



SWAN HELLENIC: PRESS RELEASE (8 February 2021)

## Swan Hellenic lands in Scandinavia with a dedicated partnership

Another milestone in customer-centric global market strategy

Nicosia–Cyprus, 8 of February 2021,

Swan Hellenic today signed a strategic partnership agreement with Nordic Cruise GSA (NCG), to provide a direct presence in Scandinavia and Iceland.

NCG offers the highest standards of service and knowhow, with its founder and CEO, Jesper Boas Smith having over 26 years' experience across the travel sector, representing together with his team many of the world's leading Cruise companies in Scandinavia. The partnership is a strategic agreement in line with Swan Hellenic's long-term "vision and global strategic positioning and distribution model" approach of establishing "Swan Hellenic's" a direct presence in selected every markets worldwide to offer the close personal service to which it is committed.

Andrea Zito commented: "We're truly delighted to have Jesper and his agent network on board, believing strongly in the immense potential of the Scandinavian market both now and above all in the future. It was essential for us to have a truly capable expert partner based in Copenhagen the hub of Great North."

Mr. Jesper Boas Smith, remarked: "We are honoured to represent Swan Hellenic Cruises in Scandinavia and the Nordic Territories. We look forward to being a part of the Swan Hellenic family and making sure Swan Hellenic becomes a well-known, high-end brand within expedition cruising in the Nordic Area.

Swan Hellenic is a distinguished cultural expedition cruise company with a pioneering history that provides unique experiences lived in luxurious elegance.

Providing uncompromising 5-star accommodation for 152 guests in 76 spacious state-rooms and suites, the vast majority with large balconies, SH Vega will be operated by an onboard team of 120 to provide the highest levels of personal service.

### **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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