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**MEDIA RELEASE**

## *20 A-ROSA years on the Rhône*

### **A-ROSA LUNA & STELLA celebrate anniversary season with booking special, new itineraries and exclusive experiences**

**Rostock, 07 May 2025** – In May 2025, A-ROSA is celebrating a special anniversary: A-ROSA LUNA and A-ROSA STELLA have been sailing on the Rhône for 20 years. The two ships were christened on 7 April 2005 in Rostock's city harbour and, after being transferred to the Rhône, set off on their maiden voyages on 7 May 2005 – marking the start of two decades of A-ROSA river cruises in the South of France. Guests can benefit from this milestone when booking an A-ROSA cruise: As part of the May Spring Special, they can save 150 euros per person on selected Rhône departures with the promo code MAY150.

The anniversary year 2025 is all about special experiences when it comes to A-ROSA LUNA and A-ROSA STELLA. New to their portfolio are the 7-night cruise "Rhône Route Provence", offering long stays in Lyon, Avignon and Arles, and the 9-night cruise "Rhône Route Panorama", which additionally takes in the scenic beauty of the Saône. In Avignon a new excursion invites guests to explore the city in comfort: a little train takes them through the historic alleyways and past the city palaces directly to the famous Palais des Papes, with its imposing state rooms and chambers as well as a stunning view from the terrace.

Guests can also look forward to onboard events throughout the season. On every sailing, there will be an anniversary celebration on board both ships with music and entertainment. Plus, French artists such as trumpeter and singer François Berody from Avignon guarantee authentic flair on cruises of 7 nights and longer. For A-ROSA friends and club members, an exclusive cruise on the Rhône will take place from 24 to 29 October 2025. The five-day "Route Rendez-Vous" itinerary will offer a unique programme with curated excursions, first-class entertainment and culinary highlights.

**Captions**

Rhône\_c\_A-ROSA.jpg

A-ROSA celebrates 20 years on the Rhône. 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>.