



**FOR IMMEDIATE RELEASE**

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**CRUISE EUROPE FROM A DIFFERENT POINT-OF-VIEW IN 2016  
Avalon Launches Two New Suite Ships and Itineraries**

**LITTLETON, Colorado – April 15, 2015** – In 2016, Avalon is inviting cruisers to enjoy Europe from a different point-of-view while living the “suite” life on a dozen Suite Ships® cruising Europe, including the **NEW Avalon Passion** and **Avalon Imagery II**. In addition, the river cruise company is introducing two itineraries that put a spotlight on [Belgium](#) – a new port for Avalon Waterways – with the NEW 7-night **Enchanting Belgium** and **Essential Holland & Belgium** cruises.

“While Avalon will continue to offer Holland-focused *Tulip Time* itineraries, we have expanded choices for travelers in 2016,” said Patrick Clark, managing director of Avalon Waterways. “Thanks to increased interest in Belgium, our new itineraries provide cruisers a great balance between the two popular countries at various times throughout the year. And, for the first time, we are taking travelers to the charming city of Namur located on the Meuse and Sambre Rivers, accessible by our smaller (110 meter) Suite Ships.”

**Enchanting Belgium** begins in Amsterdam or Brussels and includes stops in Ghent, Antwerp, Namur and Maastricht with an excursion to Ypres and the Battlefields of Eastern Flanders. **Essential Holland & Belgium** also features Antwerp and Ghent while also taking travelers to the ports of Middelburg, Willemstad, Veere, Rotterdam and Amsterdam. Highlights of this cruise include the Keukenhof gardens – 70 acres of parkland with lakes, sculpture gardens, greenhouses, windmill and 7-million planted flower bulbs – and Delta Works. And, for those cruisers interested in Belgium and Netherlands’ beers, the April 12<sup>th</sup> departure of **Essential Holland & Belgium** is categorized as one of Avalon’s special interest, **beer cruises**.

According to Clark, “Six of Avalon’s 12 Suite Ships will sail through Holland and the Netherlands in 2016, giving cruisers a lot of great opportunities to live the ‘suite’ river cruise life.”

This Suite Ship experience provided by Avalon offers travelers two full decks of 200- and 300-square-foot Panorama and Royal Suites. Every suite provides travelers a different point-of-view: One where the view is always the point. This difference is evidenced by each stateroom’s signature Open-Air Balcony.

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“With a focus on bringing the beauty of Europe inside, Avalon’s Open-Air Balconies offer our travelers a fresh air, Panoramic Cruising experience complete with epic views, in every weather condition, without compromising room space,” said Clark. “And when each room’s Wall-to-Wall Panoramic Window is closed, the Open-Air Balcony is transformed into a light, inviting and inspirationally designed sitting room that’s perfect for relaxing, reading a book or taking pleasure in a romantic dinner. Avalon’s Open-Air Balcony can be enjoyed any hour of the day, year round, adding considerable comfort to the overall guest experience.”

Further, the ships’ signature Panorama Suites are spacious rooms that give cruisers the chance to see the river’s changing landscapes from the comfort of their bed. In fact, Avalon is the only company in the industry with two full decks of beds that face the windows – a unparalleled perk that comes with every Suite Ship.

And with Suite Ship passenger counts of 128 (for 110-meter ships) and 166 for (135-meter vessels) – 15 percent (15%) fewer passengers than some 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 travelers as they sail through some of the world’s most vibrant, scenic and culturally rich destinations.

Since launching the Suite Ship experience in 2011, the company has unveiled 10 Suite Ships in Europe. Next year – with the addition of the *Avalon Passion* and *Avalon Imagery II* – a vast majority of the company’s 15-ship European fleet will be Suite Ships. The *Imagery II* will sail the *Romantic Rhine* itinerary while the *Passion* will sail the Danube on several itineraries including *Legendary Danube*, *Blue Danube Discovery*, *Balkan Discovery*, *European Splendor* and *North Sea-Black Sea*.

This year, the company also introduced its Suite Ship experience in France with the *Avalon Tapestry II* as well as Southeast Asia with the *Avalon Siem Reap* (launched on the Mekong River in January 2015) and *Avalon Myanmar* (launching on the Irrawaddy River in October 2015).

**DEAL ALERT:** Those booking a 2016 cruise early can **SAVE 15% on all France river cruises OR SAVE 10% on all 2016 Europe cruises.** For details, click [here](#). For more information, visit [AvalonWaterways.com](http://AvalonWaterways.com) and “like” us on [Facebook](#). Agents should visit [GlobusFamilyPartner.com](http://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 Suites<sup>SM</sup> – with innovative Open-Air Balconies<sup>®</sup> and beds facing the views – on the industry’s only Suite Ships<sup>®</sup>: 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 Favorites<sup>SM</sup> designed to bring your destination to life – included. In addition to everything that is included, we also give you the freedom of Avalon Choice<sup>®</sup> – 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](http://www.avalonwaterways.com). Travel agents can request Avalon Waterways brochures by calling toll free 1.800.221.0090 or visiting [www.globusfamilypartner.com](http://www.globusfamilypartner.com).