

Press Contact

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MEDIA RELEASE

A-ROSA reports successful wave season

2025 season starts in March with new itinerary highlights and flexible fare

Rostock, 12 February 2025 – A-ROSA Flussschiff GmbH can report an exceptionally strong start to the 2025 season in advance of its official beginning on the rivers. The booking wave, which began in November and December 2024, continued with undiminished momentum in January and February 2025. In these peak months, incoming bookings were up 35% compared to the previous year and up to 50% in record weeks.

Rolf-Dieter Maltzahn, CEO of A-ROSA Flussschiff GmbH, enthuses: “The ongoing demand affirms our new pricing system, which rewards early bookers. Our guests have recognised the benefits of early planning. It is especially satisfying that reservations are spread evenly throughout the year, with May and June being particularly popular.”

The 2025 season starts on 5 March on the two major European rivers, the Rhine and the Danube. On the Rhine, A-ROSA ALEA opens with a mini cruise to the Netherlands. Her sister ship, A-ROSA CLEA, is inaugurating a new port of departure in this cruise region: Frankfurt. From the Main metropolis, she sets off on almost ten different itineraries, including a new 7-night cruise combining the Middle Rhine Valley with Frankfurt and Cologne. A-ROSA SILVA invites guests to join her on another new 7-night cruise “Main & Moselle Experience” from Cologne, combining Cochem and Bernkastel-Kues on the Moselle with Frankfurt and Aschaffenburg on the Main.

On the Danube, A-ROSA RIVA also starts on 5 March with a mini cruise to the most beautiful destinations in Austria. In 2025 all A-ROSA sailings on the Danube will begin in Passau. The new 9-night cruise “Danube City Panorama”, which offers longer stays in Vienna and Budapest as well as stops in Bratislava, Tulln and Linz, is particularly popular.

The Douro season begins on 19 March with A-ROSA ALVA and her “Douro Experience” itinerary. “In 2025, the Douro is once again proving to be one of our favourite rivers for early bookers, alongside the Seine. Anyone who wants to experience the beauty of the Douro Valley between Porto and the Spanish border should decide soon,” emphasises Rolf-Dieter Maltzahn.

The picturesque landscapes of Normandy, which stretch between Paris and the English Channel, are also well-loved. A-ROSA VIVA opens the season on the Seine on 27 March with the “Seine Rendez-Vous with Paris” itinerary.

The Rhône already celebrates its 20th anniversary with A-ROSA in 2025 and starts the season on 3 April with A-ROSA LUNA and the popular “Rhône Route Rendez-Vous”. New itineraries include the 7-night sailing “Rhône Route Provence”, which features overnight stays in the charming cities of Lyon, Avignon and Arles. The 9-night “Rhône Route Panorama” itinerary is also on offer, which, in addition to the classic highlights, also explores the Saône through Burgundy, offering even more scenic beauty.

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“In the 2025 season, we are continuing our successful course by focusing on our guests’ wishes and creating innovative trends,” explains Rolf-Dieter Maltzahn. “With our new itineraries and longer stays in port, we are responding to the desire to slow down and enjoy more in-depth experiences in the cities and regions we visit.” The flexible Premium All-Inclusive fare offers an ideal combination of comfort and individuality: guests enjoy a wide range of services such as Full Board Plus and an all-day selection of drinks but can also book additional options such as the Premium Plus drinks package or transfers to suit their preferences.

Maltzahn’s tip: “We recommend everyone interested to take advantage of our early booking price until 28 February. Not only will our guests benefit from attractive prices, but they will also secure their favourite cabin on their dream itinerary.” Bookings can be made at travel agencies, via the A-ROSA Service Center at 0381-202 6001 or at www.amosa-cruises.com/cruises.

Captions

A-ROSA ALEA_c_A-ROSA.jpg

A-ROSA ALEA kicks off the 2025 A-ROSA season on the Rhine. Photo: A-ROSA River Cruises

Bratislava_c_A-ROSA.jpg

Guests can explore the Slovakian capital on the new 9-night “Danube City Panorama” cruise. Photo: A-ROSA River Cruises

Premium_c_A-ROSA.jpg

In the 2025 season, the popular Premium All-Inclusive fare can be individualised even further. 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>.