

The complete river cruise guide

cruisetradenews.com

2022 ANNUAL

cruise

TRADE NEWS

The Ultimate River Destination Guide 2022

**All you need to
know to sell the
waterways of
the world**

In association with





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CRUISES



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DANUBE | MAIN | RHINE | RHÔNE | DOURO | SEINE | BORDEAUX | VOLGA | MEKONG



Welcome letters



It may not have the big-league on-board attractions that are found in the ocean cruise business – think rollercoasters, racetracks and the like – but river cruising is using such facets to its advantage by creating a new narrative.

No longer is it sitting in the shadows, but rather is shouting about its own innovations – whether they happen to be on board, in the engine rooms, or on land with excursions.

Take, for example, A-Rosa's new eco-friendly ship, *A-Rosa Sena*, which will use the E-Motion concept to allow it to operate on battery power when approaching a port; the excitement around the possibilities provided by shore-power connectivity; and new concepts such as Cruise & Explore, as launched by Riviera Travel.

All in all, there is innovation wherever you look, and everything serves to highlight the seriousness with which river operators are taking their environmental responsibilities and commitment to providing one-of-a-kind itineraries and excursions.

It may be only a whistle-stop tour across some of the finest rivers around, but inside you will find all you need to help you sell, not only to repeat clients but also to those new to river cruising.

Enjoy this exploration of the world's waterways.

Gary Peters

Editor

CRUISE TRADE NEWS



Europe's finest rivers are open again and they're waiting for your clients. As the UK market leader in river cruising, Riviera Travel offers a range of incredible itineraries that showcase some of the continent's fascinating waterways and beyond.

We want to reassure you, our agent partners, that the Riviera Travel team is here to support you, with a number of tools in place to help you secure bookings.

When your clients book two 2022 holidays with Riviera, they can save up to 20 per cent on their second trip if their second holiday is a river cruise departing between April and June 2022, or 10 per cent on any other cruise.

On our 2022 holidays, too, your customers can change their booking for free up to when their final balance payment is due, when they book before 31 March 2022, and they can benefit from Covid Cancellation & Curtailment Protection included as standard. Plus, if they aren't happy by day two of their holiday with us, we will bring them home with a full refund.

For clients planning ahead, our superb collection of itineraries for 2023 is now on sale. And, with industry-leading health and safety protocols on all our holidays, as well as enhanced Covid hygiene measures, you can be fully confident at every step that we'll deliver an exceptional holiday experience.

Thomas Morgan

Head of agency sales UK & Ireland

RIVIERA TRAVEL

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Now is the time
for your clients to receive the very
best value on their Seabourn cruise

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OR 2023 CRUISE BY 1 MAR
2022 AND ON SELECT
SAILINGS THEY'LL ENJOY:

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*Upgrade to Business Class Air from £99 per guest each way for select Europe sailings and from £999 for select Caribbean sailings**
- **50% Reduced Deposit***

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- Welcome Champagne and complimentary in-suite bar stocked with guests' preferences
- World-class dining, further enhanced through a culinary partnership with Chef Thomas Keller
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- Shopping with the Chef small group excursions and local entertainment

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7-Night Classic Greek Isles & Ephesus

17 Apr, 1, 29 May; 26 Jun; 24 Jul; 21 Aug;
18 Sep; 16, 30* Oct 2022
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Athens to Istanbul

Fly/cruise from £3,499pp*

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- **Inclusive Economy Air**
- **Seabourn's Classical Concert at Ephesus**
- **50% Reduced Deposit**

*Lead fare based on 30/10/22

7- Night Italy & the Riviera

26* Jun; 10 Jul; 14, 28 Aug; 11 Sep 2022
Seabourn Sojourn

Rome to Barcelona

Fly/cruise from £3,499pp*

- **2-Cat Suite Upgrade**
- **Inclusive Economy Air**
- **50% Reduced Deposit**

*Lead fare based on 26/6/22

7-Night Baltic & St Petersburg

2, 9^, 30 Jul; 6^,
27* Aug; 3^ Sep 2022
Seabourn Ovation

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Fly/cruise from £3,799pp*

- **2-Cat Veranda Upgrade**
- **Inclusive Economy Air**
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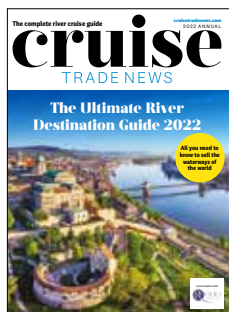
*Lead fare based on 27/08/22

CONTACT YOUR SEABOURN BUSINESS DEVELOPMENT TEAM | CALL 0344 338 8614 | EMAIL: [SALESSUPPORT@SEABOURN.CO.UK](mailto:salessupport@seabourn.co.uk)



Terms & Conditions: *The Suite Life Event Offer is valid through 1/3/22 on select 2022 & 2023 sailings. Offers vary by sailing. Featured prices are per guest based on double occupancy and include Cruise Fare, Taxes, Fees & Port Expenses. Prices are in Pounds Sterling and are based on promo code NV. All savings amounts are included in the fares shown. Complimentary Veranda Suite Upgrades are subject to availability at time of booking. Upgrade will be reflected in fare paid for selected Suite category. Europe & Caribbean Inclusive Economy Class Air (ECA) offer is subject to availability, valid only for guests residing in the UK and applicable to the 1st & 2nd guests sharing a Suite only. Promotional Inclusive Business Class Air (BCA) may be available from £99 each way per guest for select Europe sailings and £999 each way per guest for select Caribbean sailings. In the event that neither promotional ECA or BCA are available (at the sole discretion of Seabourn) or for guests not wishing to utilise the promotional air offer - a cruise credit in the amount of £300 per guest on select Europe and £800 on select Caribbean will be applied to the booking amount, based on promo code NV. Promotional air offers include complimentary transfers between the airport and ship. ECA offer is based on promo code JE and BCA offer is based on promo code JB. 50% Reduced Deposit offer is valid on select sailings that are outside of standard penalty periods. Reduced Deposit amount is taken off the standard deposit policy amounts. ~Subject to weather conditions. All offers are capacity controlled and may be modified or withdrawn at any time without prior notice. Other restrictions may apply. Seabourn reserves the right to correct errors. Ships' registry: Bahamas. ©2022 Seabourn.





