

G Adventures diversifies portfolio with acquisition of boutique cruise line

G Adventures has acquired 60-year old pioneering UK cruise line, Swan Hellenic, a respected name in the boutique cruising sector. The acquisition will further diversify G Adventure's portfolio of brands, adding boutique small ship cruising to its adventure travel, adventure cruising, and new touring businesses.



BobilMpower via [Wikimedia Commons](#) - MV Minerva cruise ship of Swan Hellenic

The acquisition extends to G Adventures purchasing the Swan Hellenic brand and associated intellectual property, with scheduled itineraries slated to commence in 2018. More details about the 2018 Swan Hellenic programme will be communicated in due course.

John Warner, vice president of global sales, G Adventures, says the company is determined the legacy of this great UK brand will live on.

"We know how beloved Swan Hellenic is to its loyal customer base and respect it has in the British travel community. Our long-term aim is to re-launch Swan Hellenic and re-establish the award-winning values that make it so well-loved."

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