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THIS IS HOW YOU EUROPE. AVALON WATERWAYS' NEW AD CAMPAIGN TO MAKE A BIG SPLASH

TORONTO, Ontario – November 11, 2024 – In a [new advertising campaign](#) called, “**This is how you Europe**” that launched this week, Avalon Waterways is doubling down on its “Cruising Elevated” messaging, showcasing all the ways in which this award-winning river cruise line has redefined cruising by going against the current and away from the ordinary.

“We’re excited to invite a new wave of cruisers on board our Suite Ships, designed for fewer guests and more of everything,” said Pam Hoffee, president of Avalon Waterways. “Not only do we invite cruisers to enjoy the world at their feet – quite literally – with beds that face the views in 200-square-foot Panorama Suites, we welcome the outside-in with the industry’s only Open-Air Balconies. But that’s not all. Through our new advertising campaign, we’re spotlighting the Avalon difference when it comes to excursions. No other river cruise line offers such a robust menu of a choices including Discovery, Classic and Active excursions – most of which are included – so they can tailor their cruise to fit them, from start to finish.”

These messages – and more – are wrapped into distinct, creative advertising that, once again, features award-winning actor and author **Graham McTavish**, who also hosted his own [Storyteller](#) cruise with Avalon Waterways just last month. The new campaign is being aired across digital media, including streaming applications like Peacock, Hulu, HBO Max, Discovery+ and ESPN, inviting more travellers to enjoy the many benefits of river cruising.

For more information about Avalon Waterways and its efforts to plunge into the unparalleled, visit www.avalonwaterways.ca. Travel Advisors are invited to take advantage of this heightened exposure and sales opportunity with details available at www.traveladvisorportal.ca.

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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 www.avalonwaterways.ca. Travel advisors can request brochures by calling toll free 1.800.221.0090 or visiting www.traveladvisorportal.ca.