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Contact: Melanie Born
847.420.8808
melanie@eda-pr.com

CRUISING WITHOUT THE CROWDS. AVALON WATERWAYS IS SETTING THE STANDARD ON SPACE.

TORONTO, Ontario – April 15, 2025 – In an era where river cruising is becoming more crowded, Avalon Waterways is proving that bigger isn't always better – unless it means more space for every guest. As the river cruise market grows, and cruise lines are intent on packing more passengers onto ships of the same size, Avalon Waterways is staying the course on what matters most: More space per guest, bigger staterooms and smaller, immersive excursions and more choice.

“The river cruise industry is on a rapid growth trajectory, with more ships launching every year,” said Pam Hoffee, president of Avalon Waterways. “Not every river cruise is created equal. While others are maximizing capacity, Avalon is prioritizing a different kind of growth – growth that benefits our guests. We’re intent on making the experience as small as possible – on board and on shore – while delivering the most spacious ships and staterooms in cruising.”

Less Crowding. More Comfort. While the average river cruise ship carries 190 guests, Avalon continues to limit capacity to an average of just 160 guests per sailing. That translates to **15% more space per guest** while ensuring a more inclusive, relaxed, open and comfortable experience.

That space guarantee extends to Avalon Waterways’ award-winning, signature Panorama Suites. Available on two full decks of every Avalon ship in its fleet, these staterooms are **30% larger than the industry standard**. But that’s not all. Each features a wall of floor-to-ceiling windows that open seven-feet wide, creating the industry’s only Open-Air Balconies which invite the outside-in, without compromising space.

Fewer Guests. More Attention. Avalon Waterways has also placed an immense amount of attention on the balance of service and space with a **3:1 guest-to-crew ratio**, ensuring attentive care without overcrowding. Trained to anticipate needs without intrusion, Avalon's crew delivers seamless, personalized hospitality—giving guests the perfect mix of attention and autonomy.

From Ship to Shore. Space Matters. The Avalon advantage can also be felt on shore. While some send large groups to must-see sights, Avalon's signature small-group excursions make a big difference for guests. With Avalon Choice excursions offering a mix of Discovery, Classic and Active options – guests are invited to tailor their cruise to fit them. And that means smaller group experiences.

"The magic of river cruising has always been in its intimacy – smaller ships, closer connections and a more immersive and authentic way to experience the world," added Hoffee. "We get that. We know that more space means better journeys, more personal service and a truer sense of discovery."

For more information, visit www.avalonwaterways.ca. Travel advisors are invited to visit 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. Travel Advisors should visit www.traveladvisorportal.ca.