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Contact: Melanie Born
847.420.8808
melanie@eda-pr

COUNTDOWN TO THE EUROPEAN RIVER CRUISE SUMMIT ADVISORS WILL SOON SET SAIL TO JOIN THE NEW WAVE IN CRUISING WITH AVALON WATERWAYS & ACTA

TORONTO, Ontario – September 19, 2024 – At the end of October, 128 Canadian travel advisors will join Avalon Waterways’ second European River Cruise Summit, in partnership with ACTA. Together, they will go for Baroque on the richest banks of history as they choose from a choice of “Classic,” “Discovery” and “Active” excursions throughout their 8-day Danube cruise aboard their home “suite” home – the *Avalon Illumination*.

This special event and custom, travel advisor-only cruise will set sail in Budapest. Throughout the 8-day Danube itinerary, advisors will not only have the chance to experience elevated cruising with Avalon, they will be invited to follow their passions and customize their journey, from start to finish, with **Avalon Choice** excursions. While onboard, they will also participate in workshops and special events to ignite inspiration and business opportunities before disembarking in Vilshofen, Germany.

The onboard workshops planned for this event include:

- **A New Wave in Cruising: Set Sail with Avalon Waterways.** Learning more about the Avalon Waterways difference (on top of what they will experience first-hand, on trip).
- **Jump Ship!: Introducing River Cruising to Ocean Cruise Clients.** Tailoring the sales approach from oceans to rivers while addressing advantages as well as misconceptions.
- **Going Against the Sream: Delivering Every Way in the World to Tour the World.** Shifting from the waters of Europe to on land-exploration, here’s a chance to learn about the diverse touring styles Globus delivers and opportunities to combine and bundle river cruises with tours.
- **Set Sail for Success: Groups & Profits, A Winning Combination.** Gaining valuable insights and proven strategies for effectively marketing and selling river cruises to groups while maximizing earning potential.
- **Stray the Course: Creating Content that Sells.** Exploring opportunities to develop content that works for you and your sales goals.
- **2025 ACTA Membership Update: Enhance Your Skills and Grow Your Business!** Dive into opportunities to increase your success and bottom line.

“The feedback from our 2023 European River Cruise Summit with Avalon Waterways was tremendous,” said Wendy Paradis, ACTA president. “We’re thrilled to have the opportunity to invite more advisors on board the fastest growing travel style in the industry, providing them a chance to see for themselves why river cruising provides them an incredible opportunity to enhance and grow their business.”

Travel advisors chosen to be apart of this journey represent a mix of agencies across Canada – and 90 percent (90%) are new to Avalon Waterways and/or river cruising.

“Getting to introduce the joys and benefits of river cruising to advisors – many of them new to river cruising – is fun and rewarding,” said Denise Harper, senior director of sales for the Globus family of brands. “The Canadian advisor community is incredibly important to us, and I’m excited to showcase this robust – and profitable – travel style to so many first-hand. Last year’s summit was incredibly well-received. We look forward to repeating its success with a new group of advisors.”

A host of leaders from both Avalon Waterways and ACTA will sail aboard the *Avalon Illumination* from October 28 – November 4, 2024, to spend time with travel advisors, lead presentations and share the entire experience. Off their Suite Ship, advisors and their hosts will tailor their cruise to fit them, spending time in Budapest, Bratislava, Vienna, Krems, Melk, Linz, Salzburg, Cesky Krumlov and Passau before disembarking in Vilshofen.

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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](https://www.avalonwaterways.ca). Travel advisors can visit the [travel agent portal](#) for details.