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DECEMBER 2017

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TRADE NEWS

INSIDE: THE WORLD'S
MOST WANTED RIVERS

YOUR GUIDE TO WHO
SAILS WHERE &
WHAT'S INCLUDED

THE ULTIMATE RIVER CRUISE
DESTINATION GUIDE 2018

IN ASSOCIATION WITH



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NEIL BARCLAY

Head of Sales
VIKING CRUISES UK

A Viking river cruise is the most exciting multi-destination journey – and the most relaxing. Every day brings new discoveries, and your customer's hotel travels with them, so they unpack just once.

Viking is an independently-owned company, offering a more personalised experience. As well as sailing to different destinations, Viking offers a choice of interesting things to do when there. Guests can take advantage of included excursions with expert guides. They'll also enjoy behind-the-scenes access and meet people who impart a real understanding of local life.

Every ship offers plenty of room in which to relax, including a selection of spacious, river-view staterooms. The award-winning Viking Longships are home to less than 200 guests, so the ambience is friendly and relaxed.



REBECCA BARNES

Editor
CRUISE TRADE NEWS

I have only just discovered the delights of river cruising for myself, and I am well and truly hooked. River cruising is THE best way to immerse yourself in a number of destinations in one trip, and there are few things more relaxing than a leisurely meander down the river. The popularity of this form of cruising is on the up as many more people are, like me, discovering the delights of this unique and intimate way to travel.

However, river cruising is a rather different proposition from an ocean cruise, so specialist knowledge is essential in order to match your client with the right cruise for them.

We hope therefore that you love the Ultimate River Destination Guide 2018. It's designed to provide the destination inspiration you need to ensure that your customer's holiday is one they will never forget – wherever they may be heading in the world.

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THE WORLD
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The twinkling lights of the canalside merchant houses of Amsterdam. The haunting beauty of Kinderdijk's windmills. The echo of footsteps in a medieval hilltop castle. The filigree spires of Cologne's iconic cathedral. When you discover the rich history and culture of the Rhine, it's comforting to know that you're travelling with the very best – and enjoying the very best value for money, with everything you need to enjoy yourself included in the price. Come and explore the Rhine in comfort with us.

Day 1 **Amsterdam** Day 2 **Kinderdijk**
Day 3 **Cologne** Day 4 **Koblenz and Rüdesheim**
Day 5 **Heidelberg and Speyer** Day 6 **Strasbourg**
Day 7 **Breisach** Day 8 **Basel**

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Exploring the World in Comfort®

Prices correct at time of going to print but are subject to change. From prices are per person and based on two people sharing the lowest grade stateroom available on Rhine Getaway, departing on selected dates in December 2018. Prices valid until 31 December 2017. Single supplements apply. For more information please visit vikingcruises.co.uk/terms-conditions or call us.



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Incorporating Cruise
Ports & Destinations

ALL ABOARD!

John Wilmott takes to the waters in style with
Viking River Cruises

SPOT a Viking Longship gliding along a serene river or moored in the centre of a historic city and your customer can't fail to be impressed.

The sleek, slender profile, the open Sun Deck with its parasols and wooden loungers, the line of private verandas – and not forgetting the secluded sanctuary over the bow of the ship.

But if your customer thinks a Viking Longship looks seductive from the outside, just wait until they step aboard. River cruising is captivating and a state-of-the-art Viking Longship is the perfect platform from which to appreciate all its pleasures.

There is a real sense of making a journey as your guests discover cultural, scenic and culinary delights as each country gently unfolds.

From brooding castles to chugging timber boats, and vineyard-swathed slopes to squabbling ducks, the panorama of a river is endlessly fascinating.

Where Viking River Cruises stands out is in a clever approach to design and how it influences the joy of travelling by water. On most river ships, there

River cruises don't get any better than this



is a 360-degree vista from the Sun Deck. On a Viking Longship, your customer could opt to descend a few steps to an enclave at the ship's prow, and enjoy an uninterrupted perspective of the journey ahead, protected by a glass windbreak.

In good weather the doors to this al fresco sanctuary fold back to

reveal the Aquavit Lounge, a versatile conservatory for enjoying a light lunch or cossetting oneself in an alcove with a book. Then there is a seamless transition from here to the main lounge and more opportunity to appreciate the cool, chic Scandinavian design of the ship.

Leather seating with plump cushions, and walls

variously textured with wood and embroidery will have guests admiring the innate sense of good living. With natural light flooding in through floor-to-ceiling windows, the refreshing impression is of the outdoors being brought inside.

