

Swan Hellenic appoints brand expert Mario Bounas to lead all UK and Ireland Operations

Travel industry expert who helped conceive the cultural expedition cruise pioneer's global branding is now heading all operations in its strategic, historic home markets

Photo:
Mario Bounas, Swan Hellenic
General Manager,
United Kingdom and Ireland

07TH Sept 2022

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Cyprus. Wednesday the 7th of September 2022

Swan Hellenic announced today that Mario Bounas has been appointed General Manager, United Kingdom and Ireland. Mario, the UK national who played a key role in branding the resurgent company across its markets and new fleet as VP of Global Marketing, will now take full charge of these strategic markets, reporting directly to Alfredo Spadon, Swan Hellenic's Senior Vice President of Global Sales and Marketing.

Mario has a strong cruise industry track record in senior marketing, brand development and planning roles at Swan Hellenic and Royal Caribbean, combined with a decade's prior expertise in the UK travel industry. He is therefore highly qualified to grow the unique brand's presence in its historic home market, while further developing the high customer service and trade support standards already established.

Alfredo Spadon, Swan Hellenic's Senior Vice President of Global Sales and Marketing, commented:

"We're delighted to have Mario Bounas heading our UK & Ireland operations. No one understands our unique brand attributes and values better. What's more, with his extensive senior-level UK trade- and customer-facing experience, he's the ideal person to grow Swan Hellenic's distinctive presence on these markets, which are of course historically as well as strategically important for our company."

"I'm honoured to be leading this iconic British heritage brand into a new chapter in the UK and Irish markets and look forward to working closely with our partners to support them in their business. I would also like to take this opportunity to thank Tom Dumbrell for his efforts in helping re-establish the brand in the UK over the last 2 years, and wish him every success in his new role".

said Mario Bounas.



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About Swan Hellenic

Swan Hellenic was relaunched in July 2020 to proudly continue the spirit of cultural expedition cruising the company 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'.

Swan Hellenic's purpose-built ships feature elegant Scandi-design interiors, extensive outdoor spaces and dedicated expedition facilities. SH Minerva and SH Vega, two new 5-star Polar Code PC 5 expedition cruise ships with ice-strengthened hulls, respectively launched in December 2021 and July 2022, each accommodate 152 guests in 76 spacious suites and staterooms, the majority with large balconies. A slightly larger PC 6 ice-class vessel, SH Diana, accommodating 192 guests in the same distinctive comfort and style in 96 staterooms and suites will be arriving in early 2023.

All three ships feature 3 dining venues – the Swan Restaurant, Club Lounge and Pool bar & Grill – and 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.

The crews each include a team of 12 seasoned expedition guides, expert speakers and lecturers, for a total complement of 120 and 140 persons respectively, offering outstanding staff-to-guest ratios to deliver the highest standards of attentive personal service.

Headquartered in Cyprus with offices in London, Dusseldorf, Monaco, Fort Lauderdale (serving the North America market), Hong Kong (serving Greater China and South-East Asia), Sydney (serving Australia-New Zealand) and Copenhagen (serving Scandinavia and Iceland), as well as partnerships serving India and Japan, Swan Hellenic supports the travel trade with specialist local partners to provide customers with expert personal service worldwide.



For more information about Swan Hellenic,
please visit www.swanhellenic.com

For Swan Hellenic, please contact:
Mario Bounas, VP, Marketing:
Mario.bounas@swanhellenic.com

For Press, please contact:
Renato Bodi, TwentyTwenty,
[Tel.+41793746887](tel:+41793746887) - renato.bodi@twentytwenty.biz

Media Library

https://swanhellenic.filecamp.com/s/SH_MINERVA_PHOTOS_15/fo

Video of laser cutter name reveal:

https://swanhellenic.filecamp.com/s/518_Steel_cutting_keel_layi/d