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AVALON INVITES TRAVELERS TO CRUISE DIFFERENTLY IN 2015:

RIVER CRUISE LINE UPGRADES THIS POPULAR TRAVEL STYLE WITH 10 SUITE SHIPS

LITTLETON, Colorado – April 9, 2014 – Avalon Waterways’ 2015 selling season officially begins today, providing cruisers the opportunity to sail on one of 10 Suite Ships in Europe next year. With rooms designed to let the outside in, thanks to wall-to-wall, floor-to-ceiling windows that open seven-feet wide, an average stateroom size of 200-square-feet and fewer passengers than the standard river cruise ship, this is a river cruise company that is daring to be different.

“We’re just built differently,” explains Patrick Clark, managing director of Avalon Waterways. “We proved this when we unveiled our first Suite Ship in 2011– the *Avalon Panorama*. With that vessel and subsequent Suite Ships, we changed the industry by unveiling bigger windows, bigger views and bigger rooms. And now, just three years and several Suite Ships later, we’re confident we made the right design decision when we created a stateroom that feels like a balcony. Our signature Panorama Suite is an unparalleled space that offers cruisers the chance to see the river’s changing landscapes from the comfort of their bed: The only beds in the industry that face the windows.”

This “suite” experience provided by Avalon gives travelers two full decks of 200- and 300-square-foot staterooms, each with their own Open-Air Balcony®.

“We have expanded our staterooms without stretching the truth,” said Clark. “Our smallest room fleet-wide is 172-square-feet. That’s a very important differentiator when you consider others in the industry have rooms as small as 135-square-feet.”

And with Suite Ship passenger counts of 128 (for 110-meter ships) and 166 for (135-meter vessels) – 15 percent (15%) fewer passengers than other cruise lines – the team at Avalon Waterways has been mindful of delivering travelers the coveted space and intimate setting needed to renew, restore and revitalize passengers as they travel through some of the world’s most vibrant, scenic and culturally rich destinations.

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Avalon 2015: Cruise Differently – 2-2-2

In addition to delivery ships that are built differently, Avalon offers 40 percent (40%) more inclusions than the average cruise line, while also providing travelers the choice they're looking for to enhance and personalize each itinerary. Avalon ChoiceSM – unveiled in 2013 – gives river cruisers the freedom to personalize their journey, from beginning to end.

“From deciding what and where to eat, to selecting room configuration and cruising style; from choosing on-land discoveries and onboard enrichments to making online, pre-sail customizations via MyAvalon, with Avalon, every experience – and every nuance – is up to our cruisers,” said Clark.

For instance, for every meal, cruisers have the ability to choose from a multitude of dining experiences throughout each day, from special culinary events to a la carte dining – and multiple venues on board and off. In addition, Avalon's Culture & Cruise program provides travelers such onboard activities as beer and wine tastings, demonstrations by local artisans and talks by local experts about the areas through which they're traveling. Local, on-ship entertainers give guests the opportunity to gain a full appreciation of each region and culture. Off ship, travelers are invited to experience the world's "Local Favorites" – those under-the-radar scenes and stories that provide travelers memorable local connections.

DEAL ALERT: To celebrate the launch of the 2015 cruise season, Avalon Waterways is offering travelers [THREE WAYS TO SAVE:](#)

1) **Guaranteed air price with \$250 air credit;** 2) **Save 10% on select "Book Now" sailings;** 3) **FREE pre-paid gratuities.**

For more information, visit AvalonWaterways.com and "like" us on [Facebook](#). Agents should visit GlobusFamilyPartner.com for booking details and promotions.

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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.