



**FOR IMMEDIATE RELEASE**

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**BACK BY POPULAR DEMAND ...  
Avalon Waterways and ACTA Announce Second,  
European River Cruise Summit**

**TORONTO, Ontario – March 21, 2024** – Avalon Waterways and ACTA are celebrating the return of the European River Cruise Summit for a second year in a row. On October 28, 2024, 130 lucky Canadian travel advisors will be welcomed on an illuminating cruise aboard the *Avalon Illumination*, to set sail on a [Danube Dreams](#) itinerary for immersive exploration through Europe’s heartland. **Canadian travel advisors are invited to register their interest [online](#) before Monday, April 8, 2024.**

This announcement comes on the heels of the inaugural river cruise summit that took place in late 2023 in which one hundred twenty-five (125) Canadian travel advisors – many of them new to river cruising – embarked on the *Avalon Vista* in Amsterdam for a week-long Rhine River cruise.

“We’re doing it again!” said Denise Harper, senior director of sales for the Globus family of brands. “There’s nothing like having advisors onboard with us to experience river cruising first-hand and see for themselves what makes Avalon Waterways special. From award-winning Panorama Suites with beds facing the view and complimentary Happy Hours on board to passion-packed adventures in port, thanks to included Avalon Choice excursions – this summit welcomes Canadian advisors to learn more about river cruising and Avalon while also investing in their own profitability with workshops and networking sessions for a week together in Europe. Interested advisors should register today!”

This special event and custom, travel advisor-only cruise will set sail in Budapest. Throughout the 8-day “Danube Dreams” itinerary advisors can not only follow their passions on “Classic,” “Discovery” and “Active” Avalon Choice excursions, they’ll also partake in onboard workshops and special events to ignite inspiration and business opportunities before disembarking in Vilshofen, Germany. This includes the opportunity to meet one-on-one with representatives from Manulife and Air Canada.

“Providing high-quality, experiential learning and professional development opportunities for Canadian Travel Advisors is a key pillar for ACTA. We are thrilled to be working with Avalon Waterways again in 2024 to bring this exciting opportunity to ACTA Member Travel Advisors,” said Wendy Paradis, ACTA President. “The feedback about our 2023 European River Cruise Summit with Avalon Waterways was tremendous.. Interested advisors shouldn’t wait to register for this incredible opportunity!”

Those selected to set sail on the 2024 Avalon Waterways and ACTA European River Cruise Summit will be invited to share their full details while also providing a nominal, non-refundable deposit of C\$250 on/after April 22, 2024. The cost for the cruise is \$1,300 (based on double-occupancy) – which includes pre-paid gratuities and port charges. All other details – including Air options – will be shared with selected travel advisors, post-registration.

Once again, advisors must register their interest [online](#) **before Monday, April 8, 2024**. Only ACTA Member Travel Advisors will be considered. Those advisors who are not currently ACTA members can submit their membership application at [www.acta.ca/membership](http://www.acta.ca/membership). Selected advisors will also need to complete a new educational program offered by the Globus family of brands in order to attend. For all other details, travel advisors should email [summit@globusfamily.com](mailto:summit@globusfamily.com).

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