

Press Contact

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MEDIA RELEASE

A-ROSA sets new kids & teens record

3,000 children on board in 2024 | Popular family cruises and swimming lessons in the 2025 season

Rostock, 06 February 2025 – A-ROSA is looking back on a successful 2024 season, which saw record numbers of both total guests and kids & teens. Of the 95,000 A-ROSA guests, almost 3,000 were children up to the age of 15 – an increase of around 7 per cent on both counts. Around 30 of the children successfully participated in swimming lessons on A-ROSA SENA on three different departure dates during the summer holidays. Many young guests are expected on A-ROSA ships in the coming season as well, with an exciting programme waiting for them on board and ashore.

Family cruises have a long tradition at A-ROSA and children up to and including the age of 15 travel free of charge* all year round. A special programme awaits children from 4 to 15 years of age in the A-ROSA Kids Club, which offers a variety of creative and fun activities during selected key holidays, such as pizza baking with the chef, treasure hunts all over the ship or cosy movie nights. There is also plenty to discover on land thanks to family-friendly excursions. In Paris Disneyland awaits, while a visit to the Chocolate Museum in Antwerp is a favourite on the Rhine. On the Danube, young explorers in Vienna can take on the role of history detectives and explore the city's past in an entertaining way.

"This new record makes us proud and confirms our course. Over ten years ago, A-ROSA successfully established itself as an operator for multigenerational holidays and has enjoyed steadily growing success. We are looking at strong pre-bookings for the 2025 season and already have more than half the number of children from last year booked. The combination of relaxation, our Kids Club programme and diverse destinations is the perfect combination to create unforgettable memories for the whole family," says Stefan Sprunk, Director Sales & Product.

Another family highlight are the swimming lessons on A-ROSA SENA during the summer holidays. In cooperation with certified swimming instructors from the *Wasserlust* swimming school, children can participate in one of three courses: a beginners' course for children who have never tried swimming before, a course for those who are already comfortable in the water and an advanced course. In the 2025 season, these lessons will be offered during the 7-night departures from 26 July and from 9 August on the "Rhine Experience Amsterdam & Rotterdam" itinerary.

A-ROSA SENA offers even more amenities for families. The dedicated Family Area on Deck 1 is home to 28m² family cabins that can accommodate up to five people. Directly adjacent to the family cabins on Deck 1 is the dedicated Kids Club room, which is the first of its kind on a river cruise ship. The room is divided into various areas for playing, crafting, relaxing and exploring. The entertainment programme, for which A-ROSA has hired its own Kids Club team, takes place all year round. The culinary offer on board A-ROSA SENA has also been tailored to the tastes of younger guests with a kids' buffet.

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*Children up to and including the age of 15 travel free of charge with A-ROSA when accompanied by at least one (2 in cat. G) supervising adult on Deck 1; from Deck 2, a 30 per cent saving applies. Furthermore, children up to the age of 7 can use a sofa bed on A-ROSA SENA in cabin categories B-D free of charge when accompanied by 2 supervising adults. On A-ROSA ALVA, A-ROSA ALEA and A-ROSA CLEA, children accompanied by at least one supervising adult receive a 30 per cent saving.

Captions

Family_c_A-ROSA.jpg

A-ROSA has successfully established itself as an operator for multigenerational holidays. Photo: A-ROSA River Cruises

Kids Club_c_A-ROSA.jpg

In the A-ROSA Kids Club, kids and teens can enjoy a fun-packed entertainment programme. Photo: A-ROSA River Cruises

Swimming lessons_c_A-ROSA.jpg

Last season, many little guests successfully participated in the A-ROSA swimming lessons. 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, a choice of 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. The company's flagship is the innovative E-Motion Ship A-ROSA SENA with a hybrid propulsion system and battery storage. 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>.