



Mr AB Sample
1 Sample Street
Sampletown
Sample Shire
AB1 2CD

As the New Year is now upon us, it is the perfect time to start planning your next cruise and looking ahead to sunnier climes. As a loyal passenger, we wish to give you the best opportunity to sail again on *Minerva* and we are currently experiencing exceptional demand for our cruises. Swan's India and the Far East 2010/11 season sold out six months in advance and *Minerva* is virtually fully booked until 11 May, 2011. Therefore if you wish to experience the Swan Hellenic distinction this year, we recommend booking now to avoid disappointment.

Artistic summer cruises aboard *Minerva*

Minerva's early summer cruises begin in May from Venice, once known as the 'Queen of the Adriatic', discovering Italy's great cities of art on 'An Italian Serenade'. 'A Mediterranean Palette' sails from Rome to Lisbon discovering landscapes immortalised by artists such as Picasso, Matisse and Gaudi. Our 'Rivers and Vineyards' cruise explores the wine regions of Spain, Portugal and France and includes scenic river transits to Lisbon, Bordeaux and Rouen concluding with a memorable approach to historic Portsmouth. Here, *Minerva* will commence her series of no-fly cruises around the UK, the Baltic, Iceland, and the Norwegian Fjords before heading east for autumn. With so much variety to choose from, we are confident you will find an itinerary that will meet your cruising aspirations.

Limited availability on European river cruises – Rhône & Rhine

Our early spring departures are already sold out, however we do operate a waitlist should you wish to join one of these cruises. If you would like to consider a river cruise later in the year, we have a limited number of cabins available on our September 2011 departures on the Rhine and the Rhône.

Book early to secure the cabin and itinerary of your choice with a 5% discount

Enclosed is our latest fare table, showing the availability of cabins on our cruises for summer and autumn 2011. In recognition of your continued support as one of our loyal passengers you are entitled to an additional 5% discount on these fares. Please call our reservations department now to secure the cabin and cruise itinerary of your choice.

Finally, I would like to take this opportunity, on behalf of the Swan Hellenic team, to wish you a very happy and prosperous New Year.

Yours sincerely

Colin Stone
Managing Director

