



**FOR IMMEDIATE RELEASE**

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## **BONJOUR BORDEAUX!**

### **Avalon Waterways Sets Sail in Southwest France for the First Time!**

**TORONTO, Ontario –March 25, 2025** – After much anticipation and a warm welcome from wine lovers, culture seekers and river cruise enthusiasts alike, Avalon Waterways has officially set sail in [Bordeaux](#)! On the heels of a special, invite-only VIP inaugural sailing, the award-winning river cruise line is raising a glass to this milestone moment with its first-ever, official departure of its NEW *Bonjour Bordeaux: Châteaux, Wineries & Charming Villages* itinerary.

This first-of-its-kind sailing aboard the newly refreshed *Avalon Artistry II* marks the beginning of a new era for Avalon Waterways – and a brand-new way for guests to explore the Garonne and Dordogne River shores in signature Avalon style. From Château visits and Sauternes tastings to e-biking through vineyards, oyster sampling in Arcachon and free time to roam in postcard-perfect Saint-Émilion, Avalon is delivering Bordeaux to guests with a fresh blend of Active, Discovery and Classic excursions.

“The wait is over and the wine is flowing – we are thrilled to officially embark on this new journey through Bordeaux,” said Pam Hoffee, president of Avalon Waterways. “With our first guests embarking their vacation today, we’re not just introducing a new itinerary, we’re elevating the experience of Bordeaux itself, offering immersive moments that blend history, culture, cuisine and discovery in every sip and step.”

#### **Sip, Sip Hooray! Cruise Highlights Include:**

- **March 25, 2025 – All Aboard in Bordeaux!**  
Guests embark on the newly updated *Avalon Artistry II*, their 128-passenger home “suite” home for the next week as they set sail through France’s famed wine region.
- **Châteaux & Cellars in Cadillac-Sur-Garonne**  
In Cadillac-sur-Garonne, guests will explore Château de la Brède, the birthplace of political philosopher Montesquieu, followed by a visit to a local vineyard for a tasting of the region’s celebrated Sauternes wine.

- **Vines & Views in Médoc**  
The journey continues in Cussac Fort Médoc with options to explore the vineyards by e-bike or visit a historic Château for tastings of Merlot and Cabernet Sauvignon.
- **Blaye, Bourg & Beyond**  
A guided tour of the UNESCO-listed Citadel of Blaye and a scenic drive along the Route de la Corniche provide panoramic views and historic insights. In Bourg, guests will have free time to explore, with an option to visit the Rémy Martin distillery for a Cognac tasting.
- **Saint-Émilion & Culinary Discoveries**  
In Saint-Émilion, a guided tour highlights the medieval village's storied history and landscapes, with additional options for a pastry baking class or a chocolate and wine pairing at a Bordeaux château.
- **Brilliant Bordeaux**  
A guided walking tour through the heart of Bordeaux showcases its elegant squares, grand avenues and architectural treasures. Optional excursions include a visit to the Marché des Capucins, known as the "Belly of Bordeaux," and Les Bassins de Lumières, an immersive art and music installation within a former submarine base.
- **Arcachon & Its Famous Oysters**  
A full-day excursion to the seaside resort of Arcachon offers the chance to visit an oyster farm for a tasting of the region's prized delicacy. Alternatively, guests may choose to stay in Bordeaux for independent exploration, including a bike ride along the scenic Les Quais.

**Longer Cruises = More to Pour Over.** Avalon Waterways' 8-day [Bonjour Bordeaux](#) itinerary can also be combined with cruises along the Seine, Rhône & Rhine Rivers for two- and three-week journeys, giving guests even more ways to uncork France with Avalon in 2025 and beyond!

For more information, visit [www.avalonwaterways.ca](http://www.avalonwaterways.ca). Travel advisors are invited to visit [www.traveladvisorportal.ca](http://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](http://www.avalonwaterways.ca). Travel Advisors should visit [www.traveladvisorportal.ca](http://www.traveladvisorportal.ca).