

## Experience heaven on water with APSARA - The Park Hotels’ luxury cruiser in Kerala

1. **Setting the standard in luxury accommodation, ‘APSARA’,** the luxury lake cruiser and **‘The Park on Vembanad Lake’,** the floating boutique hotel promise an unparalleled Kerala experience
2. The launch of the seventh property by Apeejay Surrendra Park Hotels marks the group’s first venture into the leisure segment



**March, 2010:** The Park Hotels, pioneers of the boutique hotel concept in India, announced the launch of their first luxury lake cruiser in Kerala, **‘APSARA’**. Akin to a floating boutique hotel, the eight-cabin cruiser will take to the tranquil waters of Kerala’s Vembanad Lake and offer guests an unparalleled standard in luxury accommodation

and backwaters experience. **‘The Park on Vembanad Lake’,** a 10-room luxury resort will act as a docking station for the cruiser.

Speaking about the newest addition to the collection of contemporary luxury boutique hotels, **Priya Paul, Chairperson, The Park Hotels** said, *“We are excited about our latest venture in Kerala which marks our entry into the leisure segment. Kerala has always been a preferred destination for leisure travellers and with our luxury cruiser and resort, we look forward to offering our guests an experience like none other”*.

*“Today, The Park Hotels are synonymous with setting a high standard in the business and luxury travel industry, offering guests numerous choices, from property location to on-site amenities. The Park on Vembanad Lake features the benefits of staying in a boutique hotel as well as superb design, privacy, individualized service and attention to detail”,* she further added.

Designed with luxury and comfort in mind, the interiors of the cruiser combine elements of Kerala’s magnificent heritage with the quiet sophistication of European yachting style. The design concept was personally overseen by Priya Paul. A collector of art and a trustee of the India Foundation of the Arts (IFA), she is passionate about

design and has collaborated closely with traditional and contemporary artists, leading Indian fashion designers, and graphic designers.

The 28m, built on two levels has eight cabins, a galley, saloon and dining area, sundeck and panoramic forward seating area. Out of the total eight cabins, two are on Level-I and six on Level-II. The cabins have been designed to be compact featuring LCD TVs and a wide range of books, music and films. Displaying individual works of art, each cabin has a double bed, study desk and chair, and bathroom. There is also a mini bar, DVD player, a safe and a satellite receiver. The textural furnishings applied to the walls and ceilings of the interiors include veneer, rich leather, silk and natural cottons with marble used in the bathrooms.



Located on Level-I, the dining area has a seating capacity of 24 guests while the saloon has a capacity of 14 guests. On Level-II, the panoramic forward seating offers a relaxed atmosphere to view the backwaters. It consists of corner sofas with cushions and tables and accommodates up to seven guests.

Aside from a large sun-bathing deck, guests will have access to an onshore gym and spa with ayurvedic and international treatments. A special spa menu will also be available on the boat. Guests may dine on local and international cuisine on the cruiser or the gentle slopes of the shore, while local cultural tours and educational talks will offer the complete Kerala experience.



This sophisticated 'docking station' for APSARA, *The Park on Vembanad Lake* has 10 luxury rooms (4 deluxe lake view rooms, 4 luxury lake view rooms, The Vembanad Room and The Vembanad Suite); a tented spa offering ayurvedic and international treatments; a gym; **Hyacinth** restaurant; **The Jetty Bar**; **Vallom** - a pool, pool deck, bar, and a performance space.



For details on packages, pricing and reservations, please log on to [www.theparkhotels.com](http://www.theparkhotels.com) or email at [resv.vl@theparkhotels.com](mailto:resv.vl@theparkhotels.com)

**About The Park Hotels:**

The Park Hotels is India's only collection of contemporary luxury five-star boutique hotels currently located in Bengaluru, Chennai, Kolkata, New Delhi, Navi Mumbai, Visakhapatnam and Kerala backwaters and will open a 270 room hotel in Hyderabad by the early 2010. The company has also acquired land in Jaipur, Pune and Kolkata to build new hotels in its recent expansion this year. Central downtown locations, efficient services, exciting dining and entertainment options, state-of-art spas and health clubs, in-room business aids, edgy art, luxurious spaces, all make us a natural choice for the business and leisure traveller.