EDITORIAL TEAM

EDITOR

Gary Peters
gary.peters@realresponsemedia.com

STAFF WRITER

Lucy Abbott

CONTRIBUTORS

Jeannine Williamson

ART DIRECTOR

Phil Couzens

SUB EDITOR

Caroline Parish

GROUP PRODUCTION MANAGER

Barnaby Moore

COMMERCIAL DIRECTOR

Rochelle Streater
rochelle.streater@realresponsemedia.com

COMMERCIAL MANAGER

Keith Cartwright
keith.cartwright@realresponsemedia.com

CHIEF OPERATING OFFICER

Lina Slater

CHIEF MARKETING OFFICER

James Gambling

CEO

Chris Pitchford

For subscriptions & enquiries:

020 8444 2554

info@cruisetradenews.com

All enquiries

+44 (0) 20 8444 2554

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Reassuringly RIVIERA

Riviera Travel head of agency sales UK & Ireland
Thomas Morgan provides an insight into
what makes the river cruise operator stand out
in an increasingly competitive market

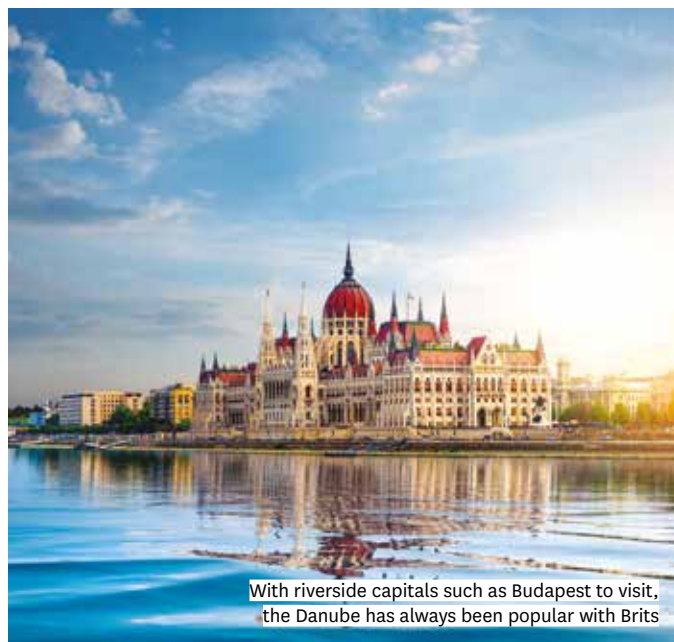
What makes Riviera Travel different from other river operators?

We have a five-star service that is firmly set up to cater for the British market, so for example, we have tea and coffee in all cabins. A big thing for us is also the level of inclusions and the value for money – full-board on the ship, a cruise director, tour manager, knowledge from local guides; it's absolutely fantastic. It's something we pride ourselves on. All Riviera prices are very reasonable for what we include. Another example is that we fly tea over to the ship. Yes, it may not be everything for some guests, but people are familiar with it and I know many appreciate that first proper cup of tea in the morning.



Thomas Morgan

RIVIERA TRAVEL HEAD OF
AGENCY SALES UK & IRELAND



With riverside capitals such as Budapest to visit, the Danube has always been popular with Brits

How has the brand been evolving in recent times?

We've been trying to make sure we do best by our guests and we've really endeavoured to try to operate, too. While we weren't successful in sailing in 2020, we did manage to get away a few months ago.

We have a new product, which is an evolution for us. Cruise & Explore is designed to give customers more flexibility, with a number of river cruises where it's completely de-packaged. There are no flights, and excursions are separate, so what it does is let the guest build the whole thing

themselves. It's been designed for those customers who perhaps are more independent, active – so they almost treat the ship as a hotel.

For example, someone may be on a cruise on the Danube, and they won't have to do our excursion – there are many for them to choose from. This really helps expand our portfolio of products: something we have noticed is that customers want more choice.

You restarted cruises in August – what has been the feedback?

It has all been generally very positive. In terms of the cruise experience, it is very





On a Cruise & Explore trip, clients could have time for excursions to cities like Salamanca

Jane Austen takes guests along the Seine



“Our key thing was that we wouldn’t restart if the experience was going to be lessened by restrictions”

much very similar to what it was before [the shutdown]. Our key thing that we discussed before we started operating was that we wouldn’t restart if we thought the experience was going to be lessened by restrictions or anything like that. Of course, we’ve made a few tweaks on board, so table service rather than buffet, for instance. To date we’ve taken approximately 2,500 people on a cruise.

There are some customers who aren’t quite ready to travel, and that’s fine – we have flexible 45-day booking policies so if people want to change their booking, they can – but we wanted to try to get away to prove that cruising is safe.

You were very keen to restart face-to-face meetings once restrictions allowed – how has that helped you?

The whole business has been determined to ensure that agents know we are still here to help them, by getting the trade out there when we’ve been able to. Platforms like Teams, Zoom, and so on have a place going forward; I don’t think that’s ever going to go away and I believe they can be effective tools when used correctly. However, nothing can still beat that face-to-face interaction and building those relationships. The feedback has been very positive.

What’s on the agenda for 2022?

