



SWAN HELLENIC: PRESS RELEASE (31 March 2021)

Swan Hellenic reservations exceed expectations as inaugural cruise books to capacity

Resurgent cultural expedition cruise pioneer inspires solid interest

Nicosia, Cyprus: Today, Wednesday the 31st of March, Swan Hellenic announced that interest in its cultural expedition cruises is translating into buoyant bookings across the board.

Driven by renewed consumer confidence, this uptick is particularly strong for the iconic company's cruises of New Zealand & the Pacific Islands, UK & Northern France, the Scottish Islands and Antarctica. Indeed, its Antarctic Polar Solar eclipse inaugural cruise is already fully booked.

At the same time, the Swan Hellenic model of cultural expedition cruising has clearly hit a chord, strengthened by the news that construction of its all-new fleet of three 5-star ice-class expedition ships at Helsinki Shipyard is proceeding successfully on schedule.

The structure of its first ship, SH Minerva, is in fact already complete, enabling everyone to see her elegant final form and staterooms, which can be explored on the Swan Hellenic website in their rich natural materials and spacious open perspectives out to sea.

Swan Hellenic CEO Andrea Zito commented:

"Small expedition ships coupled with further afield destinations are considered well placed to lead the resurgence in cruising. We're delighted to have inspired a diverse spectrum of curious minds in such numbers and look forward to welcoming them aboard to see what others don't".

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'.

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 the travel trade with specialist local partners to provide customers with expert personal service worldwide.



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