



**FOR IMMEDIATE RELEASE**

**Contact:** Melanie Born  
847.420.8808  
[melanie@eda-pr.com](mailto:melanie@eda-pr.com)

**MORE FRANCE. MORE WAYS.**  
***With New 2027 Itineraries – Plus Passion-Driven Sailings –  
Avalon is Bringing France into Fuller View.***

**DENVER, COLORADO – May 12, 2026** – Avalon Waterways is expanding its [France portfolio in 2027](#) with new itineraries designed to connect the country’s most iconic regions – and the experiences that bring them to life. Placing a spotlight on cruises that move beyond a single river, pairing France’s most celebrated scenery and stories, Avalon is unveiling **two, NEW multi-river itineraries in France next year.**

The new itineraries take a wider view of France, connecting its most iconic regions with neighboring cultures and landscapes:

- **NEW [Seine & Rhine Revealed](#)** blends Paris and Normandy with the Rhine’s castles and vineyards.
- **NEW [France Unveiled: Seine & Rhône](#)** sails from the capital to Provence with the opportunity to extend to the French Riviera, pairing inland discovery with an optional [two-night coastal stay](#).

“These journeys reflect how people want to travel today,” said Pam Hoffee. “They’re looking to get the most out of their international journey in a single trip – with greater depth, more variety and the ease of knowing every detail has been thoughtfully handled. But that’s not all: with Avalon, guests can also customize their experience through Avalon Choice Excursions and enjoy a different side of each destination after dark. Our cruises are designed to feel elevated and personal, from start to finish.”

**France. In Full.** From Paris to Provence, this is a country that reveals itself in layers with each region adding something new to the story. Avalon’s expanded portfolio brings those layers together in a way that is both seamless and complete, inviting travelers to move easily from iconic landmarks to local experiences, from countryside to coast, all within one journey.

**Travel, Tailored to Taste.** With Avalon, how you experience a place matters just as much as where you go. Across its France sailings, Avalon Choice Excursions give every destination more than one point of view – from Classic must-sees to Active adventures to Discovery experiences that connect more deeply to local culture. Guests can follow what fascinates them, knowing every included option is designed with the same care and insight.

Select departures go even further, shaped around the passions that bring destinations into focus. From tracing WWII [history](#) along the shores of Normandy to exploring France’s renowned [wine](#) regions, diving into [culinary](#) traditions to celebrating [jazz music](#) culture, Avalon’s [Special Interest](#) cruises in France offer another layer of connection to the journey.

**More of What Guests Love.** To support continued demand for France – particularly along the Seine – Avalon is increasing capacity in 2027, including the addition of the *Avalon Artistry II* to the river. In fact, Avalon’s recent Wish List survey of 10,000 past guests found that **France tops the list of desired destinations, with 35% of travelers naming it as the place they want to visit next** – reinforcing the country’s position as one of Europe’s most in-demand river cruise experiences. Avalon’s Suite Ship move reflects the award-winning cruise line’s approach to growth: expanding where it enhances the experience.

“When guests show us where they want to go, we meet them there,” added Hoffee. “Right now, that place is France.”

For more information, travelers can visit [www.avalonwaterways.com](http://www.avalonwaterways.com). Travel Advisors are encouraged to visit the [travel agent portal](#).

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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.com](http://www.avalonwaterways.com). Travel Advisors should visit [www.traveladvisorportal.com](http://www.traveladvisorportal.com).