



SWAN HELLENIC: PRESS RELEASE (27 January 2021)

Tom Dumbrell joins Swan Hellenic as UK Sales Director

Cultural expedition cruise pioneer strengthens global management team with injection of experienced young talent

Cyprus, 27 January 2021: Swan Hellenic has announced that Tom Dumbrell is to join the iconic company as UK Sales Director from next February.

Tom will bring an exceptional combination of youthful energy, out-of-the-box thinking and extensive Cruise Industry sales management experience, gained in National Account Manager and Senior Sales Management positions at Tauck, Belmond UK, Australian Pacific Touring, Fred. Olsen Cruise Lines and ROL Cruises.

Passionate about working creatively with trade partners, Tom aims to leverage his knowledge of the British sector to build strong relationships based on a mutually beneficial approach that helps ensure new growth and lucrative business opportunities for all parties.

In addition, having travelled across all five continents, acquiring a close understanding of different cultures, people and customer needs, Tom also brings Swan Hellenic further expertise to identify gaps in the market and drive rapid expansion during the year of its return to the seas.

Alfredo Spadon, Swan Hellenic's Senior Vice President of Global Sales and Marketing, commented: "I'm excited to welcome Tom into the Swan Hellenic family. His solid experience, dynamism and passion for the cruise industry will I am sure play a key role in re-establishing the Swan Hellenic brand and building awareness within the UK trade, where our heritage began some 70 years ago."

About Swan Hellenic

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 PC 5 ice-class expedition cruise ships arriving in November 2021 and April 2022 will each accommodate 152 guests in 76 spacious staterooms and suites, the majority with large balconies. A larger PC 6 ice-class vessel accommodating 192 guests in 96 staterooms and suites in the same distinctive comfort and style as its sister ships will be arriving year-end 2022. All three new ships are being built in full compliance with SOLAS Safe Return to Port requirements.

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 personal service provided.

Headquartered in Cyprus with offices in London, Dusseldorf and Monaco, together with a branch office in Hong Kong (serving mainland China, Taiwan and South-East Asia), as well as partnerships serving India, Japan and Australia-New Zealand, Scandinavia and Iceland, Swan Hellenic supports its customers with close personal service worldwide.



For more information about Swan Hellenic,
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