
Swan Hellenic joins CLIA Europe

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70-year-old British cultural expedition cruise line Swan Hellenic has partnered with CLIA to build its profile and relationships with agents across Europe.

Joining the industry organisation under 'European Regional Cruise Lines', the partnership brings Swan Hellenic into CLIA Europe's wider community of cruise operators, travel agents and executive partners.

The Swan Hellenic brand is relaunching with two new state-of-the-art, 152-berth expedition ships currently under construction in Helsinki.

The two five-star expedition ships -named SH Minerva and provisionally Vega Class- are being built at the Helsinki Shipyard and will launch in November 2021 and April 2022 respectively.

Commenting on the new member, CLIA UK & Ireland Director Andy Harmer said: "We're excited to have Swan Hellenic join CLIA, a well-known and loved British cruise line which has provided guests with unique holiday experiences for decades. We look forward to supporting the team as they develop and build relationships with trade across Europe."

Andrea Zito, Swan Hellenic CEO, said: "We are delighted to join hands with so many distinguished names in cruising, and to express in this way our confidence in the industry's ability to constantly innovate and create special travel experiences even in the most challenging times."

(CLIA)