



PARADISE VIETNAM

## REBRANDING PARADISE LUXURY

Dear all respected customers and partners,  
Greetings from Paradise Cruises from Halong Bay, Vietnam!

We are delighted to announce that our Paradise Luxury vessels will be changing name as of January 2020, to Paradise Sails.

This re-branding will allow Paradise Cruise to present ourselves as truly the top cruise operator in Halong Bay. By changing the name, we are essentially paying homage to the traditional wooden junk iconic to Halong Bay, and ultimately paying tribute to Vietnamese culture. The rebranding follows a renovation of the fleet that gave it a fresh look and feel, with new wooden floors, ceilings, curtains, carpet and beds installed in each cabin on the cruises. Most furnishings are handmade, including the Oriental-style tables and chairs that adorn the gourmet dining rooms.

By re-branding the Paradise Luxury as Paradise Sails and with the purpose to redefine the image of the traditional wooden junks cruising Halong Bay, we believe that Paradise Sails is providing our guests with the best experience of cruising in the Gulf of Tonkin.

Further, as part of Paradise Cruise, Paradise Sails will be keeping the same logo and service as Paradise Luxury standard. The itinerary possibly might be adjusted slightly to match our guests experiences and expectation when they visit Halong Bay. This rebranding will not affect or delay any current or future bookings from Paradise Luxury. However, this letter is intended to offer notice that our website, image and related information of Paradise Luxury will be renamed to Paradise Sails from January 2020.

We thank you again for choosing Paradise Cruises as a lifetime experience and we do look forward to welcoming you all on board in soonest.

For the process, we have started re-branding and changing our marketing materials from early Dec 2019 which might cause your confusion , please do not hesitate to contact us if you need any clarification.

For more information about Paradise Cruises, or to book a cruise, please visit us at [www.paradisecruise.com](http://www.paradisecruise.com).

With best regards,  
Paradise Cruise Vietnam