



**FOR IMMEDIATE RELEASE**

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## **AVALON WATERWAYS MAKES SPIRITS (AND SAILINGS) BRIGHT**

### **River Cruise Line Increases Christmas Departures for 2026 – Its Most Festive Season Yet**

**DENVER, Colorado – December 11, 2025** – The holidays just got a little merrier on Europe’s rivers. Avalon Waterways is adding **seven (7) new Christmas Market cruise departures for 2026 – a 15% boost in capacity** and the company’s largest-ever lineup of festive sailings.

**All is Calm. All Aboard.** Avalon’s Christmas Market cruises are among its most popular – selling out earlier each year as cruisers chase the glow of Europe’s winter wonderlands.

“Every holiday season, our guests step into a living snow globe – complete with sparkling lights, steaming mugs of mulled wine and centuries of Christmas tradition,” said Pam Hoffee, president of Avalon Waterways. “These cruises have become the highlight of our year. Expanding them for 2026 means more cruisers can join the magic – Avalon-style.”

**Rivers of Holiday Cheer.** From Germany’s Christmas Markets to Austria’s storybook squares, Avalon’s expanded 2026 festive fleet of Suite Ships now features more than 40 departures along the Danube, Rhine and Main Rivers.

Travelers can sip, stroll and sail their way through Europe’s most twinkle-lit towns with Avalon Waterways on 19 itineraries ranging from 5 to 17 days. Most Christmas Market cruises also include the opportunity to add extra days in places like Prague, Lucerne and Budapest.

**‘Tis the Season Sales Event:** For a limited time, Avalon is offering **SAVINGS of up to \$1,000/person** on select Christmas cruises. To learn more, visit [Christmas Market Cruises](#). Advisors can find more at the [Travel Advisor Portal](#).

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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](http://www.avalonwaterways.com). Travel Advisors should visit [www.traveladvisorportal.com](http://www.traveladvisorportal.com).