



SWAN HELLENIC: PRESS RELEASE (28 October 2020)

Hans Heger joins resurgent Swan Hellenic as Vice President of Hotel Operations

Luxury cruise hospitality expert brings historic insight and track record as innovator to cultural expedition cruise pioneers

Hospitality powerhouse Hans Heger, who has brought his expertise to high-end cruise brands as diverse as Silversea and Scenic Discovery Yachts, has just joined the dynamic team of industry leaders at Swan Hellenic, the latter announced today, Wednesday 28th October 2020.

Hans' operational experience reads like a roster of cruise leaders and innovators – from Abercrombie & Kent, Club Med, Harmony, Pearl, Phoenix Reisen and Seven Seas to Scenic, Silversea and Royal Viking Line – unquestionably making him a safe pair of hands. But he's also much more. On the one hand he played an instrumental role in the historic Swan Hellenic and its first purpose-built ship Minerva, so he brings a strong understanding of the iconic company's pioneering roots. While on the other, he brings exceptional creative flair, proven during a long career with V.Ships, spanning a broad spectrum of hotel and full-catering projects for everything from yachts, ferries and commercial vessels to cruise lines sailing in remote areas.

"We are over the moon to welcome Hans on board. He brings outstanding high-end hospitality expertise and creative flair to our vision for an entirely unique guest experience," explained Swan Hellenic CEO Andrea Zito.

Hans Heger commented: "I am delighted to join the dynamic team bringing the Swan Hellenic vision of five-star cultural expedition cruising to life across a truly exciting new fleet. It's a pleasure to return to this iconic pioneer with such a tremendous opportunity to create a one-of-a-kind lifestyle on board."

With the management team completing strongly as top names in the luxury cruise industry come aboard, and the order book now running at three custom-designed expedition cruise ships, Swan Hellenic is confirming itself as one to watch. Looking increasingly set to deliver on its promise of an entirely new high-end cruise experience, it's already attracting strong bookings for its 2021 maiden season.

About Swan Hellenic

Swan Hellenic was relaunched in September 2020 to proudly continue the spirit of cultural expedition cruising the company had pioneered in the 1950s. Building on its British roots, the new company has a global cultural cruising outlook dedicated to providing guests with the opportunity to 'see what others don't'.

Two new 5-star polar PC5 ice-class expedition cruise ships arriving in November 2021 and April 2022 will each accommodate 152 guests in 76 spacious cabins and suites, the majority with large balconies. A larger P6 ice-class vessel accommodating 192 guests in 96 cabins and suites in the same distinctive comfort and style as its sister ships will be arriving year-end 2022.

Dedicated to guests with a passion for adventure and cultural exploration, the company's meticulously planned itineraries explore the wild landscapes, wildlife, peoples and unique cultures of the world's less travelled regions.

Its ships feature elegant Scandi-design interiors, extensive outdoor spaces and dedicated expedition facilities. The crew includes an expedition team comprising expert guides, speakers and lecturers, and numbering 120 and 140 respectively almost equals the number of guests, reflecting the high levels of attentive but unfussy service provided.



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