Passing the gleaming bar one enters the atrium, a two-deck space illuminated

traditions on Russia's grand Volga, the mystical Mekong in southeast Asia and China's dramatic Yangtze River.

But one doesn't go on holiday just to admire colour schemes and the skills of interior designers. Viking's creativity extends to the journeys, too. Visitors typically pull over to the bank at least once each day. Secretly

Daily excursions are included in the price of a Viking river cruise, as are full-board meals with complimentary wine or beer in the restaurant, fun entertainment and intriguing lectures, flights from the UK (including selected regional airports), transfers and on-board WiFi. The basket of freshly baked cookies at the complimentary hot drinks station is yet another of the many inclusions that make a Viking river cruise great value for money.

IF YOUR CUSTOMER THINKS A VIKING LONGSHIP LOOKS SEDUCTIVE FROM THE OUTSIDE, JUST WAIT UNTIL THEY STEP ABOARD

through a glazed roof, with a feature staircase, library, boutique, artworks and even a secret garden influenced by the nature of the Nordic countries. A few steps beyond are the ensuite staterooms, decorated in calming tones with blonde wood.

Some have a French or open balcony – or both in the suites – where your guest can arise from a super-comfy bed and immediately embrace their surroundings.

Viking Longships operate across Europe's great rivers, with a more intimate version on Portugal's 'River of Gold' cruise on the Douro, as well as the equally lovely ships that reflect local

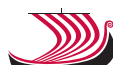
following the ship on many cruises is a fleet of coaches that whisk guests off to explore historic cities, World Heritage monuments, verdant forests, picturesque villages, or cherished wineries.

This alluring amalgam of innovative comfort and enlightening exploration comes complete with another heartwarming feature – the absence of a big bill at the end of the adventure.

Viking River Cruises' 2018 holidays are now on sale.

Prices start from just £1,145pp for an eight-day Rhine Getaway river cruise.

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Free guided tours,

including visits to

UNESCO

World Heritage Sites

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(restrictions apply)

Tea and coffee at any time, on board



FRENCH RIVERS

Cruising the French rivers guarantees a trip steeped in history – and fabulous cuisine



Notre Dame Cathedral in Paris overlooks the Seine

FRANCE *is an idyllic river cruise destination, one that is equally suited to both first-timers and repeat clients who have already explored popular stretches of European rivers such as the Rhine and the Danube. Itineraries take in world-famous cities and sights, including Paris, medieval Rouen and wartime battlefields, with plenty of time for passengers to savour the country's renowned cuisine and excellent wine along the way. On the Seine, ships are based in Paris and cruise to Normandy. The Rhône runs through beautiful Provence and meets the Saône at Lyon. Meanwhile, the Gironde, Garonne and Dordogne transport passengers through the Bordeaux wine region, and the lesser-explored Loire is lined with spectacular chateaux. An easy sell indeed.*

THE SEINE

Rising in Burgundy, the Seine runs through the heart of Paris, and ships spend at least one night docked in the French capital. As well as being popular for river cruising, part of the fascination of the Seine is that it remains an important commercial waterway; it is also navigable by oceangoing vessels as far as Rouen.

GIVERNY

The home of artist Claude Monet, the founder of the 19th-century Impressionist art movement. Visitors to Giverny can see the Japanese bridge and water garden depicted in many of his works.

ROUEN

Centrepiece of the grand city where Joan of Arc was burned to death at the stake is Notre Dame



Cathedral, arguably the most beautiful Gothic cathedral in France, with architecture spanning the 13th to 16th centuries and elaborate stained glass.

D-DAY LANDING BEACHES

Full-day excursions take in the poignant D-Day landing beaches along the Normandy coastline, making Seine cruises ideal for clients interested in wartime history.

THE RHÔNE & SAÔNE

The Rhône flows from the Swiss Alps through southern France and into the Mediterranean, west of Marseille, and the Saône is its chief tributary. Cruises sail through Provence and Burgundy, the gastronomic heartland of France and two of the country's top wine-making regions.

AVIGNON

Home to seven popes in the 14th century, the vast UNESCO-listed Palais des Papes (Popes' Palace) is a Gothic masterpiece.

BEAUNE

This walled town is the capital of the Burgundy wine region. There is a tempting outdoor market, while the nearby former almshouse, the historic Hospices de Beaune monument, boasts

an ornate tiled roof and is well worth a visit.

