



SWAN HELLENIC: PRESS RELEASE (18 February 2021)

Swan Hellenic partners with Cruise Online to provide close trade support across Australia, New Zealand and the Pacific

Cultural expedition cruise leader nears global specialist trade support for outstanding customer service

Today, Thursday 18 February 2021, Swan Hellenic announced it is partnering with Cruise Online, a division of Aviation Online Pty Ltd, with offices in Sydney and Auckland, to provide close support to the travel trade across Australia, New Zealand and the Pacific.

Cruise Online offers trade operators the highest standards of service and efficiency, with almost 20 years' experience across the aviation, vacation, cruise and expedition sectors. Dedicated to a niche of discerning travellers, the company is ideally placed to help its trade partners ensure Swan Hellenic customers across the region enjoy exemplary tailored service.

The partnership is a strategic agreement in line with Swan Hellenic's long-term vision of establishing a presence in strategic markets worldwide, focused on supporting the trade to deliver the close personal service to which it is committed. The Cruise Online agreement sees the iconic cultural expedition cruise pioneer take a further step towards complete global coverage.

Swan Hellenic CEO Andrea Zito commented: "We're delighted to partner with Cruise Online, who truly understand the region's passion for authentic expedition travel and a high-end vacation experience that's personal and attentive, but also informal and unpretentious. Thanks to Cruise Online's extensive professional travel and airline experience, trade partners will be able to offer these exacting guests the benefits of full sea-sky integration to see what others don't."

Anthony Cassar, CEO of Aviation Online, remarked: "It's a privilege to represent Swan Hellenic across our home base, bringing its unique cultural expedition cruises to a public with a real appetite for genuine, up-close exploration."

You can follow Swan Hellenic on [Facebook](#), [Instagram](#) and [LinkedIn](#).

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.

About Aviation Online

Aviation Online, owned by the Cassar Family, founded in 2003 in Sydney, Australia is a leading provider of customized sales services and coordinated logistic solutions, representing many of the world leading International aviation companies in Australia and New Zealand. Aviation online is completely independent and focused on strong sales growth through its longstanding support of all trade distribution channels.

Dedicated to developing strong and enduring business partnerships, Aviation Online prides itself on integrity and reliability, offering an advanced network with excellent relationships across business and government, especially in Australia.

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