



**FOR IMMEDIATE RELEASE**

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**INTRODUCING AVALON AFTER DARK.**  
**WHEN THE SUN GOES DOWN, THE FUN TURNS UP!**  
**IN 2026, AVALON EVENINGS WILL SHINE BRIGHTER.**

**TORONTO, Ontario – April 1, 2025** – Who says the river cruise adventure ends with the sun? In 2026, Avalon is turning up the night with *Avalon After Dark* – a dazzling new way to experience river cruising after hours. From dedicated entertainment to more after-dark port adventures and Sky Grill dinners under the stars. Whether sipping a perfectly crafted new cocktail on the Sky Deck, swaying to live music in the Panorama Lounge or stepping ashore for a moonlit city escape, *Avalon After Dark* ensures that every moment – day or night – is one to remember.

“Sunsets don’t need to signal the end of the day’s adventure on a river cruise,” said Pam Hoffee, president of Avalon Waterways. “Instead, we’re keeping the night alive with unforgettable experiences, from moonlit toasts on the Sky Deck to impromptu dance parties and late-night explorations made possible by overnight docking in legendary cities and settings.”

**Raise a Glass to Raising the Bar.** Back in 2023, Avalon Waterways raised the bar on Happy Hour by inviting guests to enjoy a selection of complimentary drinks before dinner. Now, guests can raise a glass to an all-new bar menu, with an elevated collection of premium and non-alcoholic cocktails. The new menu, with an exclusive lineup of cocktails designed to tantalize taste buds and turn every sip into an experience, was created by world-renowned mixologist Martin Hudák.

**Dinner With a View—And a Breeze.** Dinners on the Sky Deck? Yes, please! New for 2026, Avalon is introducing Sky Grill Dinners – an open-air dining experience where fresh flavours and sunset views take center stage. Think sizzling specialties, locally inspired dishes and crisp wines, all made for moonlight.

The river cruise line is also doubling down on Sky Deck drink service, inviting guests to enjoy warm evenings under the stars, enjoying wine, beer and cocktails – served with a side of moonlight.

**A Little Lounge, A Little Let Loose.** And, as the sun sets, the Panorama Lounge is set to light up with live music, special performances, themed trivia, karaoke and impromptu dance parties. Guests are invited to belt out a classic, test their knowledge over nightly cocktail specials or lose themselves in the rhythm of live entertainment. *Avalon After Dark* is encouraging guests to linger in the Panorama Lounge, sipping, swaying and savouring longer evenings on board.

**Moonlit Ports & Midnight Pubs.** Who says the best sightseeing happens in daylight? As part of its *Avalon After Dark* program, Avalon is also encouraging guests to experience Europe's most legendary cities and settings after the streetlights flicker on with more overnight docking in places like:

- **Budapest.** Sip cocktails at a ruin bar or enjoy the beauty of Buda Castle as it lights up the night sky.
- **Vienna.** Take in a classical concert, enjoy a Viennese coffee at dusk or indulge in a midnight craving of Sachertorte.
- **Amsterdam.** Wander the canals, find a speakeasy or enjoy live jazz in a candlelit club.
- **Rüdesheim.** Stoll the Drosselgasse where cozy wine taverns stay lively well into the night.
- **Avignon.** Enjoy a moonlit walk past the Palais des Papes or dine alfresco in a starlit square.

Avalon's commitment to late night docking in some of the world's most fascinating places invite guests to linger longer, explore deeper and soak up the magic of the world's best sights by night.

"We're re-writing the script for river cruising after hours," added Hoffee. "*Avalon After Dark* promises evenings worth staying up for."

For more information, visit [www.avalonwaterways.ca](http://www.avalonwaterways.ca). Travel advisors are invited to visit [www.traveladvisorportal.ca](http://www.traveladvisorportal.ca).

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#### **ABOUT AVALON WATERWAYS**

CRUISING ELEVATED. Over two decades, Avalon Waterways has redefined cruising by going against the current and away from the ordinary. Delivering unparalleled experiences and boundless exploration, Avalon puts cruisers in the captain's seat to navigate their journey, fuel their passions and steer clear of the unexpected as they cruise down the world's most memorable and mesmerizing waterways. When Avalon guests step aboard the award-winning cruise line's modern, luxurious Suite Ships with the grandest views in cruising, they are invited to experience a new way to cruise. This is how you Europe. Learn more and explore cruises at [www.avalonwaterways.ca](http://www.avalonwaterways.ca). Travel Advisors should visit [www.traveladvisorportal.ca](http://www.traveladvisorportal.ca).