

Press Release on Launch of the Jayavarman

26th August 2008

A Cruise is born

Ho Chi Minh City – The Jayavarman, a luxurious boutique river cruise ship which fuses Eastern and Western architecture, will make its maiden voyage in **mid July** next year.

Patrons will be pampered aboard the 28-deluxe room liner during the seven-day cruise from Ho Chi Minh via Phnom Penh to the rustic Cambodian town of Siem Reap, home to the magnificent Angkor Wat temple complex.

The 58-metre cruise is a 20th century marvel marries avant-garde French colonial design with enchanting Indochine architecture to perfection. The Jayavarman is a boutique-styled cruise that caters for the traveler looking for adventure whilst being immersed in luxury. “Our deluxe cabins are huge and are designed to ensure privacy. The cabins are roomier than the ones in other ships in the Mekong and come with a private balcony,” said Thomas Peter, managing director of Heritage Line, the Joint Venture Company that owns “The Jayavarman”.

Unlike other cruisers, the Jayavarman casts off from Ho Chi Minh City, ensuring utmost convenience to its patrons. “It will be the most luxurious cruise on the Mekong,” boasts Peter. He added that an international management team will be on-board to give top customer service to the patrons.

Facilities aboard the liner include a Spa, a spacious restaurant serving Eastern and Western delicacies, two expansive lounges, a shop and library on over 800 m2 public space on total five decks.

Peter pointed out that the company is not only targeting seasoned cruise tourists, but also tourists on the Mekong Delta keen on shorter trips. “We offer upstream and downstream options to those who do not wish to take the full journey but prefer short, luxurious, cruises on the Mekong instead.”

The Mekong is the 7th longest river in Asia, flowing through China, Burma, Thailand, Laos, Cambodia and Vietnam.

“It’s the Experience”

The Jayavarman will cater to up-scale cruise tourists who are also adventurous and wish to visit virgin areas. Stopovers will include visiting the floating markets and fishing village, attending a cooking school with a Vietnamese family, bike trips, and excursions to fishing tributaries, humanitarian trips and many more.

Peter pointed out that this cruise is unique in the sense that the guests are given the chance to experience both pure luxury on-board as well as a chance to be part of the local culture. “It is the experience and interaction with locals that will be unforgettable...”

The Joint Venture plans to build a collection of cruise ships all focusing on the premium segment, a second ship will be built in 2009. The initial investment is 4 million USD within 2010. *For further queries, please contact Thomas Peter at telephone: 0084 (0) 909 327 309 or email him on Thomas @heritage- line.com*

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