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I am delighted to enclose our new Swan Hellenic brochure for 2011/12, featuring *Minerva's* winter 2011 programme to India and the Far East and summer 2012 cruises to destinations including the Mediterranean, Baltic and Norwegian waters, the Adriatic, Aegean and Black Sea. I also enclose the latest Swan Hellenic River Cruise brochure, with an expanded range of cruises for 2012.

Warm hospitality and fascinating destinations to explore

I had the personal pleasure of taking a cruise on *Minerva* recently and it was wonderful to see so many familiar faces of passengers I had met in the past, and to meet new friends, who were enjoying the benefits of small-ship cruising for the first time and quickly establishing new friendships on board. It was pleasing to see the long-standing members of the crew still so passionate and enthusiastic about delivering the Swan Hellenic distinction, of which we are all very proud.

Minerva continues to provide a cruising experience in idyllic destinations for our 2012 programme, often to places only a small ship can explore, allowing sufficient time to absorb the essence of each destination, whilst discovering a variety of sights – from major cities to hidden gems.

Minerva – establishing partnerships and revisiting our Hellenic heritage

Swan's relationship with National Trust has extended this year to include a special partnership cruise featuring a number of the organisation's properties around the UK, taking in remote islands as well as off the beaten track destinations on the mainland. Our Hellenic Highlights cruise takes us back to our origins, where Swan Hellenic pioneered discovery cruising in the Greek waters. *Minerva's* 2012 itinerary allows history and civilisations of millennia to unfold before your eyes from Agamemnon and the ancient traders of the Cyclades to Romans and Byzantium, making the most of our excellent, knowledgeable guides who have been working with Swan Hellenic for many years.

An extended Rivers programme for 2012

Swan's Rivers programme for 2012 now includes the Moselle, a tributary of the Rhine, as well as additional departure dates for the Danube, Rhone and Rhine, which have proved so popular for 2011. However, cabins do sell out very quickly for these departures, so if you are looking to experience the heart of Europe aboard one of our river vessels, or indeed any of *Minerva's* cruises, we recommend booking early to secure the cabin and cruise of your choice.

To make a reservation, or for any further information, please call us today on **0844 209 9000** quoting **SWPNQ51** (Monday-Friday 9am to 7pm; Saturday 9am-5pm; Sunday 10am-4pm) or visit us online at www.swanhellenic.com.

On behalf of the Captains and the ship's company, we look forward to welcoming you on board a Swan Hellenic cruise soon.

Yours sincerely

Colin Stone
Managing Director

P.S. Please see enclosed flyer featuring exceptional late offer fares for Spring and Summer 2011.



Swan Hellenic is a trading name of All Leisure Holidays Limited
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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.



To book call **0844 209 9000** Quote code SWPNQ51

Terms and Conditions: 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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