

**Press Contact**

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## MEDIA RELEASE

## *A-ROSA opens bookings for 2026 season*

### **New itinerary highlights | Familiar Premium fare & pricing system**

**Rostock, 03 March 2025** – The river cruises of A-ROSA for the 2026 season can be booked from 3 March. In the 2026 season, the 15 ships in the A-ROSA fleet will set sail on over 60 different itineraries in the Rhine/Main/Moselle, Danube, Seine, Rhône/Saône and Douro cruise regions. The 2026 Booking Preview has also been released in time for ITB Berlin, showcasing the variety of A-ROSA itineraries – from mini cruises and Wine & Gusto departures to festive sailings – as well as the Premium All-Inclusive fare and the pricing system.

“The new version of our fare and pricing system for the 2025 season has been well received – which our very good booking figures underline. All our rivers are very popular – the Danube and Seine in particular have seen significant year-on-year growth, as has the Rhine thanks to our new ships A-ROSA ALEA and CLEA. These are clear signs for us that our product is proving successful in the market, which is why we are emphasising continuity in 2026” explains Rolf-Dieter Maltzahn, CEO of A-ROSA Flussschiff GmbH. The new flexible A-ROSA Premium fare offers the opportunity to combine the included services with additional options such as arrival and departure, hotel accommodation, transfers, excursions or the Premium Plus beverage package.

The successful itineraries will also be largely continued, but some will be tweaked in line with guests’ wishes. New developments are concentrated on the two best-known European rivers – the Danube and the Rhine. The focus on “Relaxed Cruising” – a particularly serene and at the same time immersive travel experience – will be intensified once again in the 2026 season. This is why the number of departures on the 9-night “Danube Panorama” cruise has been more than doubled. On board the family ship A-ROSA FLORA, guests can visit the three capital cities of Vienna, Budapest and Bratislava as well as Tulln, Linz and Esztergom. Additionally, by popular demand, the well-loved ports of Melk and Dürnstein have been included in a number of Danube itineraries with a stay of at least five hours – for example on the 4-night “Danube Christmas Markets” cruise, which four of the five A-ROSA ships on the Danube have on offer.

Another six ships in the fleet are sailing on the Rhine, which boasts the greatest range of itineraries with over 30 different cruises. In 2026, the 7-night itineraries on the northern Rhine will have distinctive focuses, mainly related to long stays in the major cities of the Netherlands and Belgium. For example, the “Northern Rhine Experience” cruise combines overnight visits to Antwerp and Nijmegen with stops in Ghent, Rotterdam and Duisburg. The Belgian capital Brussels can now be discovered in depth on the “Rhine Experience Netherlands & Belgium” itinerary – while Dutch ports such as Willemstad and Vlissingen offer a striking contrast. The “Rhine Experience IJsselmeer” sailings will be just as rich in contrast, with stops in coastal fishing villages complemented by a stay in Amsterdam.

Anyone wanting to experience the nightlife of the Dutch capital is best advised to choose the “Rhine Experience Amsterdam & Rotterdam”. The popular itinerary of A-ROSA SENA

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includes a stay in Amsterdam well into the late evening hours and in the 2026 season has been supplemented by the ports of Nijmegen and Düsseldorf. A long stay in Rotterdam and an overnight visit to Antwerp will also remain part of the cruise.

Another new addition to the line-up for 2026 is the 7-night "Rhine Wine & Gusto" cruise on A-ROSA SILVA. From 25 September, the sailing leads along the scenic vineyards of the Rhine and spoils guests on board with a variety of vintner menus and tastings.

The river cruises for the 2026 season can be booked at travel agencies, online and at the A-ROSA Service Center. The strictly limited A-ROSA Best Price is anticipated to be valid until 31 July 2025. Sales partners can find further information on the itineraries and the fare and pricing system in the new Booking Preview.

**Captions**

Dürnstein\_c\_A-ROSA.jpg

The A-ROSA ships will be regular guests in Dürnstein in the 2026 season. Photo: A-ROSA River Cruises

Netherlands\_c\_A-ROSA.jpg

The A-ROSA itineraries on the northern Rhine will have different focuses. Photo: A-ROSA River Cruises

A-ROSA SENA\_c\_A-ROSA.jpg

A-ROSA SENA will continue to call at the major cities of the Netherlands and Belgium in 2026. 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>.*