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MEDIA RELEASE

A-ROSA's unique Destination Scout concept gets underway

Cruise line continues to focus on locality and individuality

Rostock, 24 April 2023 – A-ROSA River Cruises' new Destination Scouts have begun sharing their insider knowledge and local tips on key cities on the Rhine and Danube.

As part of A-ROSA's 2023 concept to make their European river cruises more authentic, more immersive and more inclusive than ever before, the line has enlisted passionate and knowledgeable local experts in key destinations on selected routes to quickly allow guests to get the lowdown on insider tips and experiences to maximise their time ashore beyond the tourist trail.

Destination Scouts advise A-ROSA's onboard Excursion Expert on all the latest destination insight and local knowledge on their given city, so it can be shared with guests on board. In addition, on specific itineraries and dates, the Destination Scouts also come on board and share their tips directly with the guests. Guests will be able to then use any tips gained to explore the city with the exclusive eye of a local the following day.

This includes tips such as: where are the best places to go shopping; the best restaurants and cafes to visit; which are the best and newest exhibitions to recommend and any special local concerts taking place that might be of interest to guests. They will also share their thoughts on the hidden gems that are away from the main attractions.

Examples include:

Danube Classics – In Vienna, one of the Destination Scouts is Elisabeth Weigand who has over 30 years of experience when it comes to knowing Vienna and all its best kept secrets.

Romance on the Rhine & Moselle – In Mainz, Paul, Simon and Bjorn from MAINZGUIDE will come on board – they know the city incredibly well, especially its wine taverns!

Rhine Discovery Amsterdam & Rotterdam – The ship docks in Amsterdam for a day and a half offering plenty of time to be fully immersed in the city. Here, one of the Destination Scouts is Dutch native Harry Struylaard, who will be on hand to ensure guests are fully immersed in this fascinating city.

Jörg Eichler, CEO of A-ROSA River Cruises said: "Sharing our Destination Scouts knowledge with our guests means they are able delve even deeper into the city they are visiting. The Rhine and Danube feature some incredible cities bursting with unique culture, art and history. We are delighted to be working with a host of knowledgeable locals who will share valuable insight into their hometowns as well as tips on local activities, culinary delights and much more."

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**Caption**

Mainzguide_c_Hirschmann.jpg,

The MAINZGUIDE team knows more than just the best wines of their city. Photo: Annegret Hirschmann

Weigand_c_Matejschek.jpg

Elisabeth Weigand is one of the locals introducing A-ROSA guests to the fascination of Vienna. Photo: Elisabeth Weigand/Daniela Matejschek

Budapest_c_A-ROSA.jpg

The A-ROSA exclusive Destination Scouts call cities such as Budapest their home. 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 order to preserve the cities and natural landscapes for future generations, A-ROSA has a clear focus on sustainability. The line's newest hybrid powered ship A-ROSA SENA was awarded with the German Awards for Sustainability Projects 2022. 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