We have plenty of people transferred to 2022, so it’s about making sure they have a great experience. In terms of itineraries, the Danube, the Douro, and the Rhone are still very popular. People are keen to get away early in 2022. As for new cruises, we have an Amsterdam, Cologne and the best of Holland & Flanders river cruise, taking in the Floriade Expo, a huge event in the Netherlands that takes place only once every 10 years. Our programme for 2022 doesn’t start until the back end of March, start of April, so it would seem sensible to believe by then that things will be back to something close to normality. In terms of next year, we’re not planning for another year like 2020 or 2021, with cancellations and so on; we’re expecting to have guests back on board and resume the cruises that people enjoy. 📍

Spain’s Douro is another favourite with UK cruisers



Spring

INTO OUR

2022 RIVER CRUISE COLLECTION

Discover the wonder of cruising Europe's stunning rivers in spring. From the colourful bulbfields of Amsterdam to the tranquillity of Monet's Garden - not forgetting the much anticipated 2022 Floriade Expo - there's lots to choose from when it comes to river cruises in April and May. There's so much included in all our award-winning river cruises too, with a visit at every port, spacious cabins, included dining and personal touches.

With savings of up to £200pp* on select April river cruise departures, plus flexible booking and our happiness guarantee - now is the perfect time to secure your spring cruise.

**SAVE
UP TO
£200pp***



Amsterdam, Cologne and the Best of Holland & Flanders

April to October 2022

Wander the streets of medieval towns, gaze in awe at Gothic architecture, discover contemporary urban landscapes and the iconic windmills of a bygone age - our superb cruise embraces the rich and diverse cultural heritage of these northern European neighbours.

**DAY 1 - Arrival in
Amsterdam**

**DAY 2 - Floriade Expo
& Amsterdam**

DAY 3 - Rotterdam & Kinderdijk

DAY 4 - Bruges & Ghent

DAY 5 - Antwerp

DAY 6 - Arnhem

DAY 7 - Cologne

DAY 8 - Return home

**8 DAYS
FROM
£1,779pp***



8 DAYS
FROM
£1,569pp*

The Douro, Porto & Salamanca

March to November 2022
SAVE up to £200

Porto • Pinhão • Castelo
Rodrigo • Salamanca •
Lamego • Porto •
Mateus Palace Gardens

For full departure dates, visit
rivieratravel.co.uk/rco



8 DAYS
FROM
£1,519pp*

The Blue Danube

April to October 2022
SAVE up to £200

Budapest • Esztergom •
Bratislava • Dürnstein •
Melk Abbey • Vienna •
Salzburg or Linz

For full departure dates, visit
rivieratravel.co.uk/rcd



8 DAYS
FROM
£1,569pp*

The Seine, Paris & Normandy

April to October 2022
SAVE up to £200

Paris • Les Andelys •
Rouen • Bayeux • Giverny •
Arromanches • Honfleur •
Vernon

For full departure dates, visit
rivieratravel.co.uk/rcp



8 DAYS
FROM
£1,569pp*

Burgundy, the River Rhône & Provence

April to October 2022
SAVE up to £200

Lyon • Beaune • Burgundy •
Vienne • Ardèche Gorges •
Arles • Pont du Gard •
Avignon

For full departure dates, visit
rivieratravel.co.uk/rcr



8 DAYS
FROM
£1,459pp*

Bruges, Medieval Flanders, Amsterdam & the Dutch Bulbfields

April 2022 & 2023
SAVE up to £200

Amsterdam • Hoorn • Ypres •
Arnhem • Ghent • Antwerp •
Bruges • Keukenhof

For full departure dates, visit
rivieratravel.co.uk/rca



5 DAYS
FROM
£929pp*

Amsterdam, Kinderdijk & the Dutch Bulbfields

April 2022 & 2023
SAVE up to £150

Amsterdam • Enkhuizen •
Rotterdam • Kinderdijk •
Keukenhof

For full departure dates, visit
rivieratravel.co.uk/rcb



To find out more or to make a booking
Call **01283 245391** Visit **rivieratravel.co.uk/agents**

*Prices are per person based on two sharing a twin cabin and are subject to availability. Prices correct at time of print.
Valid on selected April 2022 departures of eight days or more. Riviera Travel booking terms and conditions apply.



The winding sweeps of the Danube entice fans of wine and music

The DANUBE

Flowing through four capital cities amid ever-changing panoramas, the Danube is big on sights as well as experiences

Rising in the Black Forest in Germany, the Danube winds its way through 10 countries and four capital cities – Vienna, Bratislava, Budapest and Belgrade – before ending its epic 1,770-mile journey in the Black Sea. It is almost a river of two halves, with popular week-long trips from Passau to Budapest being a perfect choice for first-timers and the lesser-known reaches of the Danube Delta an ideal option to attract clients on a return visit to the iconic river.

EXCURSION HIGHLIGHTS

Dürnstein

Located on a sweeping bend on the Danube, Dürnstein's most photographed site is the blue and white abbey. Here, Richard the Lionheart was imprisoned after returning from the Crusades, and it's worth climbing the rocky path to the ruins of the castle for spectacular views over the river. Afterwards take a breather in one of the many cafes and try



Salzburg and its grand buildings are a must-see for Mozart fans



In Dürnstein, customers can visit castles

a multitude of dishes made with locally grown apricots, including dumplings, cakes, chocolate and brandy.

Melk

Regarded as one of Europe's most spectacular baroque monasteries, Melk's Benedictine abbey occupies a dramatic spot above the river. Built between 1702 and 1736, the vast complex is more akin to a palace, and has a corridor lined with imperial portraits of Austrian rulers, as well as a huge library with stunning painted ceilings. Active passengers can go on a 20-mile guided bike tour from Melk to Dürnstein, or do the reverse, and meet the ship when it docks.

Vienna

Austria's grand and elegant capital is an overnight stop on the majority of sailings. Shuttle buses take independent passengers to and from the city centre along with organised excursions to sights such as the magnificent Hofburg Palace. There is also the chance to see the 'dancing' white Lipizzaner horses at the Spanish Riding School and the opportunity to go to exclusive concerts showcasing the music of Mozart and Johann Strauss, which of course will always include the *Blue Danube Waltz*.

