

**Press Contact**

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

**MEDIA RELEASE**

## *A-ROSA creates dedicated entertainment department* **Diverse entertainment hosts and guest artists will feature in the 2024 season**

**Rostock, 23 May 2024** – A-ROSA River Cruises has created its own dedicated entertainment department at its headquarters in Rostock, Germany. The four strong team will be responsible for the continuous development of all onboard entertainment, a key strategic priority for the river cruise line moving forward. The new department will manage the entertainment programmes both during the day and in the evenings, themed cruises and children’s offering.

A-ROSA is the first river cruise line to create their own entertainment department, rather than using a third party. This allows the operator to control the quality of the on-board entertainment directly, pick up on new trends and continue with successful concepts. The A-ROSA ships are built with entertainment in mind and many of them have real stages for artists to perform on, DJ booths and special lighting options – which is not the industry standard.

Expanding the guest artists offering is a key focus for the line going forward and to create this network, Fadi Gaziri has been hired as A-ROSA’s entertainment manager. A Brit living in Hamburg, Fadi has built up numerous contracts with artists through his work at AIDA and TUI Cruises and through his work as an audio branding expert. Fadi’s extensive experience and network in the industry means he can attract high quality artists on board, many of whom have never been experienced on a river cruise before.

Alongside pop, jazz, folk and rock singers the artist portfolio will now showcase musical theatre names including international performers from shows such as Phantom of the Opera, Cats and The Hunchback of Notre Dame. There are also musicians who come on board including trumpeter Françoise Berody, violinist Tamas Seres and ‘Grandcelli Duo’ a pair of cellists alongside new tribute artists covering Elvis, Elton John or Billy Joel. Additionally, as part of its commitment to encouraging the up-and-coming generations, A-ROSA continues to support young artists and invites budding singer-songwriters onboard to perform their songs in an intimate atmosphere of the A-ROSA Lounge.

The new entertainment department will also be responsible for more than just music performances onboard. Guests can enjoy cabaret, magicians, cartoonists and even sand painting shows from a range of artists, some already popular favourites with A-ROSA guests and others new to the programme. The expansive programme of themed cruises also falls under this department, with everything from meditation and mindfulness to photography, dance and nutrition and yoga.

Most A-ROSA ships have an onboard Entertainment Host who is responsible for the smooth running of the day-to-day programme and many have their own talents which can be enjoyed during the cruise!

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**Captions**

Entertainment-Team\_2024\_c\_A-ROSA.jpg

The A-ROSA entertainment team at the season kick-off with the on-board entertainment hosts. Photo: A-ROSA River Cruises

Sand-Artist\_Eva-Aibaz\_c\_private.jpg

Eva Aibaz will enchant with pictures and stories made from sand on-board the A-ROSA ships. 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 15 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. To preserve the visited destinations and landscapes for future generations, A-ROSA puts high focus 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 <https://newsroom.a-rosa-cruises.com>.*