



I enclose the latest edition of the Swan Hellenic Journal which features our recent news, a selection of *Minerva's* itineraries for 2011, information regarding our 2011 river cruises and an introduction to Hebridean Island Cruises and *Minerva's* sister ship – *Hebridean Princess*.

Winter 2010/11 and Spring 2011 cruises selling fast

Minerva is coming to the end of her Mediterranean programme and will soon return to the Far East where she will bask in the warmer climes of India, Sri Lanka, Indonesia, Malaysia, Brunei, Thailand, Cambodia, Vietnam, the Philippines and Hong Kong. We are looking forward to re-visiting this fascinating part of the world – where we developed a wealth of experience in previous years – and for the first time since 2003/4. These cruises are selling out fast, and for those looking to cruise with us this Christmas it is advisable to book early as we have only 50 cabins remaining.

Our Spring cruises to the Mediterranean are also selling well, and a selection are featured in the Journal. For our season of no-fly cruises, our new home port of Portsmouth offers excellent transport links as well as the opportunity to explore the fine heritage and sights that this historic port has to offer.

Book now for Swan River Cruises 2011

Our river cruises for 2011 are proving extremely popular, with 60% of cabins already sold. Our cruises on the Rhône and the Danube were fully booked over six months before departure last year and this year is looking to follow the same trend. We have increased our programme of Rhône cruises to meet the demand for those who are passionate about discovering more hidden secrets in their favourite European towns and cities.

Photography competition winners

Swan Hellenic's latest photography competition received a great response, with beautiful photographs from all over the world taken by our passengers. The winning photograph and runners up are featured inside the journal.

Book early to secure the cruise and cabin of your choice

As with all Swan's cruises, we recommend booking early to secure the itinerary and cabin of your choice. To book a cruise, or for any other information, please call us today on 0844 209 9000 quoting SWPNQ37 (Monday – Friday 9am – 7pm; Saturday 9am – 5pm; Sunday 10am – 4pm) or visit us online at www.swanhellenic.com

I hope you will choose to cruise with us again soon.

Yours sincerely

Colin Stone
Managing Director



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Registered in England 288825 VAT number 680 1949 19



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5% LOYALTY DISCOUNT

Book your next cruise and receive your 5% loyalty discount off any current published fares on board *Minerva* or a Swan Hellenic river cruise.

NEW - 10% DOUBLE LOYALTY DISCOUNT

Swan Hellenic is pleased to offer you a 10% Double Loyalty Discount off NEW cruises featured in our 2011/12 brochure. This means you will receive 10% off the following cruises: *Colours of India, Mysteries of the Indian Ocean, East of Java, Kingdoms of South East Asia, From Malay to Mumbai, Into the Persian Gulf, Along Desert Shores, Egypt and the Levant, A Classic Spring and A Mediterranean Masterpiece.*

Bookings must be made by October 31st, 2010 to qualify for the double discount.

To book call **0844 209 9000** Quote code SWPNQ37

T's & C's: 10% Double Loyalty Discount offer is only valid for new bookings made from October 7th – October 31st 2010 on cruises featured in 2011/12 brochure from December 7th, 2011 to May 8th, 2012. This offer cannot be combined with any other promotion or discount, is subject to availability and may be withdrawn at any time. Booking terms and conditions apply. Travel insurance is not included. Swan Hellenic is a trading name of All Leisure Holidays Ltd ABTA W0302 ATOL 3897.



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