Budapest

Divided in half by the Danube, the city has a parliament building inspired by London's Westminster Palace that is a wonderful sight when lit up at night. The

EXPERT VIEW

The Danube has plenty to offer, both to first-time cruisers and to travellers with experience of Europe. There are seven-night itineraries and programmes encompassing the essentials, like Passau, the beautiful Wachau Valley in Austria with Melk and Dürnstein, Bratislava and of course, the capital cities of the former Austro-Hungarian empire: Vienna and Budapest.

However, the Danube continues to amaze south of Budapest, flowing through the Balkans and exploring enchanting and mysterious countries on the way to the Danube Delta, a UNESCO world heritage site and the third largest diversified biosphere on the planet. Cruises along that route are usually one way due to the great distance travelled but offer great opportunities to add a visit to Bucharest and Transylvania in Romania before or after the cruise.

MARCUS LESKOVAR

Executive vice-president
Amadeus River Cruises

Danube

quieter Buda side includes the castle complex, now a museum, and the intriguing Hospital in the Rock, a secret underground hospital used during the Second World War and Hungarian revolution. On the Pest side of the river, grand Andrássy Avenue leads to statue-lined Heroes' Square.

Salzburg

Music fans won't want to miss this UNESCO-listed musical city, which is famous as the birthplace of Mozart in 1756, and home of the real von Trapp family, and was used as a backdrop for *The Sound of Music*, the film about their life. Mozart's home is now a museum. Later, visitors can hum their favourite tunes on guided walks around film locations such as the Mirabell Gardens where the von Trapp children skipped around the fountain. Excursions are offered from Passau and Linz.

Passau

Located at the confluence of the Inn, Ilz and Danube rivers, this compact medieval city has plenty of attractions. Excursions include a visit to St Stephen's cathedral to hear a recital on the organ, which is the biggest in Europe. The hilltop Mariahilf Monastery, on the city's south side, is well worth the walk and any lovers of sausage dogs will want to visit the world's first Dachshund Museum.

Danube Delta Reserve

Totally dissimilar from the upper stretches of the Danube, the vast natural landscape of the delta is where the Danube finishes its journey at the Black Sea. As well as being Europe's largest wetland area, it is home to the largest population of white pelicans in Europe, plus hundreds of other species of bird. Passengers explore the narrow channels and lakes on small safari boats that navigate their way through reed beds and lakes. Delta itineraries sail through the dramatic Iron Gates Gorge, once a wild waterway before being dammed. 📍



The towering Reichsburg Castle at Cochem offers wonderful views over the river



The RHINE

Rising in the Alps, the Rhine flows through Switzerland, France, Germany and the Netherlands and offers a wealth of attractions

Known as Father Rhine, this mighty waterway is packed with appeal for new-to-cruise clients as well as repeaters. All the mainstream river lines offer Rhine itineraries, and these range from short taster cruises to voyages of a week and more taking in several countries. Some also sail down the Moselle River, which joins the Rhine at Koblenz. On one day passengers can be tasting local beers in colourful Cologne and on the next, cruising past vineyard and castle-lined valleys to explore wine-growing villages.

EXCURSION HIGHLIGHTS

Amsterdam

Many river cruises start or finish in the cosmopolitan Dutch capital. Called the 'Venice of the north', Amsterdam actually has more canals and three times as many bridges as its Italian cousin, and a canal cruise is a great way to get around. The poignant Anne Frank House is where the teenage diarist hid with her family from the occupying Nazis during the Second World War and exhibits include her diary. The Rijksmuseum, the largest museum in the Netherlands, is home to masterpieces from the Dutch Golden Age by artists such as Rembrandt and Vermeer.



Amsterdam is nearly as famous for its canals as Venice is

Passengers learn how local farmers started making cuckoo clocks 300 years ago

Breisach

This port is the gateway to Germany's famous Black Forest region. Tours visit a cuckoo clock workshop where passengers learn how local farmers started the tradition of carving simple wooden clocks during wintertime over 300 years ago, and a craftsman demonstrates how the cuckoo sound is created by miniature bellows. Afterwards there's the opportunity to sample delicious local food and drink including Black Forest gateau, ham and cherry brandy, before the scenic drive back to the ship.

Upper Middle Rhine Valley

The 40-mile stretch of river between Bingen and Koblenz is the scenic highlight of a Rhine cruise. Numerous castles and vineyards line this section of the river and passengers can sit on the sun deck and listen to the cruise director's commentary on the history of the valley. A landmark is the steep Lorelei Rock where legendary sirens were said to have once lured passing sailors to their doom.



Cologne's cathedral is said to have 500 steps to the top of its towers

Cologne

Ships moor in the heart of the city and it's easy for independent clients to explore by themselves, because the huge Gothic cathedral stands out on the skyline and acts as a landmark. Active passengers can climb the 500-plus steps in the south tower to be rewarded with panoramic views of the city and river. Afterwards they could have a refreshing glass of the city's Kolsch beer, and if you've got a sweet tooth there's another culinary attraction in the Chocolate Museum.

Rudesheim

This charming town is famous for its Riesling wine. Passengers have the option of strolling in from the ship or taking the land train, which drops them off near the main Drosselgasse street: it's filled with restaurants, bars and shops. A speciality is Rudesheimer coffee made with brandy and topped with whipped cream. Another popular attraction is Siegfried's Mechanical Music Cabinet Museum, which has an amazing collection of mechanised instruments including self-playing violins and fairground organs. There's also a cable car that runs above the vineyards to the imposing Germania monument, built to mark the founding of the German Empire.

Heidelberg

The oldest university city in Germany is located on a scenic spot on the Neckar River, and river cruise lines offer excursions from Mainz or Mannheim. A highlight is the castle overlooking the river, which disproves an old saying, having been twice struck by lightning. It's home to an enormous wine barrel, said to be the largest in Europe, and some impressive stone carvings. Local chocolates, called kisses, are a good souvenir for guests to take home.

