



**FOR IMMEDIATE RELEASE**

**Contact:** Melanie Gravdal  
847.420.8808  
melanie@eda-pr.com

## **WHIM-POWERED CRUISING**

### ***Avalon Spotlights Cruisers' Favorite Active, Classic & Discovery Excursions***

**TORONTO, Ontario – May 3, 2023** – The greatest days are the ones where we wake to a wide-open agenda, a world of possibilities and a blank canvas to color as we please. While all Avalon river cruises present guests with an exciting menu of included Avalon Choice excursions that put cruisers in the pursuit of history, mystery, culture and cuisine in an unparalleled variety of elevated ways, the company's exclusive series of [Active & Discovery](#) itineraries invite cruisers to be choosers every day of their getaway.

"We are turning the tide on cruising. Avalon's Active & Discovery departures are attracting new, diverse travelers to river cruising," said Pam Hoffee, president of Avalon Waterways. "With an average of 22 included Avalon Choice excursions, these special cruises represent a new wave in river cruising, inviting guests to personalize their vacation to their passions. The average guest on our Active & Discovery itineraries is 10 years younger than traditional river cruise guests."

Since launching Active & Discovery cruises on the Danube River in 2017, Avalon Waterways has added these popular itineraries to every major European waterway it sails, increasing its offerings by 600 percent (600%). For 2023, the company is offering travelers 12 Active & Discovery itineraries with 52 departures, not including pre- and post-cruise extension opportunities.

As the company embarks on its 2023 cruise season, Avalon is placing an exclamation point on the importance of guests curating their curiosities on vacation by sharing those "Active," "Classic" and "Discovery" excursions that are proving to be most popular on every river the company sails across Europe.

“The robust variety of excursions available to Avalon guests every day is emphasized by their wide array of interests. By reviewing their favourite excursion picks, we’re offering a great snapshot into the importance of inviting cruisers to customize their experience, from start-to-finish,” said Hoffee.

Avalon guests can enjoy an included menu of memories every day on Active & Discovery cruise. Their top “Active,” “Classic” and “Discovery” choices, by itinerary, are:

**Active & Discovery in Holland & Belgium:**

- Architectural Rotterdam on Two Wheels (Active)
- Discover Brussels + DIY Chocolate Workshop (Discovery)
- Treasures of Antwerp (Classic)

**Active & Discovery on the Rhine:**

- Black Forest on Two Wheels (Active)
- Bites & Highlights of Düsseldorf (Discovery)
- Koblenz & Ehrenbreitstein Fortress (Classic)

**Active & Discovery on the Danube:**

- Hit the Trail Hike: Danube-Ipoly National Park (Active)
- Engelszell Abbey with Trappist Beer Tasting (Discovery)
- VIP Access at Vienna Museum of Fine Arts (Classic)

**Active & Discovery on the Moselle:**

- Hike the Vineyards of Remich (Active)
- Walking & Wines in Bernkastel (Discovery)
- Highlights of Ancient Trier (Classic)

**Active & Discovery on the Rhône:**

- Hit the Trail Hike: Val d’Enfer & Carrières de Lumières (Active)
- Bites & Highlights of Lyon (Discovery)
- Ghostly Viviers (Classic)

**Active & Discovery on the Seine:**

- Kayaking along the River Epte (Active)
- Benedictine Liquor in Normandy (Discovery)
- Memorials & Landing Beaches of Normandy (Classic)

###

**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 [www.avalonwaterways.ca](http://www.avalonwaterways.ca); travel agents can visit [www.agentlingo.ca](http://www.agentlingo.ca).