



SWAN HELLENIC PRESS-RELEASE (30 september 2020)

Swan Hellenic lands in Asia with a dedicated partnership

First milestone in customer-centric global market strategy

Nicosia, Wednesday 30 September 2020

Swan Hellenic today signed a strategic partnership agreement with Tam Wing Kun Holdings Limited to provide a direct presence in Asia.

Tam Holdings offers the highest standards of service and efficiency, with over 40 years' experience across the travel sector, representing many of the world's leading airlines and logistics companies in Asia through offices or partners in China (Shanghai, Beijing, Guangzhou, Chongqing, Hong Kong, Taiwan) Thailand, Malaysia, Singapore, the Philippines, Vietnam and Indonesia.

The partnership is a strategic agreement in line with Swan Hellenic's long-term approach of establishing a direct presence in every market worldwide to offer the close personal service to which it is committed.

Andrea Zito commented: "We're truly delighted to have Tam Holdings on board, believing strongly in the immense potential of the Asian market both now and above all in the future. It was essential for us to have a truly capable expert partner based in Hong Kong, the hub of Asia. Thanks to the extensive experience of the Tam Holdings, we'll be able to offer our guests the benefits of full sea-sky integration to carry them from their cities to our ships and back again around the globe."

Dr. Wing-Kun Tam remarked: “We are honoured to represent Swan Hellenic Cruises in Asia – a distinguished cultural expedition cruise company with a pioneering history that provides unique experiences lived in luxurious elegance.”

About Swan Hellenic [<https://swanhellenic.com>]

Swan Hellenic was relaunched in July 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.

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 almost equals the number of guests, reflecting the high levels of attentive but unfussy service provided.

About Tam Wing Kun Holdings Limited [<http://tam.com.hk>]

Founded in 1977 in Hong Kong by Dr. Wing-Kun Tam, Tam Wing Kun Holdings Ltd and its group of companies is a leading provider of customised sales services, coordinated logistics solutions and dedicated marketing communications, representing online and offline carriers, destinations and services globally.

Dedicated to developing strong and enduring business partnerships, Tam Group prides itself on integrity and reliability, offering an advanced network with excellent relationships across business and government, especially in Mainland China.

Tam’s experienced and talented staff ensure consistently high levels of service through 6 branch offices around the world, offering local insights on global markets to deliver outstanding results.



For more information about Swan Hellenic,
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