



FOR IMMEDIATE RELEASE

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

SOLO, NOLO, YOLO!

The Perfect Cruise Companion, Avalon Caters to the Rise in Solo Travel.

DENVER, Colorado – April 16, 2024 – Solo travel gives wayfarers and wanderers carte blanche to go when they want, where they want and indulge in their personal interests along the way. And it's this freedom to experience the world on their own terms that makes solo travel one of the fastest-growing travel styles today. In fact, according to a recent "Wish List" survey facilitated by Avalon Waterways, 13 percent (13%) of 16,600 respondents said they're planning to go solo on their next river cruise.

"Traveling solo doesn't always mean you're on your own," said Pam Hoffee, president of Avalon Waterways. "Providing a balance of solo and 'nolo' (on your own but never alone) experiences, we set the stage for the perfect vacation on – and off – our Suite Ships with the bonus of an on-site Cruise Director and expert local guides to ensure an engaging, life-changing cruise."

To cater to the rise of solo travelers on river cruises, Avalon Waterways [waives the single supplement](#) on a select number of staterooms on nearly every departure in Europe and Southeast Asia. This offer earned the company the **"Best for Solo Travelers in River Cruising" Cruise Critic Editors' Picks Award** this year.

"An average of 10 percent (10%) of our current guests are cruising solo," said Hoffee. "They know that when they go with us, they can not only save money on their deluxe stateroom (172-square-feet) or Panorama Suite (200-square-feet), but they're also invited to explore and engage with the world in the ways that interest them. From small group, passion-packed excursions to on-your-own exploration with the AvalonGO app, our guests are invited to not only uncover new discoveries, but to learn new things about themselves, every day, along the way."

Solos interested in taking advantage of "no single supplement" deals with Avalon should book early. The deal is available on a first-come, first-serve basis. For details, visit www.avalonwaterways.com.

###

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.com; travel agents can visit www.globusfamilypartner.com.