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AVALON WATERWAYS UNVEILS NEW SEASONAL EXCURSIONS ***Because When You Travel Can Change How You Experience the World.***

TORONTO, ONTARIO – April 28, 2026 – Some travel experiences only exist for a moment and that’s exactly when Avalon Waterways wants you to be there. That thinking is behind the company’s **new seasonal excursions for 2027**, designed to inspire travellers to consider where they go – and when. Created to take place exclusively during specific times of the year, these experiences – which span across spring, summer, fall and winter – are rooted in a simple idea that the season is part of the travel story.

From fleeting blooms and harvest traditions to time-honoured rituals shaped by local life, Avalon’s newest excursions are timed to deliver a more immersive, more personal way to enjoy each destination in ways that don’t exist year-round.

“Where you go matters. When you go can change the experience entirely,” said Pam Hoffee, president of Avalon Waterways. “Our new seasonal excursions connect our guests more deeply – and authentically – to the places they’re exploring. These are experiences that exist for a moment, and that’s exactly the point.”

Only-Here, Only-Now. Avalon’s new seasonal excursions are designed around each destination – unlocking moments that are fleeting, local and connected to time and place. Highlights from the new 2027 lineup include:

- **Harvest summer’s sweetest moments in the South of France** with hands-on apricot picking and tastings.
- **Wander fields of purple in bloom** with lavender visits and distillery experiences timed to the season.
- **Step into autumn in Normandy** with apple picking and cider tastings as orchard life comes alive.
- **Cook what the season calls for** with hands-on culinary classes featuring fresh, regional ingredients from local markets.
- **Pick, taste & enjoy summer** with strawberry harvest experiences that celebrate the season.
- **Discover the art of distillation** through flower picking and essential oil workshops rooted in tradition.
- **Experience harvest traditions across Europe** with vineyard visits and farming practices shaped by generations.

Freedom to Experience It Your Way. And because no two travellers are alike, Avalon’s new seasonal experiences build on its signature approach to shore excursions, providing choices in every destination. Through [Avalon Choice Excursions](#), guests can explore each port in different ways – whether that means Classic sightseeing, Active exploration or deeper cultural Discovery. Seasonal experiences add another layer to that choice, offering time-sensitive moments that complement how each traveller wants to experience a place, at specific times of the year.

Timing is Trending. The introduction of seasonal excursions comes as traveller preferences continue to shift toward more intentional, cooler and less crowded travel. In fact, **75% of 10,000 Avalon cruisers say they prefer to travel outside peak months**, a trend already reflected in booking patterns. In 2025, Avalon saw off-season sailings grow 18% year-over-year, driven in part by expanded capacity in late fall and early winter.

“Travellers are realizing that shifting when they go doesn’t compromise the experience. Instead, timing can enhance it,” added Hoffee. “With fewer crowds, cooler temperatures and in some cases, more value, we’re opening the door to different experiences year-round. The introduction of seasonal excursions takes that concept even further.”

Perfectly Timed. Perfectly Sized. Avalon’s approach to seasonal travel is grounded in the small ship cruise company’s broader philosophy that thoughtful design creates better experiences for guests. With Suite Ships intentionally sized for fewer guests and more space, and itineraries built to invite both guided discovery and independent exploration, Avalon creates an environment where moments can be experienced more fully, in every season.

To meet growing demand, Avalon continues to expand its lineup of seasonally focused cruises, including its [Cozy Cruise Collection](#) featuring [Harvest](#), [Festive](#) and [Christmastime](#) cruises as well as spring sailings, such as [Tulip Time](#) cruises.

For more information, visit www.avalonwaterways.ca; travel advisors should visit www.traveladvisorportal.ca for details.

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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.