



FOR IMMEDIATE RELEASE

Contact: Melanie Gravdal
847.420.8808
melanie@eda-pr.com

TRAVELERS SAY “OUI” TO FRENCH RIVER CRUISING: AVALON RESPONDS WITH NEW SUITE SHIPS ON THREE FRENCH RIVERS

LITTLETON, Colorado – April 2014 – The river cruise boom is broadening its reach in France in 2015 thanks to increased interest in careening through quaint French villages and metropolitan cities. In response, Avalon Waterways will make a splash in France next year with the introduction of Suite Ships® on the Rhône, Seine and Sône Rivers. In addition to unveiling a **NEW vessel in France – the *Avalon Tapestry II*** – the river cruise line will sail the *Avalon Poetry II*, a Suite Ship unveiled earlier this year, from Burgundy to Provence and the Rhine to the Rhône, on a new itinerary.

“We are nearly doubling our capacity next year, giving 95 percent more cruisers the chance to sail France,” said Patrick Clark. “More importantly, we’re giving them the opportunity to enjoy the passing French countryside and landscapes in the comfort of the largest staterooms with the biggest windows – and views – in river cruising aboard two Suite Ships.”

Eighty percent (80%) of the staterooms on Avalon’s Suite Ships are Panorama SuitesSM featuring 200-square-feet of thoughtfully designed space. Space that comes complete with Open-Air Balconies®, featuring giant, wall-to-wall, floor-to-ceiling windows that open 7-feet wide, bringing the outside in.

The company is also unveiling a NEW itinerary featuring two of river cruising’s most popular, and diverse, rivers: *The Rhine and the Rhône Revealed*. On this 14-night cruise, travelers will experience two Suite Ships – the NEW *Tranquility II* and *Poetry II* – as they sail through the Rhine Gorge and enjoy such picturesque destinations as Lyon, Avignon and Arles.

Extending travelers’ opportunities to “*je t’aime*” France even more, Avalon Waterways is inviting cruisers to indulge in their passions and interests with four in-depth themed cruises in the region: *Art & Impressionist*, *Culinary*, *Wine* and a *Jazz Cruise* featuring a jazz festival in Vienne.

- more -



Avalon Extends Reach in France: Suite! – 2-2-2

DEAL ALERT: To celebrate the launch of the 2015 cruise season, Avalon Waterways is offering travelers **THREE WAYS TO SAVE & SAIL: Guaranteed air price with \$250 air credit; or save 10% on select “Book Now” sailings or FREE pre-paid gratuities.**

For more information, visit AvalonWaterways.com and “like” us on [Facebook](https://www.facebook.com/AvalonWaterways). Agents should visit GlobusFamilyPartner.com for booking details and promotions.

###

ABOUT AVALON WATERWAYS

Since we launched our very first ship in 2004, Avalon Waterways has invited you – our traveler – to be our muse. Thanks to you, we let imagination and a relentless desire to create a smart use of space, be our guide. The result? An incomparable river cruise experience, including one-of-a-kind Panorama SuitesSM with innovative Open-Air Balconies[®] – on the industry’s only Suite Ships[®]: Unequaled vessels that feature two full decks of 200- and 300-square-foot suites. And on the spectacular ships of Avalon, “included” is one of our favorite words. Spacious outside staterooms with plenty of room to relax – included. Special touches like regional wines and beer at every onboard dinner – included. Complimentary Wi-Fi – included. The most shore excursions, led by Certified Local Guides – included. VIP entrance into must-see sites – included. Unique Local FavoritesSM designed to bring your destination to life – included. In addition to everything that is included, we also give you the freedom of Avalon Choice[®] – a different approach to river cruising that invites travelers to personalize their trip.

Whether you’re looking for a romantic mini-break, an in-depth 24-day exploration or something in between, with Avalon Waterways, you can choose the river cruise that reveals the very best of Europe, Asia or South America– your way!

Consumers can book an Avalon Waterways vacation or request brochures by visiting a preferred travel agent or by calling the following toll free number: 1.877.380.1535. For more information, please visit www.avalonwaterways.com. Travel agents can request Avalon Waterways brochures by calling toll free 1.800.221.0090 or visiting www.globusfamilypartner.com.