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CRUISE CONTROL: THE RIVERS, ROUTES & REVELATIONS DEFINING 2025

AVALON SHARES NEW CRUISE TRENDS FROM 10,000 PAST TRAVELERS

DENVER, Colorado – February 25, 2025 – Last month, Avalon Waterways took the pulse of nearly 10,000 past cruisers and the verdict is in: River cruising is shaping up to be bigger, bolder and more bucket-list-worthy than ever in 2025!

Where in the Water? The Rhine, Rivers of France & Douro. According to Avalon Waterways' recent Wish List Survey, cruisers are setting their sights on Europe's most legendary rivers next year. Specifically, **51%** are eager to sail through Switzerland and Germany on the Rhine while **39%** are eager to set sail through France on its famed waterways, including the Seine, Rhône, Saône, Garonne and Dordogne Rivers. Rounding out the top three, **33%** say they want to discover the dramatic beauty of the Douro River in Portugal.

With its robust lineup of the most immersive itineraries in river cruising, Avalon Waterways is delivering the destinations cruisers want, including on these top-selling cruises:

- ***The Rhine & Moselle: Canals, Vineyards & Castles*** – 8 days, 3 countries, 2 rivers
- ***Active & Discovery on the Rhône*** – 8 days, 1 country, 1 river
- ***Bonjour Bordeaux! Chateaux, Wineries & Charming Villages*** – 8 days, 1 country, 2 rivers
- ***Vida Portugal: Vineyards & Villages Along the Douro*** – 8 days, 1 country, 1 river

Who's Onboard? A Shift in Travel Tribes. While **60%** of past Avalon cruisers plan to travel with a partner, there's a growing wave of interest in cruising with friend groups (**27%**) and on their own as solo travelers (**12%**). Avalon is catering to both trends:

- **Get away to get together.** Avalon brings friends and families closer to ancient history, profound beauty and most importantly – to each other – with special pricing for groups of 8 or more.
- **Solo cruisers? So low pricing!** Avalon Waterways [waives the single supplement](#) on a select number of staterooms on nearly every departure in Europe and Southeast Asia.

Off-Season, On Point: Shoulder Season Cruising Soars. Further, according to survey results, Avalon's cruisers are increasingly interested in ditching peak-season crowds and embracing the magic of the off-season, with **75%** saying they want to book fall and winter sailings. Avalon delivers with:

- **Festive Season Cruises** – Twinkling lights, mulled wine and Europe's most dazzling Christmas markets. With 18 holiday itineraries (and a 118% capacity increase since 2019), Avalon's cool, festive sailings are hotter than ever.
- **Harvest Season Wine Cruises** – Sipping and sailing through France, Germany and Portugal at the height of vineyard harvests, including the Rhône, Seine, Rhine, Danube and Douro.

Bon Voyage! Longer Cruises Take Center Stage. Finally, of those 10,000 survey respondents, nearly **50%** said the ideal length of a river cruise is 10-12 days. This year, Avalon Waterways unveiled 16 new itineraries that stretch beyond the traditional, weeklong getaway. A few include:

- [*NEW Reflections on the Rhine*](#) – 10 days, from Amsterdam to Basel
- [*NEW The Netherlands in Bloom*](#) – 10 days, to/from Amsterdam
- [*NEW Illuminations of the Danube*](#) – 10 days, from Vilshofen to Budapest

And for those cruisers who want a more in-depth itinerary, combining two or more rivers in one, great vacation, Avalon has unveiled a boatload of NEW cruise combinations, including:

- [*NEW Timeless Rivers of Europe: The Rhine & Seine*](#) – 15 days, from Basel to Paris
- [*NEW French Masterpiece: Paris, Normandy & Bordeaux*](#) – 15 days, from Paris to Bordeaux

“The pent-up desire for long-haul travel, combined with an increased interest in garnering more mileage out of air costs, as well as the rise in remote work are contributing factors to this post-pandemic travel trend,” said Pam Hoffee, president of Avalon Waterways. “Today’s cruisers have a stronger interest – and broader abilities – to make the most of their time away. We’re helping with big, new, ‘Bucket List’ cruises.”

For more information about Avalon Waterways visit www.avalonwaterways.com. Travel advisors should visit www.traveladvisorportal.com.

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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. Travel Advisors should visit www.traveladvisorportal.com.