Strasbourg

Providing a taste of both Germany and France, this delightful city is now French but was once German. Sightseeing cruises along the network of small waterways cruise through the pretty Petite France neighbourhood filled with half-timbered buildings and then past the contrasting European Parliament. Strasbourg's cathedral is famous for having only one tower, as money ran out before the second one could be built, and an extraordinary astronomical clock with figures that move when it chimes.



The Rhine

Strasbourg has flavours of both France and Germany

Cochem

For cruises that take in the Moselle, Cochem is a beautiful town. From the ship guests can walk through cobbled streets that are filled with black and white buildings. Excursion options include wine tastings and a trip to the 11th-century Reichsburg Castle, which is the highest fortress on the Moselle and has atmospheric rooms filled with artefacts, as well as walkways that provide great views over the river. ❶

EXPERT VIEW

The Rhine is the perfect choice for new to river cruise customers. It provides the quintessential images of fairytale castles, picture book villages, rolling hillsides and UNESCO world heritage sites. Guests can enjoy big cities such as Cologne and Amsterdam plus smaller charming towns and villages along the way. Most river cruise lines offer a wide range of itineraries of varying durations, so customers can choose to do a short break taster cruise or perhaps explore further on a longer trip for a week or more. Alongside the popular Christmas markets, which are always a draw, the once-a-decade horticultural event, Floriade Expo, will be held in Almere near Amsterdam in 2022, and various lines are offering the chance to enjoy a day there.

LUCIA ROWE

Managing Director
A-Rosa River Cruises UK & Ireland



Some cruise lines can moor
right in the middle of Paris

French RIVERS

World famous food and wine,
culture-rich cities and scenic landscapes
are all part of a French river cruise

France provides the perfect backdrop for a river cruise, whether it's for first-timers or repeat river cruisers who have already explored the most popular stretches of Europe's rivers, parts of the Rhine and the Danube. In addition to mainstream river ships, the country's extensive network of canals and narrow waterways offers opportunities for barge cruising in purpose-built hotel boats or converted traditional working barges.

Rhône and Saône

From the Swiss Alps through southern France and into the Mediterranean, west of Marseille, the Rhône is a stunning stretch of water. Cruises on the Saône – its chief tributary – feature itineraries through Provence and Burgundy, the gastronomic heartland of France.

You can no longer use Avignon's historic bridge to cross the Rhône, but it is definitely worth seeing



The semi-wild white horses share the plain with pink flamingos and black bulls

EXCURSION HIGHLIGHTS

The Camargue

This Regional Nature Park, part of western Europe's largest river delta, is famous for its semi-wild white horses, an ancient breed that has lived on the marshes and wetlands for centuries. They share the plain with pink flamingos and black bulls that have distinctive, upward-pointing horns. The lush habitat is also used to cultivate Camargue's unique red rice, sold in local markets.

Avignon

The 12th-century bridge is obviously the highlight in the charming city of Avignon. When cruising in France, guests can expect to hear the song named after it, while many trips include a visit to see the remaining arches in all their glory.

In the Camargue, the famous horses are just one aspect of the spectacular wildlife



Seine

The Seine takes guests into the centre of Paris, and many ships spend at least one night docked here, giving guests the opportunity to take in the many delights of one of the world's foremost cities.

EXCURSION HIGHLIGHTS

Giverny

Close to the mooring spot in Vernon is the village of Giverny, which Claude Monet first spotted while looking out of a train window. From 1883 to 1926 he made it his home and his beloved gardens became the subject of more than 500 paintings. Instantly recognisable sights include the lily pond and arched bridge immortalised in his work. In addition to offering coach excursions, most river ships carry bikes, and active passengers can opt to cycle to the gardens along a former train track that has been converted into a bike path.

Paris

Delve into Parisian culture and explore the city's countless art galleries. Guests can marvel at famous works such as Leonardo da Vinci's enigmatic *Mona Lisa* in the majestic Louvre, the world's largest art museum. The charming Montmartre district is a hub for art and film, featured in works by renowned painters such as Picasso and Gauguin. Guests can wander down the stately Avenue des Champs-Élysées and explore the many restaurants and luxury boutiques along it.

EXCURSION HIGHLIGHTS

Saint-Nazaire

Cruise fans won't want to miss this city on the Atlantic coast. The Chantiers de l'Atlantique shipyard was the birthplace of classic liners such as the *SS Normandie*, launched in 1935. Today the yard builds vessels for a number of lines and excursions there provide a fascinating insight into the shipbuilding process and close-up views of ships under construction. Nearby is Escal'Atlantic, Saint-Nazaire's former submarine base, now transformed into an interactive museum recreating the glamour of the first ocean liners.

French rivers



Painter Claude Monet's house and garden are easily visited from the Seine

Nantes

The city has a vast and impressive art scene; guests can follow a self-guided tour to see 23 unique and engaging art installations, with highlights being a giant tape measure and great mechanical beasts. Clients can also follow the river and witness a giant sea snake at its edge, as well as the memorable La Maison dans la Loire, a recreation of a house, semi-submerged in the river. ①

EXPERT VIEW

There are few countries with such a diversity of culture, landscape, art and history as France, and a river cruise allows you to discover the country in an entirely new way. Whether you want to combine a city stay in Paris with a Seine cruise, see Bordeaux from the Gironde, visit Lyon and learn about its Roman roots, experience the rich cultural heritage of the Loire Valley, discover Normandy – one of France's most historic and picturesque regions – or simply enjoy an intimate sailing along the canals, there really is a French cruise for everyone.

JOHN FAIR

UK sales director
CroisiEurope



Rest of EUROPE

Across the continental mainland there are many waterways waiting to be explored – a perfect choice for repeat river cruise clients

Any conversation about river cruising tends to start with mention of the Rhine and the Danube. While those are the most popular European waterways, there are plenty of other rivers to explore in the region. Portugal's Douro has become hugely popular in recent years and a cruise can be the best way of seeing Russia. There are also lesser-known waterways in Germany, Spain and Italy.

