



I am pleased to enclose our News and Latest Offers, featuring a selection of exceptional value cruises for summer 2010, as well as details on our winter cruise programme when *Minerva* makes a welcome return to the Far East for Christmas, her first visit since 2004/5.

#### **Double Loyalty Discount - 10% Off Current Special Offer Fares**

For a limited time only we are offering a Double Loyalty Discount to you, meaning a 10% discount off all cruises featured in this mailer (already on offer), for new bookings made by 31st August 2010. This discount is only available to previous, loyal passengers so you will need to book early to secure the cruise and cabin of your choice at the exceptional fares shown. To take advantage of this special opportunity, **please call 0844 822 0688 quoting SWPNQ28B** to receive your 10% double loyalty discount.

#### **Inclusive value – no hidden extras**

One of the unique advantages of travelling with Swan Hellenic is that you can be assured of total peace of mind when it comes to value for money – there are no hidden extras. A tailor-made programme of inclusive shore excursions, meticulously planned to bring out the best of each destination, represents an equivalent value of up to £500 per person on a typical cruise. In addition, an integrated programme of talks by our hand-picked, eminent Guest Speakers, all gratuities to staff on board and ashore, entrance fees to places of interest and all meals, gala dinners, morning coffee and afternoon tea on board are all included in your cruise fare.

#### **View the Journal online**

We hope you received your copy of the latest Swan Hellenic Journal, Issue 5 and found the articles of interest. If you require an additional copy or would like to recommend it to a friend to read, a version is now available online to view or download. Please visit [www.swanhellenic.com/brochure](http://www.swanhellenic.com/brochure)

For any further information, please call us today on **0844 822 0688 quoting SWPNQ28B** (Monday – Friday 8am – 8pm; Saturday 9am – 5pm; Sunday 10am – 4pm).

The Captain, Cruise Director, Swan Hellenic team and Ship's Company on *Minerva* look forward to welcoming you on board *Minerva* soon.

Yours sincerely

Colin Stone  
Managing Director

P.S. Please quote SWPNQ28B to receive your exceptional 10% double loyalty discount.



Swan Hellenic is a trading name of All Leisure Holidays Limited  
Registered in England 288825 VAT number 680 1949 19

Lynnem House, 1 Victoria Way, Burgess Hill, West Sussex RH15 9NF  
Telephone: 0844 209 9000 Facsimile: 0844 412 1765  
Email: [info@swanhellenic.com](mailto:info@swanhellenic.com) [www.swanhellenic.com](http://www.swanhellenic.com)