



**FOR IMMEDIATE RELEASE**

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## **CHOICE IS THE NEW LUXURY.**

### ***As Personalization Reshapes River Cruising, Avalon Continues to Lead the Way.***

**TORONTO, ONTARIO – April 14, 2026** – Luxury in travel is being redefined. Increasingly, it isn't about more. It's about meaning. Experiences that feel personal with time well spent, plus the access and ability to explore destinations with ease in ways that reflect individual interests. On today's rivers, choice has become one of the clearest markers of a premium travel experience.

With its guest-first philosophy, Avalon Waterways recognized this shift early, building its river cruise model around personalization long before flexibility became an industry trend. Through [Avalon Choice Excursions](#), guests can select how they want to experience each destination with included Classic, Discovery and Active experiences as well as countless opportunities for independent exploration.

**According to the company's recent Wish List Survey of nearly 10,000 travellers, 99% of cruisers say having a variety of shore excursions is important when selecting a river cruise.** Avalon's approach addresses that expectation by offering multiple included experiences in nearly every port, with as many as 28 included excursion choices on select [Active & Discovery](#) sailings.

"Today's definition of luxury is simple: relevance," said Pam Hoffee, president of Avalon Waterways.

"Travel feels more meaningful when it reflects who you are. That's why Avalon continues to infuse our itineraries with more choice, more flexibility and more ways to connect with the places our guests visit. We've always believed the best journeys feel personal. That's why choice is part of our foundation instead of an add-on feature."

**Personalization That Goes Beyond Excursions.** Avalon's approach to choice is not limited to shore excursions. It's reflected in the broader design of the experience – from ships intentionally sized for fewer guests to excursions that naturally operate in smaller groups because travellers select different experiences based on their interests.

Whether biking through vineyard-lined landscapes, walking historic city centers or exploring culinary traditions alongside local experts, guests engage more directly with destinations through experiences designed around participation rather than observation alone.

Avalon also builds boundless flexibility into every itinerary with on-your-own discoveries, complimentary bikes and e-bikes and the on-hand and on-the-go services of Adventure Hosts, giving travellers confidence to explore beyond guided tours when inspiration strikes.

**A Boutique Approach to River Cruising.** This philosophy aligns with Avalon’s long-standing boutique approach to river cruising, where smaller ships, fewer guests and more personalized experiences work together to create a more connected style of travel. By designing experiences that naturally create smaller groups, Avalon enhances both comfort and authenticity – inviting more meaningful interactions with local cultures and fellow travellers alike.

As more travellers seek experiences that feel tailored rather than standardized and more personal rather than mass-market, Avalon’s long-established emphasis on choice positions the company as the leader in the evolution.

For more information, cruisers can visit [www.avalonwaterways.ca](http://www.avalonwaterways.ca). Travel Advisors can visit the [Travel Advisor Portal](#).

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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).