Douro

An increasing number of cruise lines feature the Douro, which rises in Spain and winds 125 miles through the dramatic and lush green landscapes of Portugal until it reaches the Atlantic at Porto. The once fast-flowing waterway has been tamed by dams, including the cavernous, 115ft-deep Carrapatelo lock, the deepest in Europe. Douro cruises showcase the scenery and will appeal to wine-lovers with visits to famous-name port houses.

EXCURSION HIGHLIGHTS

Salamanca

Honey-coloured Salamanca is Spain's oldest university town, and all Douro cruises feature a day trip over the border to pay a visit. The grand square leads to the old and new cathedrals, which are in fact joined, and to the ornate old university building where it's fun trying to spot the tiny stone frog, which has

St Petersburg is full of astonishing buildings, not least of them the Church of The Saviour on Spilled Blood



become the symbol of Salamanca, hidden in the facade. Lunches organised by cruise lines often include a flamenco display and afterwards there is free time to wander around the city at leisure.

Porto

Situated at the mouth of the river, on the Atlantic coast, Porto was the city from where Prince Henry the Navigator set out in 1415 bound for Africa, a voyage that heralded the Portuguese Age of Discovery. The UNESCO-listed old town, Ribeira, has a cathedral and the ornate Sao Francisco Church. Harry Potter fans can visit the Livraria Lello bookshop, which inspired JK Rowling's books, and then walk back to the waterside for a tasting at one of the historic port houses.

Guadalquivir

Spain has long been the UK's most popular short-haul holiday destination, yet it isn't the first country that springs to

mind when you think about cruising. It offers, though, a one-of-a-kind waterborne experience on the Guadalquivir, its second-longest river. One ship, built to sail along the Atlantic coastline into Portugal's Gadiana river when conditions allow, offers cruises on a 50-mile stretch of the Guadalquivir from Seville.

EXCURSION HIGHLIGHTS

Doñana National Park

Situated on the river's Atlantic Ocean estuary, this Andalusian landscape of marshes, lagoons, woodlands and sand dunes was once a royal hunting ground. Today it is a UNESCO Biosphere Reserve and a wildlife paradise that provides a safe haven for thousands of migratory birds and a home to several threatened species. Visitors can get close-up views of storks that return each year to their giant nests –these can be as large as 1.5m in diameter.

Po

Venice is the jewel in the crown on Italy's longest river, which is navigable only along a 60-mile stretch. Peaceful sailings take in gorgeous medieval cities such as Ferrara and Mantua, and intimate barge cruises are available along the Canal Bianco, which runs next to the river.

EXCURSION HIGHLIGHTS

Venice

Shaped by world renowned artists, sculptors, painters and architects, including da Vinci, Michelangelo, Botticelli and Tintoretto, Italy is like an open-air art gallery and nowhere more so than Venice. It's built on 120 small islands that are connected by more than 400 bridges, and guests feel as if they have stepped into an oil painting. St Mark's, the grandest square in Venice, is dominated by the cathedral of the same

EXPERT VIEW

The Russian waterways are attracting a lot of interest among travellers who are desperate to explore the imperial treasures there, which certainly cannot be compared with anything we have in the UK. The rivers are incredibly important to Russian residents – half of Russia's agriculture relies on the river and its tributaries, demonstrating the waterways' importance to the Russian people – and why they are a source of great pride. Cruising through Russia allows guests to experience a diverse mix of contrasting landscapes. One day they will cruise out of world-famous imperial cities like St Petersburg, the next they will pass time-forgotten villages like the waterside village of Mandrogi. Every day is guaranteed to be totally different.

NEIL BARCLAY

Head of sales
Viking UK

name. One of the world's finest examples of Byzantine architecture, it has a fabulous gold-decorated interior incorporating many mosaics.

Russian Waterways

There are multiple advantages to exploring Russia by river. Its two greatest cities, Moscow and St Petersburg, are only 400 miles apart as the crow flies and are linked by the Volga.

EXCURSION HIGHLIGHTS

St Petersburg

Founded by Peter the Great in 1703, and the Russian capital for more than 200 years, St Petersburg is a stunning city situated on the River Neva. All river-cruise lines offer an excursion to the Hermitage, one of the world's largest museums. With its 1,057 rooms and a staggering three million exhibits, the guided tour is the best way of seeing the highlights. These include works by Michelangelo, Leonardo da Vinci and Vincent van Gogh. 📍

The appealing city of Porto sits on the Douro at its junction with the Atlantic



At Luang Prabang in Laos, visitors can witness the daily activities of Buddhist monks



WORLDWIDE

Once clients have cruised on popular rivers, they can expand their horizons on exciting far-flung waterways



Site of the ancient capital of Egypt, Luxor is easily accessible from the Nile

Waking up to the sound of the rain forest, spotting wildlife, meeting villagers as they go about their daily lives and touring ancient, incense-filled temples are among the many evocative experiences to be found on river cruises to more exotic places. These include the holy Ganges and Brahmaputra, which provide an incredible insight into Indian culture, China's awe-inspiring Yangtze, the lush Amazon, meandering Nile and the mighty Mississippi. Exciting itineraries on these waterways explore far corners of the world and offer incredible sights and experiences.

AFRICA

Nile

Once one of the best-selling river cruises, the Nile is back on the radar after Covid. Luxury vessels transport guests between Luxor and Aswan with excursions including the Valley of the Kings where pharaohs like Tutankhamun were buried. Recommend the Nile to culture vultures and twin with a stay in Cairo to see the pyramids, or a Red Sea beach break.

EXCURSION HIGHLIGHTS

Karnak Temple

One of the largest religious buildings ever constructed, the sphinx-lined temple took more than 1,000 years to build and covers 42 acres. As well as the main Amun-Ra temple, there are holy buildings dedicated to other gods as well as the Great Hypostyle Hall with 134 towering columns, some up to 21m tall.

