectural heritage. For the first time this landmark property was listed on the Yangon City Heritage List and also amongst the select Members of the Most Famous Hotels in the world.

Inaugurating in early 2016, the Strand Cruise is a reinvention of the legendary style and unique personality of The Strand Hotel within a contemporary river cruise experience, with exceptional standards of comfort, discreet personalized service, and design touches that combines the character of the Strand in its heyday as a meeting place for explorers and raconteurs with the latest technology such as individually controlled air conditioning and satellite WI-FI throughout the ship.

The luxurious Strand Cruise takes you on a lavish journey down the historical Ayeyarwady River with breathtaking views of Myanmar and its beautiful scenic heritage. Cruise itineraries include 4 nights from Bagan to Mandalay and 3 nights from Mandalay to Bagan.

With its sister property being the refined Strand Hotel, it is no surprise this latest embodiment of the Strand legacy offers the same range of activities to indulge in.

Clear your mind with a rejuvenating massage, or relax by our custom swimming pool. Enjoy the magnificent sunset from the upper deck while our sommelier delights you with our wide variety of wines. For dinner, let our Chef take you on a journey through refined cuisine. When the night is over, retreat to your comfortable cabin and sleep soundly on the waves of the river.

Three- and four-night cruises will operate between Bagan and Mandalay, and the itineraries promise exclusive access to Ava, an ancient imperial capital, after the day-trippers have departed, with an overnight mooring, and a private dinner set on a seasonal river sandbank. Three-night cruises start at \$1,782 per person, double occupancy, including excursions.

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