



## THE LEGENDARY STRAND HOTEL TAKES TO THE MYSTICAL WATERWAYS OF MYANMAR WITH THE LAUNCH OF THE STRAND CRUISE

**[16] JUNE 2015 - Luxury river cruising on Myanmar's Ayeyarwady River will be taken to a new level of luxury and service in early 2016 with the launch of The Strand Cruise.**

Named after its sister property, the iconic Strand Hotel in Yangon, The Strand Cruise will have just 27 cabin suites and boast all the features passengers would expect from a Strand product, from flawless service and gourmet a la carte cuisine, to signature elements celebrating the golden age of the Strand as a meeting place for explorers and raconteurs, from traditional Strand cocktails in the lounge bar, to butler service and afternoon tea on deck. The Strand Cruise will also offer a spacious pool deck, a sun deck for al fresco dining, and a wellness centre and beauty parlor.

The Strand Cruise will moor in exclusive locations along route, right by Old Bagan itself, as well as at the foot of one of the most ancient Buddhist monasteries on Sagaing Hill when in Mandalay and at a remote and picturesque sandbank that appears during high season for a private farewell dinner. These locations deliver outstanding scenery and make for memorable evenings on board ship as well as ashore.

“Having operated The Strand Hotel in Yangon for the past decade, we know that there has been a steady growth in demand from luxury travellers to explore the ancient monuments of Myanmar by using the Ayeyarwady's waterways,” commented Jerome Seban, general manager of The Strand Cruise. “This demand presented us with an opportunity to reinvent the legendary style and unique personality of The Strand Hotel within a contemporary river cruise experience.

“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. Every aspect of The Strand Cruise is designed to echo this, with floor to ceiling windows welcoming in the views of the river banks and our colour palette reflecting the natural beauty of the waterways,” continued Seban. “We are working with Myanmar craftsman as much as possible and are using traditional materials such as locally carved teak, some of which will be detailed with gold leaf, connecting the golden age of the Strand to Myanmar's golden land.”



The Strand Cruise's ship is currently under construction in Yangon and will be handed over to The Strand Cruise Management and his dedicated 56-person crew in autumn 2015. At a length of 61m and with a draft of 1.4m, The Strand Cruise will have 10 Deluxe Cabins, 13 Strand Cabins, two State Suites and two Strand Suites located at the front of the ship with external terrace areas. Passengers booking one of the two Strand Suites will have added extras included in their rate, including a one-hour spa treatment of their choice, a night at The Strand Hotel pre- or post- cruise and private airport transfers between The Strand Cruise and the airport. All cabins on board The Strand Cruise will have floor to ceiling Juliette balconies with opening windows.

The Strand Cruise will commence its regular schedule of three- and four-night sailings between Bagan and Mandalay in early January 2016. Excursions included in itineraries will take in the iconic landmarks of Myanmar, uniquely offering a visit to the famous U-bein bridge on both north- and south-bound departures, as well as four of the main temples in Bagan, including the Tant Kyi Taung temple located on the opposite bank of the Ayeyarwady, which gives a breathtaking view over the Bagan temple area.

Reservation enquiries for The Strand Cruise can be made by emailing [captain@thestrandcruise.com](mailto:captain@thestrandcruise.com), via our website [www.thestrandcruise.com](http://www.thestrandcruise.com) or via your trusted travel professional.

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**Notes to editors:**

Some artist renderings of The Strand Cruise are available. For further information, please contact Marc Bichet on [marcbichet@gcphospitality.com](mailto:marcbichet@gcphospitality.com) or Vicky Legg on [Vicky@thrivecommunications.co.uk](mailto:Vicky@thrivecommunications.co.uk)