Valley of the Kings

The UNESCO-listed Valley of the Kings is famous for its royal tombs, most notably Tutankhamun, whose burial chamber was unearthed by English archaeologist Howard Carter in 1922. For over 1,000 years kings, queens and nobles were buried in tombs dug into the mountains. Following a decade-long restoration project, the boy king's tomb has reopened and visitors can pay an extra fee to see inside.

ASIA

Mekong

The Mekong offers a kaleidoscope of sights and experiences. The busier Lower Mekong through Vietnam and Cambodia

showcases the wonder of the Angkor temples, the world's largest religious complex, and the fast-flowing Upper Mekong is a fascinating off-the-beaten track cruise through Laos.

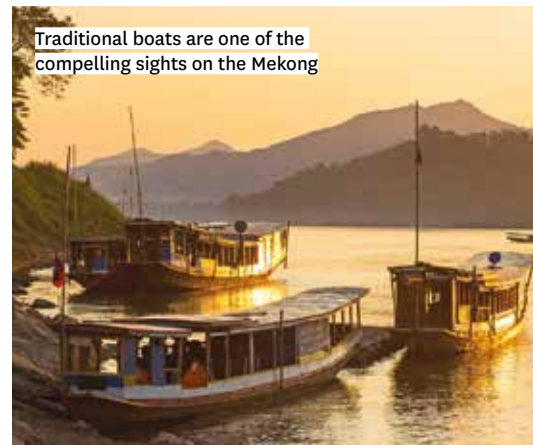
EXCURSION HIGHLIGHTS

Ho Chi Minh City

An eternally buzzing location, in Ho Chi Minh City guests can throw themselves into the eclectic culture of the city. They can navigate the host of weaving cars and motorbikes to discover the history of the city, dating back hundreds of years. The 19th-century post office designed by Gustave Eiffel is a must-see for visitors here, and guests can also admire the skyscrapers from one of the city's many rooftop bars.

Luang Prabang

The ancient Laotian capital of Luang Prabang boasts colonial architecture, coffee shops and bakeries that are little changed since Laos became a French protectorate in 1893 before achieving independence in 1954. Visitors can take part in the daily alms-giving ceremony that takes place as the sun rises, when around 200 Buddhist monks leave their temples to walk silently through the streets to collect offerings of food.



Traditional boats are one of the compelling sights on the Mekong



The ancient city walls of Xi'an make a good route for cyclists

EXPERT VIEW

People have been dreaming of travel throughout lockdown and want to make their next travel experience special. Wish-list destinations on the world's exotic rivers provide the perfect way to fulfil all those desires. They offer a true cultural immersion, with authentic local food, crew and entertainment on board and the opportunity to see the heart of the destination when ashore with excursions to towns and villages that are often off the beaten track. Exotic river cruise itineraries along the Mekong, Chobe and Nile rivers are extremely popular with past guests who appreciate having unique, life-enriching experiences, from the comfort of their floating sanctuary.

JAMIE LOIZOU

Managing director UK
AmaWaterways

Yangtze

A cruise through a country that was closed to the outside world for centuries is a real voyage of discovery. Itineraries include land-based stays in historic Beijing and neon-lit Shanghai, which provide a fascinating contrast between these cities and the secluded rural areas accessible only by ship.

EXCURSION HIGHLIGHTS

Three Gorges

China's largest building project since the Great Wall is best seen via a cruise. The most dramatic part of the Yangtze is the 150-mile Three Gorges region, with a spectacular landscape of misty mountains, sheer cliffs and the modern-day marvel of the namesake dam, where it takes four hours to pass through the five locks. Excursions take passengers to the visitor centre for a panoramic viewpoint and to learn how the dam was constructed.

Xi'an

Although Xi'an has many worthwhile attractions, the main draw are the Terracotta Warriors. Made in 210BC to protect China's first emperor, Qin Shi Huang, in the afterlife, the life-size soldiers and horses number more than 7,000 and line the vast mausoleum. ①

ELSEWHERE IN THE WORLD

AMAZON

Morning and evening expeditions in search of wildlife and visits to remote villages, accessible only by river, are some of the experiences that make an Amazon cruise so memorable. Ideally suited to well-travelled clients, Iquitos in Peru is the gateway for cruises along South America's largest river.

BRAHMAPUTRA

An up-and-coming river cruise destination, the winding Brahmaputra rises in the Himalayas and flows through the lush Assam valley in the northeast corner of India, a region filled with religious sites, wildlife and tea estates.

GANGES

The river is both India's lifeblood and a sacred waterway. With visits to temples, palaces, busy towns and remote rural areas, often using rickshaws for transport, these sailings suit those looking for authentic exploration.

MISSISSIPPI

The iconic American river is a wonderful way to explore Civil War history and charming small towns such as St Francisville with its antebellum mansions.

COLUMBIA & SNAKE

These are two lesser-known American rivers that allow clients to follow the journey of 19th-century explorers Meriwether Lewis and William Clark on their historical expedition from Lewiston in Idaho to Portland in Oregon, eventually to reach the Pacific Ocean.

CHOBE

Itineraries offer a choice of land stays in safari lodges and cities such as Cape Town, combined with a cruise along the Chobe, which straddles Botswana and Namibia and, on some itineraries, Lake Kariba, created when the area was flooded by building a dam.



The Cruise Challenge

Get ready for the travel agent roadshow with a difference

Cruise Trade News is delighted to officially launch the next season of Cruise Challenge events.

This very special training roadshow will tour the country in 2022, bringing travel agents and cruise lines together for networking, learning and the chance to win some fantastic prizes. So, get

the dates in the diary and be prepared for an unforgettable evening of entertainment and education.

CTN editor Gary Peters said: "We cannot wait to travel the country to meet travel agents and provide a platform for them to connect with cruise lines and learn more about the cruise industry."



