

**Press Contact**

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MEDIA RELEASE

## *A-ROSA celebrates 20th anniversary*

### **A-ROSA United Event and anniversary offers for the 20th anniversary**

**Rostock, 4 April 2022** – On 5 April 2022, the A-ROSA Flussschiff GmbH will celebrate its 20th birthday. Exactly 20 years ago – on 5 April 2002 – the first two ships in the fleet were christened A-ROSA BELLA and A-ROSA DONNA in Rostock. A-ROSA celebrates the anniversary on board its ships with an A-ROSA United Event, where guests celebrate together with the crew until late at night.

For celebrating the 20th anniversary, there will be an anniversary bonus of up to 400 euros per person on many cruises. In addition, there will be an exclusive anniversary special where guests will receive up to 20 percent off and thus even benefit from savings of up to 500 euros per person.

### **20 years of A-ROSA**

"We look back on the past 20 years with pride," sums up COO Markus Zoepke, who has been on board with A-ROSA since 2003. "Two ships on the Danube have now become twelve ships in five destinations– and in May, the next member of the family will join us with the A-ROSA SENA."

With the introduction of the A-ROSA brand, river cruises were offered for the first time to a younger clientele – detached from conventions, casual, active and full of highlights on board and ashore. The company has always remained true to this concept.

"Shortly after I joined as CEO, we offered the first family cruises with Kids Club in the industry in 2014 and introduced the popular Premium all-inclusive tariff," CEO Jörg Eichler looks back. "We are not resting on our laurels, however, but have big plans again with our recently unveiled realignment from 2023 – even more premium, individuality and service, in other words, even more A-ROSA," he concludes.

### **Review of the christening of A-ROSA BELLA and A-ROSA DONNA**

After a construction period of only twelve months in the Neptun Yard Rostock, the two innovative river ships A-ROSA BELLA and A-ROSA DONNA received their official names during a double christening ceremony on 5th April 2002 in Rostock's city harbour.

Godmother of A-ROSA BELLA was the 18-year-old The Honourable Anna Sterling, daughter of Lord Sterling of Plaistow, Chairman of P&O Princess Cruises. A-ROSA DONNA was christened by Anja Mager, 19 years old and an office management trainee with Seetours in Rostock.

After an experience ship tour and reception in the coffee house on board, the guests were invited to the dinner "La BELLA DONNA" with live entertainment in the Nikolaikirche Rostock.

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Immediately after the christening, the two 860-ton ships left the Rostock overseas port expertly packed and secured on a barge for the Danube delta.

**History of A-ROSA**

The A-ROSA brand was founded in 2000 by Seetours, the German offshoot of P&O Princess Cruises. Shortly after the deployment of the first two Danube ships, the company was taken over by Deutsche Seereederei in 2003 and the Danube fleet was expanded by two more ships. The Rhône was introduced as a new trade lane in 2005, on which A-ROSA STELLA and LUNA have been cruising ever since.

In 2009, the first cruises on the Rhine started and the financial investor Waterland bought A-ROSA. After three classic Rhine ships, two Rhine-Main-Danube ships were put into service in 2012 and 2014 with the A-ROSA SILVA and FLORA. In 2013, Jörg Eichler came on board as managing director and introduced the premium all-inclusive fare and family cruises with Kids Club from 2014.

With the Seine, the second French cruising area was added to the portfolio in 2017. After the takeover by the British financial investor Duke Street in 2018, the A-ROSA ALVA set sail on Portugal's Douro.

In the 20th anniversary year of 2022, a total of twelve A-ROSA ships will be sailing in five European destinations. In May 2022, the A-ROSA SENA, the most innovative ship in the fleet, will join them, offering more space for the A-ROSA concept - spacious balcony cabins, a dedicated Family Area with Kids Club, several restaurants and bars as well as a particularly large wellness and fitness area. Thanks to a hybrid drive system with battery storage, it is the most climate-friendly cruise ship on Europe's rivers. A-ROSA also presented its new orientation from 2023, where even more quality and individuality will be offered with a PremiumPLUS range.

**Caption**

01\_Christening\_A-ROSA-BELLA-DONNA\_2002\_c\_Lothar-Lentz

02\_Christening\_A-ROSA-BELLA\_2002\_c\_Lothar-Lentz

Photos: Lothar Lentz

03\_Joerg-Eichler\_Markus-Zoepke\_c\_A-ROSA

Photo: A-ROSA Flussschiff GmbH

**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,

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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](http://www.rosa-cruises.com/press)*