

**Press Contact**

A-ROSA Flussschiff GmbH  
Annika Schmied · Senior PR Manager  
Loggerweg 5 · 18055 Rostock · Germany  
Phone: +49 381 440 40 240  
Email: presse.fluss@a-rosa.de

**MEDIA RELEASE**

## *A-ROSA prepares for 2023 season*

### **River cruise fleet will welcome guests with upgraded premium concept**

**Rostock, 26 January 2023** – On 19 March, the A-ROSA ships will sail into the new season, introducing an upgraded premium all-inclusive fare on Danube, Rhine, Rhône, Seine and Douro. Guests will be offered even more individuality, service, cuisine and regionality – on board as well as ashore. From 4 April, all 13 ships will be operating, delivering an all-around immersive travel experience.

Until the beginning of April, the fleet will sail 5-night voyages. All March departures on the Rhine, Danube and Rhône will, as themed cruises, offer a unique program of workshops and lectures on wellbeing, lifestyle and creativity. The following month the well-liked 7-night itineraries will be joined by more extensive cruises. A-ROSA FLORA will start her first journey towards the Danube Delta on 10 April, sailing from Passau (Engelhartzell) all the way to the Black Sea. Thanks to an extension of two nights, the 18-night Danube Delta itinerary will be the longest cruise in the history of A-ROSA. The Danube Cataracts itinerary has been extended as well, from 12 to 14 nights – with the first departure on 21 May. Thanks to the extension, guests will have more time to explore multifaceted metropolises such as Belgrade, Budapest, Bratislava and Vienna. Often, an overnight stay offers the opportunity to also experience the historic capitals during the evening and night hours. Starting 29 April, guests will further have the chance to discover the Rhône in depth on a 14-night trip, visiting cities such as Lyon, Avignon and Arles, accompanied by Southern French scenery, culture and cuisine.

Along with the enriched travel experience ashore, the entertainment program on board will be upgraded. From 5-night voyages, up to two concerts will be performed on board. The handpicked entertainers will usually originate from and around the destinations the ships are visiting and will bring the flair of the region on board. "The entertainment element is just one of many that we will enhance with our realignment. Thanks to various innovations such as our App, the Guest Relation Management and unique Destination Scouts, we will offer our guests more service and flexibility than ever", explains Jörg Eichler, CEO of A-ROSA River Cruises. "Still particularly important to our guests is the culinary experience – in addition to very high quality, we will feature a choice between a la carte dinner and buffet", Eichler adds. The Kids Club will be extended beyond selected family cruises to any departure where at least ten children are on board, as well as the stationary Kids Club on A-ROSA SENA. By doing so, the company is reinforcing its position as the only line in the industry that also caters to multigenerational vacationers. A strong emphasis on wellbeing, delivered through an expanded SPA and fitness offering, as well as new active excursions and rentable bicycles, are further novelties of the river cruise line's realignment.

**Caption**

Belgrad\_c\_A-ROSA.jpg

The Serbian capital is one of the highlights of A-ROSA Danube cruises. Photo: A-ROSA River Cruises

Arles\_c\_A-ROSA.jpg

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Savoir vivre in towns along the Rhône. Photo: A-ROSA River Cruises

Families\_c\_A-ROSA.jpg

Exciting travel experience for big and small. 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: Danube, Douro, Rhine/Main/Moselle, Rhône/Saône and Seine. The current fleet is made up of 13 ships, all of which combine the amenities of a hotel 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. 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. In June 2022 the E-Motion Ship A-ROSA SENA entered service on the Rhine. Its truly innovative concept earned the 1. Place at the 2022 German Awards for Sustainability Projects in the category "Service – Transportation". 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.amosa-cruises.com/press](http://www.amosa-cruises.com/press)*