2022 LIVE & IN PERSON DATES

SEASON 1 JAN - JUN

London..... 22-Mar
Nottingham..... 26-Apr
Manchester..... 10-May
Ipswich..... 24-May
Leeds..... 07-Jun
Chester..... 21-Jun

SEASON 2 JULY - DEC

Edinburgh..... 12-Jul
Glasgow..... 13-Jul
Exeter..... 14-Sep
Newcastle..... 27-Sep
Cardiff..... 11-Oct
Southampton... 25-Oct
London..... 01-Nov
Essex..... 22-Nov
Sheffield..... 6-Dec



Boost your cruise knowledge & win a host of fantastic prizes.

For more information on dates and how to get involved, go to the official Cruise Challenge website or contact janine.sykes@realresponsemedia.com

@cruisetradenews #CruiseChallenge

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cruise
TRADE NEWS

Full steam ahead

As **Vicky Mayer** reports, this year will see the arrival of some of the finest river ships to date



Two river ships will join the Viking fleet during the coming year

River cruise fans will be keenly anticipating the launches planned for 2022. Here's the pick of the most exciting in the industry.

Amadeus River Cruises

Amadeus Cara

Launching: June 2022

Amadeus River Cruises' new 5-star ship will start her maiden voyage sailing between Basel and Amsterdam on 10 June 2022. The new ship will sail on the Danube and Rhine, offering luxury accommodation to its 163 guests. There are plenty of places to eat and drink on board, including the Panorama Restaurant, the Panorama Bar and Lounge and the Café Vienna, while the newly designed sundeck is the perfect place to relax and read a book.



With more crew than guests, *Aqua Mare* offers a truly exclusive trip

Aqua Expeditions

Aqua Mare

Launching: May 2022

Luxury small ship line Aqua Expeditions will launch its new luxury superyacht on 6 May 2022, heading out on its maiden voyage to the Galápagos islands. The super-luxe seven-suite ship offers guests the chance to see the world in style. With only 16 guests and 18 crew on board, passengers will receive amazing personalised service and get the chance to enjoy the ship's Italian craftsmanship and design.

A-Rosa

A-Rosa Sena

Launching: May 2022

Family-friendly river cruise line A-Rosa is stepping up a gear in 2022 with the launch of its hybrid-powered eco friendly new ship, *A-Rosa Sena*. With 280 passengers on board, it will be the largest ship in the line's fleet, with an extra-large spa, plus a separate pool for the kids. The ship will make her maiden voyage on 21 May 2022, starting from Cologne and cruising along the northern Rhine, calling at Amsterdam, Rotterdam, Dordrecht and Antwerp.

APT Travelmarvel

Polaris, Vega & Capella

Launching: Spring 2022

This looks set to be a big year for APT Travelmarvel as it launches three new 182-passenger ships, *Polaris*, *Vega* and

The highlight of the ship will be an indoor heated swimming pool that turns into a cinema at night

Capella, which will sail throughout Europe. The ships will be identical triplets, featuring contemporary design, a restaurant on the main deck and a Vista Lounge, with floor-to-ceiling panoramic windows. Meanwhile, the top deck has a rooftop bar and heated whirlpool.

Emerald Cruises

Emerald Luna

Launching: Spring 2022

Emerald Luna will feature the same cool finish as its sister ships, with beautifully furnished staterooms. The cuisine on board will be fresh and local and the highlight of the ship will be an indoor heated swimming pool that turns into a cinema at night.

A separate pool for kids means grown-ups on *A-Rosa Sena* can enjoy a quiet drink





Saga

Spirit of the Danube

Launching: May 2022

Saga Cruises' new river ship, *Spirit of the Danube*, will make her maiden voyage from Amsterdam. The 190-passenger three-deck ship will have a layout identical to that of sister ship *Spirit of the Rhine*, and feature a roomy sun deck, two restaurants, lounge bar and library. Decorated in modern style, the ship will have the feel of a boutique hotel and, if the weather is good enough, guests can enjoy the on-board hot tub.

TUI River Cruises

TUI Isla

Launching: Spring 2022

TUI made its launch into river cruising with *TUI Maya* and *Skyla*. Joining them in spring 2022 will be sister ship *TUI Isla*, which will also sail along the Rhine, Main, Moselle and Danube plus the Dutch and Belgian waterways. Over four decks, the ship offers its 158 passengers the chance to dine in two restaurants, Verdaastro and Bistro, and enjoy a drink at its two bars, Club Lounge and Observatory.



Contemporary design is a feature of APT's triplets

The ship has been built for the Mekong river and all staterooms will have a veranda or balcony

Viking

Viking Mississippi, Viking Saigon

Launching: August 2022

It will come as no surprise that Viking is launching not one but two new river ships in 2022. On separate sides of the globe, the line will debut *Viking Mississippi* and *Viking Saigon* in the same month. *Viking Mississippi* will be the first ship for Viking's new USA river cruise itineraries. On its maiden voyage the five deck 386-passenger ship will sail on the Lower and Upper Mississippi River, between New Orleans and St. Paul.



A third vessel for TUI will be a European specialist

Heading eastwards, new 80-passenger ship *Viking Saigon* will set sail from Kampong Cham, Cambodia, to Ho Chi Minh City on 30 August 2022. The ship has been purpose built for the Mekong and all staterooms will have hotel-style beds and floor-to-ceiling sliding glass doors with a veranda or french balcony to make the most of the river views.

Viva Cruises

Viva One and Viva Two

Launching April and July 2022

Viva Cruises will be launching two new ships, *Viva One* and *Viva Two*, in 2022. *Viva One* will sail from Dusseldorf in April 2022, offering guests itineraries on the Rhine and Moselle rivers. Carrying 176 passengers, this new ship will use hybrid technology and sulphur-free GTL (fuel to cut down on CO2 emissions). Using the same eco-friendly engine, 190-passenger *Viva Two* will make her maiden voyage along the Danube in July 2022. 📍



Both Viva ships use hybrid technology