



MEDIA ALERT ... MEDIA ALERT ... MEDIA ALERT ... MEDIA ALERT

**SEE THE AVALON DIFFERENCE:
THE BEST VIEWS IN RIVER CRUISING**

LITTLETON, Colorado – September 14, 2015 – This week, Avalon Waterways is launching a “Great Views” Event: A new television advertising and online video campaign that invites travelers to experience the views they deserve when sailing the rivers of Europe. Because unlike other cruise ships, Avalon Waterways has designed spacious staterooms so beds face river cruising’s only Open-Air-Balconies featuring wall-to-wall, floor-to-ceiling windows* and the incredible sights river cruising is famous for.

The [television advertising spots](#) – the first in Avalon Waterways’ history – highlight the different point-of-view Avalon offers guests sailing Europe’s rivers. Starting today, the ads can be seen as part of high-frequency schedule on HGTV, the Travel Channel and BBC America.

The company also unveiled a new [three-minute video](#) that showcases the many views travelers are privy to when cruising the rivers of Europe with Avalon Waterways.

2016 “Great Views” Event Deal: Now, travelers who appreciate a great view can sail into 2016 in style with savings of up to \$1,500/couple on Avalon Waterways’ Europe river cruises. Bookings must be made between 9.14.15 and 11.10.15. For more information, visit www.AvalonWaterways.com.

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**64% of Avalon’s Europe fleet features beds facing the window.*