



**FOR IMMEDIATE RELEASE**

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## **SAILING INTO 2026 WITH RECORD BOOKINGS!**

### **Avalon Continues to Change the River Cruise Current with Iconic Itineraries, Intimate Suite Ships & Intentional Growth**

**DENVER, Colorado – July 8, 2025** – Avalon Waterways is cruising into 2026 at full speed – with record breaking bookings, surging demand and a growing portfolio of experiences that continue to turn the tide on traditional cruising. With sales 17% ahead of 2024 and already 7% higher than 2025 (at the same time last year), Avalon’s momentum is powered by what today’s cruisers want most: Iconic destinations, immersive experiences, passion-packed choices and a better way to cruise.

#### **Top of the River: Europe’s Best Bookings for 2026:**

- 1) The **Rhine River** continues to captivate with castles, cobblestones and endless charm from Amsterdam to Basel. Avalon’s [Romantic Rhine](#) itinerary is its most popular.
- 2) On the **Danube River**, guests are embracing two distinct stories and itineraries: [Danube Dreams](#) for the classic upper stretch and [Balkan Discovery](#) for a deeper dive into the less-traveled Lower Danube.
- 3) In **France**, Avalon’s strongest growth market, [Paris to Normandy](#) remains a bestseller, followed closely by the company’s **newest cruise** – the wine-rich [Bonjour Bordeaux](#) itinerary.

And, as always, Avalon’s **Christmas Cruise** itineraries are extremely popular, led by [Christmastime on the Danube](#) which glows with festive spirit and European tradition.

**The World – Beyond Europe.** On the [Mekong River](#), bookings are up 76% over 2025, where the company’s Suite Ship caters to just 36 guests and winds through the heart of **Vietnam and Cambodia**.

**Suite Ships, Smart Design & The Freedom to Choose.** Avalon’s success is anchored in more than scenic views – it’s built on a smarter, more personalized way to cruise. At the heart of the experience are Avalon’s award-winning Suite Ships, featuring:

- Two full decks of Panorama Suites – 30% larger than the industry standard.
- Open-Air Balconies with the widest-opening windows in river cruising.
- Beds that face the view – not the wall.

Paired with signature **Avalon Choice** excursions – featuring Classic, Discovery and Active activities – guests are free to personalize their days with excursions tailored to every interest and energy level.

**Where Curiosity Leads, Cruisers Follow.** While Avalon excels on the classic cruises that are leading the bookings craze, it's the company's [Active & Discovery](#) cruises that continue to carve-out a bold new category. With up to 28 included Active, Discovery and Choice excursions, these special cruise itineraries have redefined what's possible on a river cruise – inviting Avalon guests to dive deeper, stretch farther and experience destinations in entirely new ways.

“We didn’t just elevate river cruise ships – we reimagined the entire river cruise experience,” said Pam Hoffee, president of Avalon Waterways. “The record demand we’re seeing is more than cruising’s popularity. It’s about Avalon’s difference: Suite Ships with a view, passion-filled excursions and the freedom to cruise your way.”

From iconic itineraries and immersive experiences to Suite Ship design and personalized discovery, Avalon is delivering more of what today’s travelers are asking for. With 2026 shaping up to be its biggest year yet, Avalon isn’t riding the current. It’s intent on continuing to redefine it.

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

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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.com](http://www.avalonwaterways.com). Travel Advisors should visit [www.traveladvisorportal.com](http://www.traveladvisorportal.com).