



SWAN HELLENIC: PRESS RELEASE (3 March 2021)

## Adria Bono joins Swan Hellenic as Destination Management Director

High-end excursions expert joins top team at cultural expedition cruise pioneer



Today, Wednesday 3rd March, Swan Hellenic announced that its top management was being strengthened with the arrival of Adria Bono, bringing the cultural expedition cruise leader the connections and insight of twenty years' unrivalled high-end excursions design and commissioning expertise in the luxury and expedition cruise markets.

Joining as Director of Shore Excursions, Adria will work closely with Director of Expedition Operations Pierre Thomas to ensure that the expert lecture, expedition and excursion facets of Swan Hellenic's cultural expedition cruises complement and enhance one another to the highest standards, providing guests with an exceptionally complete, insightful and enriching experience.

With an increasingly strong management team of top names in the high-end cruise industry, growing local market partnerships to provide close customer care, and an order book of three custom-designed expedition cruise ships all due for delivery on schedule, Swan Hellenic is clearly on track to deliver on its promise of an entirely new high-end cruise experience. Public enthusiasm is reflected in strong bookings for its maiden season, launching year-end 2021.

"We're absolutely delighted to welcome Adria to the team. With her tremendous focus on quality of guest experience and strong relationships with leading excursion partners worldwide, nobody could be better placed to ensure our guests enjoy unforgettably insightful explorations ashore, fully in tune Swan Hellenic's pioneering heritage," explained Swan Hellenic CEO Andrea Zito.

Adria Bono commented: "I'm excited to join the dynamic, expert team bringing the Swan Hellenic vision of cultural expedition cruising to life across a distinctively stylish new five-star fleet. I look forward to contributing to the creation of a truly unique discovery experience."

## 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.



For more information about Swan Hellenic,  
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