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Press release

A-ROSA becomes an even more attractive place to work

The cruise company unveils its stylish crew areas on the new A-ROSA SENA – plus additional advantages for employees

Rostock, 9 December 2021 – The A-ROSA SENA is scheduled to sail on the northern Rhine from May 2022. This innovative E-Motion Ship provides a more spacious and comfortable environment – not just for guests, but also for crew members. A team of designers has worked closely with the operations team to create crew areas on board that are perfectly tailored to crew members' needs. The modern, generously sized double cabins feature bunk beds, a desk and a bathroom, and offer plenty of storage space. What's more, they have special areas for personal items and keepsakes so that crew members can really make themselves feel at home. "The A-ROSA SENA's cabins for crew members are unique in our industry. They're really comfortable and they look fantastic," explained Markus Zoepke, COO at A-ROSA. For officers and captains there are single cabins available, each with a separate bedroom and living area.

A further innovation on the new ship is the dedicated recreation room for crew members: a place where they can meet and have a chat in one of the seating areas, play games or watch films together. There's also a very stylish crew mess, which looks just like a modern restaurant.

"Our employees are our most valuable asset," stressed Jörg Eichler, CEO of A-ROSA Flussschiff GmbH. "If we want them to make our guests happy, feel motivated to do a great job and remain loyal to us in the long term, we have to ensure that they're completely satisfied. That's why we've put so much time and effort into designing the crew areas on board our new ship."

But it's not just the A-ROSA SENA crew that is set to benefit from the management's appreciative attitude to its employees. "We've developed a detailed concept for further improving conditions for our crews and providing them with attractive benefits," explained Zoepke. From the 2022 season, gross wages will be raised for crews sailing the Rhine and Danube and deductions will be reduced to the statutory minimum. This will increase crew members' net wages by 20–28%. There will also be a greater focus on work-life balance: employees who build up their full leave entitlement will have between 6.7 and 8.2 days of leave per month available to them. "We place great value on working with the same people for the long term. That's why in future we'll pay all crew members who return for the new season a bonus of 500 to 1,000 euros," added Zoepke.

A-ROSA Flussschiff GmbH's newest vessel, the A-ROSA SENA, will be calling at cities including Amsterdam, Rotterdam and Antwerp from May 2022. This E-Motion Ship is ground-breaking in a number of different ways. It boasts the latest technology for

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sustainable cruising and feels much more spacious. With bigger cabins and suites that all come with a balcony as standard, more room on the sun deck and an extra-large wellness area, the ship sets new standards for the industry.

Image captions

01_Crew-Recreation-Room_A-ROSA SENA.jpg

02_Crew-Mess_A-ROSA SENA.jpg

03_Crew-Cabin_A-ROSA SENA.jpg

04_Captain's-Cabin_A-ROSA SENA.jpg

Renderings: A-ROSA Flussschiff GmbH/JOI-Design

About A-ROSA

A-ROSA is the creator of cruises with a difference that take in cities, towns and countryside along Europe's most beautiful rivers: the Danube, Douro, Rhine/Main/Moselle, Rhône/Saône and Seine. The current fleet is made up of 12 premium ships, all of which combine the amenities of a hotel (quality entertainment programme, modern facilities) with the benefits of a cruise. On board, Premium all inclusive rate guests can enjoy varied buffets, high-quality drinks and access to the SPA-ROSA, which features a sauna, massage room and gym. One of the highlights of the cruises is the opportunity to relax on the sun deck or balcony and watch the magnificent scenery drift by. The ships dock in central locations, close to the heart of European metropolises, renowned historical sites and famous cultural and natural attractions – providing unforgettable experiences. To ensure that the cruise is a hit with the whole family, there are generously sized cabins, a Kids Club and heated outdoor pools, as well as a programme to suit every guest's needs. What's more, children aged 15 and under travel free. A-ROSA Flussschiff GmbH is headquartered in Rostock/Germany and has sales offices in the UK and Australia.

Further information about the company as well as accompanying press material can be found at www.rosa-cruises.com/press