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## MEDIA RELEASE

## *A-ROSA SENA chosen as river cruise ship of the year* **E-Motion Ship awarded with renowned German Cruise Guide Award**

**Rostock, 27 September 2023** – The A-ROSA SENA was named “River Cruise Ship of the Year 2023” at the Cruise Guide Awards (*Kreuzfahrt Guide Awards*). A-ROSA CEO Jörg Eichler accepted the award, which is renowned in the industry, in Hamburg. An expert jury chose the overall eight winners from over 30 pioneering ships which had been nominated by the editors of Cruise Guide (*Kreuzfahrt Guide*).

A-ROSA SENA convinced the jury with her modern design, spacious balcony cabins, versatile restaurant, large SPA-ROSA and family concept with Kids Club and family cabins. Last but not least, the innovative propulsion concept with battery storage for efficient and temporarily electric sailing also scored points.

“This award is one of the most important in the German-speaking cruise industry, but also attracts international attention. We are extremely pleased that A-ROSA SENA has been honoured with the award for ‘Best River Cruise Ship’ as an exemplary ship by the expert jury. For us, the course towards more innovation, more sustainability and unique holiday experiences does not end with A-ROSA SENA, of course. We are already working on new concepts”, reveals Jörg Eichler, CEO of A-ROSA River Cruises.

**Caption**

Cruise-Guide-Award\_c\_A-ROSA.jpg

Jörg Eichler accepted the Cruise Guide Award for A-ROSA SENA as "River Cruise Ship of the Year" in Hamburg. 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 fare 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 highly focuses on sustainability. The line’s newest hybrid powered ship A-ROSA SENA was awarded 1. Place at the 2022 German Awards for Sustainability Projects. 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.a-rosa-cruises.com/press](http://www.a-rosa-cruises.com/press).