



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

I am delighted to enclose our latest offers mailer, containing up-to-date information about *Minerva's* 2011/2012 cruise itineraries, as well as details of our award-winning 2011 river cruises on the Rhine, Rhône and Danube. Also enclosed as a special gift to you is our 'Swan Serenade' CD, featuring music inspired by intriguing destinations in Europe, India and the Far East that *Minerva* will be visiting in the year ahead, together with evocative podcasts by Paul Carter, one of our Cruise Director's, that bring each itinerary vividly to life.

Looking ahead to India and the Far East

As 2010 draws to a close, we are eagerly anticipating our return to India and the Far East this winter, which has sold exceptionally well. There are fewer than 25 cabins available on *Minerva* for the entire winter season so if you wish to book a cruise before the end of April 2011, please call our reservations department for current availability. We are pleased to see *Minerva* returning to India and the Far East for winter 2011/12, offering a range of innovative itineraries that include a return to Myanmar (Burma), an in depth visit to Vietnam, a cruise to Indonesian islands including Lombok, Bali, Java and Sulawesi and a cruise into the Persian Gulf. These destinations have proved very popular with our passengers so if you are interested in visiting this region, we recommend you consider making your plans early to secure the cabin and itinerary of your choice.

Go 'off the beaten track' this Summer

Our 2011 summer programme is also selling well. Our tailor-made itineraries range from cruises focused on the scenic grandeur of the Norwegian fjords, to a complete circuit of the Black Sea and a cruise revisiting Greek islands, large and small. As ever, our planners seek out new 'off the beaten track' ports, which in 2011 will include the archipelago of St Kilda – the remotest part of the British Isles – as well as Rovinj in Croatia, and Crotona, Gaeta and Portovenere in Italy. Other highlights include *Minerva* sailing up the river Seine to Rouen for an overnight stay – afternoon sailings, evenings and overnights in port are an integral part of each itinerary and are carefully designed to ensure you make the most of your time ashore.

Our 'no fly' cruises from the UK this summer will now depart from the historic city of Portsmouth, centrally situated on the south coast and with a well developed transport infrastructure to provide the easiest access to *Minerva* and the start of your cruise.

Book early and take advantage of your 5% loyalty discount

As with all Swan's cruises we recommend you book early to secure the itinerary and cabin of your choice. With your loyalty discount of 5% available on current fares, there has never been a better time to book to experience Swan Hellenic's brand of discovery cruising, travelling in comfort and ease aboard *Minerva*, your floating country house hotel, or aboard one of our river cruisers.

If you would like to request a brochure, or for any further information, please call us today on **0844 822 0688 quoting SWPNQ40** (Mon-Fri 9am-7pm, Sat 9am-5pm, Sun 10am-4pm) or visit us online at www.swanhellenic.com

Colin Stone
Managing Director

P.S. Book now to take advantage of your loyalty discount.



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