

Life Resorts Christens Boutique Fleet in Ha Long Bay



**Ha Long
(7 Nov. 2011)**

Nearly 150 people turned out to celebrate the opening of Life Heritage Resort Ha Long Bay, Vietnam's first private luxury fleet, in a theatrical launch at the Tuan Chau Marina Friday.

Representatives from the Embassy of Netherlands and Life Resorts' sister properties watched along with tourism officials, travel agents and journalists as the new heritage junks sailed in formation through the marina illuminated by a festive firework display.

Following a champagne toast from the guests, the ribbon cutting ceremony was officiated by the Chairman of the People's Committee, the Chairman of the Province, the Minister for Tourism, the Dutch Embassy's First Secretary of Private Sector Development and the joint partners.

Members of the local media and Vietnam's top travel agencies boarded the Life Resorts' fleet for a cruise of Ha Long Bay Saturday morning.

The first boutique resort of its kind to launch in Ha Long Bay, Life Resorts' 22 heritage junks are private floating hotel rooms, each carrying a maximum of four guests on a bespoke itinerary within the famed UNESCO Heritage Site.

Each 13-metre junk boasts a fully furnished 32 square-metre cabin with panoramic windows and traditional Vietnamese decor, an en suite bathroom, swim deck, covered separate lounge area, and upper sun deck. All boats in the Life Resorts fleet are maintained according to international maritime standards and outfitted with modern safety and emergency features.

Life Heritage Resort Ha Long Bay is now accepting guests for overnight cruises, four- and six-hour day cruises and wedding photography cruises.