



CRUISING ELEVATED

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**Contact:** Melanie Born  
847.420.8808  
[melanie@eda-pr.com](mailto:melanie@eda-pr.com)

## **BOARD HERE FOR BOUNDLESS Avalon Waterways is Breaking Booking Records for 2025**

**TORONTO, ONTARIO – September 10, 2024** – On the heels of a record-breaking year for Avalon Waterways in 2024, the award-winning river cruise company is poised to smash sales goals for 2025.

“We’re coming to the finish line of our strongest sales year ever. And I’m thrilled to share that 2025 is on another record pace and gaining. In recent weeks, 2025 bookings are outpacing 2024 by more than 50 percent (50%), year-over-year,” said Pam Hoffee, president of Avalon Waterways. “Leading the way are France and Portugal as well as off-season, ‘special interest’ cruises, including our exclusive series of ‘Active & Discovery’ itineraries.”

**Mastering the art of French cruising!** From the historic halls of castles and Châteaux to romantic cellars and kitchens where wine bouquets and bon-vivant cuisine tempt the palate, Avalon is bringing Bordeaux to life for the first time for cruisers in 2025.

“Next year, we’re adding another Suite Ship to the rivers of France and cruising Bordeaux on the Garonne and Dordogne Rivers,” said Hoffee. “Our new, week-long Bordeaux itinerary - [Bonjour Bordeaux: Châteaux, Wineries & Charming Villages](#) – can also be combined for new, longer cruises on the Seine, Saône, Rhône and Rhine Rivers, creating an incredible, in-depth opportunity to enjoy France and Western Europe, as a whole.”

Other, popular France itineraries leading sales for Avalon for 2025 are *Burgundy & Provence*, *Paris to Normandy* and *Grand France*.

**Uncorking Portugal.** Avalon Waterways also made its Portugal debut on the Douro River in 2024, with a new itinerary and Suite Ship – the [Avalon Alegria](#). This new, Suite Ship sailed at full capacity its inaugural year. For 2025, Douro sales are outpacing 2024.

**Channeling the flannel.** Bright lights, winter nights and harvest heights. The seasonal allure of off-season travel is swelling for Avalon Waterways. Since 2023, the company has increased its off-season cruise offerings by 88 percent (88%). And cruisers are taking advantage with bookings. Among those cruises with the highest year-over-year sales increase are Festive Season itineraries including *Christmas in Alsace & Germany*, *Festive Season in the Heart of Germany* and *Christmas on the Danube*.

Cruising in the off-season goes together like winter and a warm sweater. According to Hoffee, “Every year, our November and December Festive-themed cruises sell-out, encouraging us to add more departures. We’re also seeing an increase in sales in the Spring season, adding to the cooler weather cruise trend.”

Among the company’s best-selling itineraries for 2025 are Avalon’s *Tulip Time*, *Highlights of Holland & Belgium* and *Treasures of Holland & Belgium* cruises.

**Whim-powered cruising.** To sail, to see and to savor are a given on every Avalon cruise. For those looking to probe the depths of the world’s most legendary rivers – and the ancient towns and villages beyond their dreamy banks – Avalon’s [Active & Discovery cruises](#) introduce a broader list of action verbs. To pedal, paddle, sip, sauté, taste or trek are the choices guests can expect on a culturally immersive, Avalon Waterways cruise.

“Our cruisers are not passive. They want to activate their mind, heart, body and tastebuds on vacation,” said Hoffee. “A recent survey of 16,600 past Avalon guests indicated that 25 percent (25%) want to be active while cruising, immersing themselves in new, passion-packed ways. And in 2025, we’re giving them more options than ever before to move and be moved on all Avalon cruise departures.”

It’s working. According to Hoffee, the company’s “Active & Discovery” departures on the Rhine, Danube, Rhône and Seine Rivers are among its most popular sailings for next year.

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#### **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 [avalonwaterways.ca](https://www.avalonwaterways.ca). Travel advisors can visit the [travel agent portal](#) for details.