

TRAVEL AND HOSPITALITY

Orient Express releases anniversary film

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A new presentation from the staple in luxury travel explores its identity and celebrates a growing ecosystem of hospitable offerings. Image credit: Accor

By LUXURY DAILY NEWS SERVICE

International hotel, river cruise and rail company Orient Express is homaging its past.

Marking its 140th anniversary on Oct. 4, 2023, the organization is out with "Beyond a World of Dreams," a minute-long film that captures the golden age of travel through the lens of the brand. The effort serves to celebrate the luxury hospitality giant's growing ecosystem, from forthcoming train launches to an established collection of luxury hotels, as well as Orient Express Silenseas, the world's largest sailing ship, deploying in 2026.

"Our 140th anniversary is not just a milestone; it is a testament to the enduring spirit of adventure and enchantment that has defined Orient Express for over a century," said Omer Acar, CEO of Raffles and [Orient Express](#), in a statement.

"As we celebrate this remarkable journey, we invite the world to join us in embracing a future, Beyond A World of Dreams, where every moment is a celebration of life, travel, and the unending pursuit of the extraordinary."

On track

Featuring vintage snippets from a bygone era, the company proposes that current Orient Express passengers need not look far for excitement, instead looking forward as a future full of modern-day rail excursions continues to unfold.

Orient Express reveals "Beyond a World of Dreams"

Imagery commemorates Belgian civil engineer and businessman Georges Nagelmackers, founder of the Orient Express.

The entrepreneur's 1883 maiden voyage from Paris to Constantinople, known today as Istanbul, inaugurated the brand's rail operations.

According to a statement from parent company Accor, assets are "inviting viewers to step into the Golden Age of Travel" by way of a captivating visual odyssey, and by booking one of many hospitality offerings from Orient Express.



Assets are "inviting viewers to step into the Golden Age of Travel," per a statement from parent company Accor. Image credit: Accor

The release arrives as a new method of exploration joins the portfolio.

Considered to be the largest sailed vessel in the world ([see story](#)), Orient Express Silenseas will officially set sail next year.

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