HERITAGE LINE
Press Release

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Heritage Line Launches New Cruise to Bai Tu Long Bay

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Heritage Line is redefining small-ship cruising once again in Northern Vietnam's UNESCO World Heritage Site of Halong Bay, setting new benchmarks with its upcoming 2-night journey to the lesser-known region of Bai Tu Long. Sales for this new cruise program officially began in August, with the first departure scheduled for 2 January 2026. The Bai Tu Long Bay cruise promises everything Halong Bay has to offer, but on a different level: unhurried, authentic, immersive, and untouched. Operated with Heritage Line's smallest luxury-boutique vessel, 'Violet'—featuring just six suites—it allows a maximum of 12 guests to discover this destination in the most private way possible.

Located northeast of the famed Halong Bay, Bai Tu Long Bay shares the same dramatic limestone karst formations but receives far fewer visitors. With only about 25–30 ships operating in the area, Bai Tu Long Bay remains one of Vietnam's most untouched seascapes, offering rare access to this celebrated world heritage site. Until the end of 2025, Heritage Line will continue operating its current Halong Bay 2- and 1-night itineraries, before switching exclusively to the 2-night program on a dedicated cruise schedule. This move to Bai Tu Long marks a deliberate step away from well-trodden paths, reinforcing Heritage Line's position as a pioneer in authentic and exciting waterway cruising in Southeast Asia.

Over three days and two nights, the itinerary offers meaningful exploration and authentic encounters that make cruising through the bay so compelling. Shore excursions include similar highlights to a "classic Halong Bay cruise," but in Bai Tu Long these activities—such as visiting a floating village and pearl farm, exploring an ancient geological cave, kayaking in peaceful lagoons, or relaxing on secluded beaches—deliver a more immersive and genuine experience. The program places strong emphasis on educational and cultural exchange, complemented by private-feeling lifestyle moments, hands-on workshops, and small touches of storytelling throughout the journey.

> "With this new route to Bai Tu Long, I hope we can change the way travelers experience and understand Halong Bay," says Mr. Andreas Schroetter, Director of Sales & Marketing at Heritage Line. "Bai Tu Long remains the least touristy cruise area in the bay after Lan Ha Bay and feels very much like Halong Bay 20 years ago—original and peaceful. Combined with great service and private elements, this expedition-style short trip aboard the Violet is a unique product that reflects Heritage Line's special positioning in this destination."

Onboard Heritage Line 'Violet', guests enjoy excellent dining, indulgent spa treatments, and warm, home-like service. Each of the six spacious suites features a private balcony and Jacuzzi. Guests can personalise their stay with special add-on options, such as private dining in an exclusive onboard venue. Cruises include full-board dining, all excursions, onboard workshops, presentations, and other activities, as well as drinking water. Transfers to/from the ship, spa treatments, and beverages are not included, though Heritage Line plans to offer pre-purchasable add-on packages together with the cruise booking.

The 2-night cruise, marketed as "Pearls of the Bay," is priced from USD 678 per person sharing in low season (May–September 2026). It is designed for discerning travellers, couples, honeymooners, and privacy seekers. Upon request, Heritage Line also offers tailored buy-out or charter rates for VIP individuals, multi-generational families, or special-interest groups.

Enquiries and bookings can be made directly with Heritage Line at **reservation@heritage-line.com** or through any travel agent.

ADDITIONAL INFORMATION & LINKS

Cruise Program Halong Bay – Bai Tu Long | Departure Schedule & Cruise Rates
Detailed Cruise Inclusions & Exclusions
Embarkation Guide
Ship Booklet (PDF)
Halong Bay [2026] Image Library (downloadable high-resolution photos)

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About Heritage Line | Collectors. Artisans. Hosts.

Heritage Line is a leading boutique luxury river cruise company in Southeast Asia founded in 2008 by John Tue Nguyen offering one-of-a-kind on-and off-shore cruise experiences. They possess a remarkable collection of small ships plying the region's most prestigious waterways in Vietnam, Cambodia, Laos, and Myanmar. Various cruise itineraries of different lengths per cruise destination are available – all of which promise a very bespoke and authentic venture or expedition like travelling on waters. Driven by a deep passion for art and local heritage, each of their ship embodies a refined & themed design and aura transporting guests into a different world. Personalised service, attention to detail, and fond family values complete a stay aboard a Heritage Line cruise to become a truly holistic and memorable voyage.