

**Press Contact**

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**MEDIA RELEASE**

# *A-ROSA makes 2024 sailings bookable*

**Rich itineraries, even more premium and new app features**

**Rostock, 6 March 2023** – From March 6, 2023, all 2024 season itineraries of the thirteen A-ROSA ships are open for booking. The 2024 preview, with which A-ROSA River Cruises informs its sales partners about the offerings for the coming season, is published just in time for the ITB. More than 50 different itineraries will take in Europe's most popular cities, such as Amsterdam, Budapest, Vienna and Paris, as well as breathtaking landscapes such as the Wachau Valley and the Middle Rhine Valley.

New in the 2024 season are in particular extended panoramic cruises, which the A-ROSA guests wished for. The 7-night voyages of the A-ROSA SENA, which call at the metropolises Amsterdam and Rotterdam, will be enriched by a sail on the Markermeer as well as an overnight stay in Antwerp. Two new itineraries provide a contrast to the usual city break and even more relaxation: From 2024 on A-ROSA AQUA and A-ROSA BRAVA will invite guests to the "Rhine Experience IJsselmeer", which calls at Huizen, Enkhuizen, Hoorn and Arnhem. The trip is rounded off by sweeping views on the IJsselmeer and Markermeer. Another blend of relaxation and city life can be enjoyed on the new voyage "Rhine Experience Netherlands & Belgium," which cruises the Scheldt region and stops in the Belgian capital of Brussels as well as in Vlissingen, where the Scheldt meets the English Channel.

**Even more premium with the A-ROSA APP**

The Premium All Inclusive fare, which has been widely extended, will enter its second season in 2024 and will be continuously upgraded with new features. The emphasis is on even more individuality, flexibility and locality. As one of the new highlights, the A-ROSA APP is constantly being improved to include further functions. In time for the ITB, the educational onboard announcements will be integrated into the app, making them available in rest areas such as cabins. The application informs the guest about a passing shore highlight, allowing them to listen to further details. Also available via the app are interactive tours of selected cities. The tours may be started individually and experienced according to the guest's own preferences, leading along important sights and offering extensive information. The A-ROSA APP, which further includes beverage ordering and the daily programme, is free of charge for all guests and available for iOS and Android devices.

"With our extended Premium All Inclusive fare, we will continue to offer our guests exclusive product inclusions. The important thing for us is that we keep adding new elements, which will intensify the travel experience. Of course, we will also continue to develop and tailor our A-ROSA APP to the needs of our guests. Digitalisation is of great significance to us. An increasing number of guests are using mobile devices on holiday, and we are providing a handy application which makes the trip even smarter and reduces paper waste," explains Jörg Eichler, CEO of A-ROSA River Cruises.

The 2024 sailings can be booked at travel agencies, online and through the A-ROSA Service Center. Guests can look forward to an extensive holiday experience in the visited regions.

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On board, many local products complement the buffet selection and guests can choose between the high-quality A-ROSA gourmet buffet or an a-la-carte menu in the evening. New Destination Scouts share real insider tips for discovering their homeland, while local guest artists will perform in the A-ROSA Lounge and included city tours offer educational insights. Guests will also further benefit from the new Guest Relation Management, which takes care of individual and special requests.

**Pricing example:**

Rhine Experience IJsselmeer or Rhine Experience Netherlands & Belgium from/to Cologne

7 nights from € 1.299 p.p.\*

Departures: April – October 2024

\* Premium All Inclusive fare incl. € 200.00 super early bird discount for bookings made by 30.11.2023 based on double occupancy.

**Caption**

2024-Season\_c\_A-ROSA.jpg

All 2024 season cruises of the thirteen A-ROSA ships are now bookable. Photo: A-ROSA River Cruises

A-ROSA-APP\_c\_A-ROSA.jpg

Interactive city tours are available free of charge via the A-ROSA APP. 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.rosa-cruises.com/press](http://www.rosa-cruises.com/press)*