



**FOR IMMEDIATE RELEASE**

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**NEW STYLE, SAME STUNNING VIEWS.  
AN ELEVATED LOOK FOR THE SHIPS THAT CHANGED  
THE LOOK OF RIVER CRUISING**

**TORONTO, Ontario – March 18, 2025** – The best in river cruising keeps getting better. Avalon Waterways is taking its signature, award-winning Suite Ships to the next level with a fleet-wide refresh designed to enhance the style, comfort and connectivity of river cruising. From fresh new interiors to upgraded outdoor spaces, next-level Wi-Fi, Avalon is reimagining its Suite Ship experience while keeping its breathtaking views exactly the same.

Over the next two years, Avalon is updating its already “Better By Design” experience with top-to-bottom enhancements that promise smoother sailing and even more style on every Suite Ship in Europe (with the exception of the *Avalon Alegria*, *Avalon View* and *Avalon Envision* which were already built in the enhanced style leading the fleetwide refresh).

**Redesigned. Reimagined. Remarkable.** Avalon’s expansive refresh includes:

- **All Decked Out.** Fresh décor in every public space, from flooring to furniture.
- **Full Speed Ahead.** A second Starlink antenna for even better high-speed internet.
- **Sky Deck Rules.** A chic new look – and furniture – for the Sky Deck, matching million-dollar views.
- **Best Seat on the River.** Enhanced Observation Lounge comfort for a front-row seat to the world.
- **Strength in Motion.** Upgraded fitness rooms featuring cutting-edge Kinesis weight machines for resistance training, along with an expanded selection of free weights.
- **Pedal Perfection.** Each ship now boasts 15 new bikes and 4 new e-bikes.

**An Elevated Fleet, Unfolding through 2026.** This fleet-wide refresh is launching in phases:

- **2024:** *Avalon Passion*, *Avalon Imagery II*, *Avalon Poetry II*, *Avalon Panorama*, *Avalon Vista*
- **2025:** *Avalon Artistry II*, *Avalon Impression*, *Avalon Illumination*, *Avalon Tapestry II*, *Avalon Tranquility II*
- **2026:** *Avalon Expression* & *Avalon Visionary*

“At Avalon, we believe the perfectly designed river cruise starts with a perfectly designed ship, inviting guests to explore the world in comfort and style” said Pam Hoffee, president of Avalon Waterways. “With our fleet-wide refresh, we’re elevating details – from drapes on the widest-opening windows in river cruising and décor of our Panorama Lounges to fit-for-purpose fitness centers and fleet of new bikes – ensuring that our Suite Ships continue to set the standard for effortless, along the world’s waterways.”

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).