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MULTIPLE CHOICE CRUISING WITH NO WRONG ANSWER Avalon Waterways Invites Guests Move & Be Moved on their Cruise.

TORONTO, Ontario – April 30, 2024 – To sail, to see and to savor are a given on every Avalon cruise. For those looking to probe the depths of the world’s most legendary rivers – and the ancient towns and villages beyond their dreamy banks – Avalon’s [Active & Discovery cruises](#) introduce a broader list of action verbs. To pedal, paddle, sip, sauté, taste or trek are the choices guests can expect on a culturally immersive, Avalon Waterways cruise.

The Cruise Style for Movers & Shakers. “We’ve turned the tide in river cruising with Active & Discovery cruises as well as our Avalon Choice excursions, available on every departure,” said Pam Hoffee, president of Avalon Waterways. “As a result, Avalon is attracting new, diverse travelers to river cruising. On an Active & Discovery Cruise – which draws cruisers that are 10 years younger than the traditional river cruiser – Avalon guests enjoy an average of 22 included Active, Classic and Discovery excursions to personalize each day to their passions.”

From graffiti walks and wine tastings to chocolate workshops and the sweetest discoveries on foot, bicycle, canoe or cable car, Avalon Choice excursions – included in the price of the cruise – present the most up-close and in-depth ways to devour the Danube, seize the Seine and rule the Rhine and Rhône Rivers.

Since launching Active & Discovery cruises on the Danube River in 2017, Avalon Waterways has added these popular itineraries to the major European waterways it sails. For 2025, the company is offering travelers seven (7) Active & Discovery itineraries across Europe.

“Priced from \$3,149, our *Active & Discovery* vacations include more excursions – at the same cost – as other river cruise itineraries,” said Hoffee. “They are the perfect choice for travelers who have a diverse set of interests; those who want to customize their vacation; those returning to a river for a new experience and multi-generational cruisers with different passions and pace levels. There’s nothing else like them on Europe’s rivers.”

It's a *Shore Thing*. While Avalon’s *Active & Discovery* cruise style has made a big splash in the industry, all Avalon cruise departures now invite cruisers to be choosers with a choice of *Active*, *Classic* and *Discovery* excursions.

“Our guests are not passive cruisers, they want to activate their mind, heart, body and tastebuds on vacation,” said Hoffee. “A recent survey of 16,600 past Avalon guests indicated that 25 percent (25%) want to be active while cruising, immersing themselves in new, passion-packed ways. And in 2025, we’re giving them more options than ever before to move and be moved on all Avalon cruise departures.”

Move. Included excursion examples that invite guests to enjoy a little more get-up-and-go:

Danube:

- Sink your teeth into Count Dracula’s Visegrád prison tower on a hike to new heights.
- Paddle a canoe on an excursion through the picturesque Bend region.
- Pedal along the postcard-perfect Wachau Valley.

Rhine:

- Paddle through the canals of Amsterdam on a kayak.
- Take an E-Bike tour surrounded by beautiful vineyards at the confluence of the Rhine and Moselle rivers.
- Follow the road less traveled on an exciting hike along Heidelberg’s Philosophers’ Way.

Seine:

- Say “oui” and “whee” on a bicycle tour through the heart of Paris.
- Paddle a kayak through Vernon, accessing places only reachable by water.
- Hop on an E-bike for a leisurely tour of the impressive Château de Maisons-Lafitte.

Rhône:

- Join an urban hike through Lyon’s secret passageways for a glimpse into the city’s 19th-century silk trade.
- Take in the panoramic views from the seat of a rail bike along the descent of the Gorges du Doux.
- Cool off with a special underground wine tasting accompanied by a cave guide and winemaking expert.

And Be Moved. Included excursions that take guests away from crowds to immerse in the world:

Danube:

- See the ancient jousting skills of the St. George Knightly Order at Visegrád Castle.
- Savor a merry morning walk through Vienna’s café culture plus VIP access to an art museum.
- Meet the Count of Clam at Austria’s 12th-century and beautifully preserved Clam Castle.

Rhine:

- Discover your inner artist at an Amsterdam painting class inspired by the Dutch masters.

- Explore the lava caverns on a one-of-a-kind volcano encounter below the town of Mendig.
- Join a foodie tour through Strasbourg to discover the cuisine of France's Alsace region.

Seine:

- Whip up sweet Chantilly cream with experts at the Chantilly Castle.
- Stop and smell the roses on a stroll through the home and gardens of Claude Monet.
- Shake it up at a Benedictine cocktail workshop at the palace where the world-famous liqueur is made.

Rhône:

- Join a cooking class in the gastronomic capital of Lyon.
- Discover how essential oils are created at an authentic Provencal farmhouse.
- Mimic the brushstrokes of Van Gogh in a painting workshop in Arles where the artist created some of his most famous works.

Plus, Classic sightseeing is always available in every port along the way. Visit www.avalonwaterways.ca for details.

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ABOUT AVALON WATERWAYS

Cruising Elevated. Avalon Waterways has redefined cruising by going against the current and away from the ordinary. Delivering unparalleled experiences and boundless exploration, Avalon puts you in the captain's seat to navigate your journey, fuel your passions and steer clear of the unexpected as you cruise down the world's most memorable and mesmerizing waterways. One step aboard our modern, luxurious Suite Ships with the grandest views in cruising and you'll see how the tides are changing. Welcome to a new wave in cruising. Welcome aboard Avalon Waterways. For more information, visit avalonwaterways.ca. Travel advisors can visit the [travel agent portal](#) for details.