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MEDIA RELEASE

A-ROSA SENA on maiden voyage

E-Motion Ship departs Cologne for the first time with guests on board

Rostock, 20 June 2022 – On 18 June 2022, the A-ROSA SENA departed from Cologne for her maiden voyage with her first guests on board. Prior to this, the ship was blessed in Düsseldorf by Deacon Michael Inden, as well as christened by Clara Eichler, daughter of A-ROSA CEO Jörg Eichler, in the presence of the management, the investors and the crew. Due to supply challenges, the first cruise started slightly later than initially planned, which meant that this ceremony took place in a small circle only. Thanks to the hybrid propulsion system, the first departure was accomplished with the help of electrical energy from the battery storage.

Guests and crew were excited about the sustainable new ship: "A-ROSA SENA's design is truly unique on the river. Together with the spacious interior layout, she offers a completely new travel experience", comments hotel manager Dennis Brenner. Captain Ulrich Schwalbe adds: "Thanks to the hybrid propulsion system and the exhaust gas purification filter, you don't notice any emissions on board and can just enjoy the pure cruising experience." The E-Motion Ship recently received the "German Award for Sustainability Projects 2022" for her environmentally friendly technologies.

Throughout the summer, the A-ROSA SENA offers 7-night voyages from Cologne via Amsterdam, Rotterdam, Dordrecht and Antwerp. Guests can disembark individually or discover the destinations through exclusive shore excursions organized by A-ROSA. Whether a gracht tour in Amsterdam, a visit to the miniature world Madurodam in Rotterdam, a canoe trip through the nature reserve Biesbosch or a culinary city tour through Antwerp – there is something for all tastes. The last day of the trip is a cruising day during which guests can enjoy everything the ship has to offer at their leisure: The large SPA-ROSA with sauna, whirlpool and massage room, the fitness area, two pools on the sun deck, the Kids Club for little guests and various restaurants and bars.

Captions

A-ROSA SENA.jpg

In the presence of the management, the investors as well as the crew, the A-ROSA SENA was christened by Clara Eichler, daughter of CEO Jörg Eichler, in Düsseldorf on 17 June.
Photo: A-ROSA River Cruises

A-ROSA SENA_Cologne.jpg

The A-ROSA SENA making her first departure with hybrid propulsion system in Cologne.
Photo: A-ROSA River Cruises

A-ROSA SENA_Hotelmanager.jpg

Hotel manager Dennis Brenner welcomes the first guests on board the A-ROSA SENA.
Photo: A-ROSA River Cruises

A-ROSA SENA-Guests.jpg

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The guests of the first cruise are impressed by the modern design and the diverse offers of the A-ROSA SENA. Photo: A-ROSA River Cruises

A-ROSA SENA_Pavilion.jpg

In the Pavilion, guests can enjoy a served menu for dinner. Photo: A-ROSA River Cruises

A-ROSA SENA_Kids_Club.jpg

In the first Kids Club on a river cruise ship, the small guests experience exciting adventures. Photo: A-ROSA River Cruises

A-ROSA SENA_SPA-ROSA.jpg

The SPA-ROSA offers pure relaxation. Photo: A-ROSA River Cruises

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