ARLES

A UNESCO world heritage site, the city of Arles sits on the Rhone river. Vincent van Gogh was inspired by the surroundings and painted many of his most famous works when he lived here, including The Langlois Bridge at Arles, which is still recognisable today. ►

This is
SHEARINGS

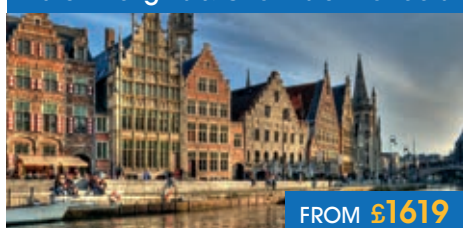


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water and speciality coffee & teas

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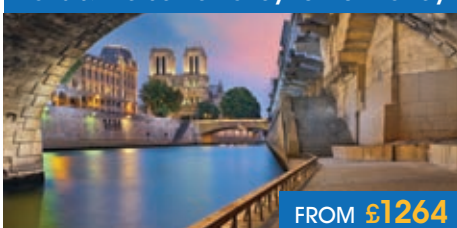


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SALES TIPS

1 Itineraries offer memorable excursions such as truffle hunting, chef-escorted tours of markets or even blending a personal bottle of Cognac.

2 Unlike Rhine and Danube itineraries, which include long periods of cruising, French itineraries have more time ashore.

3 France has a long season, with most cruises running from March to the end of November.

4 The extensive network of canals and narrow waterways provides a fresh alternative to conventional river cruising.

5 CroisiEurope is the only river cruise line sailing on the Loire, with a modern-day paddlewheeler designed to navigate the shallow waters.

Clients can visit Paris landmarks when cruising the Seine

THE LOIRE

Meandering through central and western France, the Loire Valley is the country's largest UNESCO-listed site. It's dotted with more than 1,000 chateaux, dating from medieval to Renaissance periods, including Chateau d'Usse, said to have inspired Charles Perrault to write the Sleeping Beauty fairy tale and Walt Disney to design his theme park castle.

NANTES

The 19th-century science fiction novelist Jules Verne was born in this eclectic and creative city. A 40-foot wooden and steel mechanical elephant carries visitors along the quayside, and art installations on the river include a giant sea snake and a surreal submerged house. ►





Explore France's canals and waterways on a barge

BARGE CRUISES

Hotel barges offer a very intimate way to explore the canals and waterways of France. The majority of vessels started life as working barges. They have now been transformed to carry six to 20 passengers in the lap of luxury.

These sailings are mostly all-inclusive, offering the services of a dedicated chef and attentive hostesses, as well as fine wines paired with meals and an open bar. Their slow pace enables passengers to walk or cycle along the towpath and meet the barge at a lock further along the waterway. These vessels are ideal for clients wanting to celebrate a special occasion or travel together as they can be exclusively chartered by families and groups of friends.

SAINT-NAZARE

Giant cruise ships in the making can be seen on a tour of the STX shipyard and the maritime past comes to life at Escal'Atlantic, with its recreated liner and artefacts from legendary Saint-Nazaire-built vessels, including the 1935 Normandie.

GARONNE, GIRONDE & DORDOGNE

The Dordogne and Garonne meet at the Gironde Estuary in southwest France. Cruises here will appeal to wine lovers, and many lines offer wine-themed trips, with visits to vineyards and cellars for private tastings.

BORDEAUX

The UNESCO-listed port

city is the starting and finishing point for round-trip cruises on these three rivers, with time to explore the elegant neoclassical boulevards and surrounding world-famous vineyards.

CADILLAC

Steeped in history – cruise passengers can marvel at the imposing Chateau des Ducs D'Épernon – Cadillac is the gateway to the Sauternes region, which is famous for its honey-sweet dessert wines.

PAUILLAC

The vineyard-lined roads leading to this important wine-growing commune on Bordeaux's Medoc peninsula are home to some of the world's most famous and expensive wines, including Chateau Latour. It's all down to the soil, apparently.

Sample the local cider when in Normandy



RECOMMEND CLIENTS TRY...

- Delicate lavender-flavoured biscuits and nougat in Provence.
- Cider, calvados and Pommeau (a mix of apple juice and apple brandy), Normandy's top tipple.
- Potatoes 'Lyonnaise', made with onions, butter and parsley – the classic accompaniment to any meal in Lyon.

WHO SAILS THERE?

Amadeus River Cruises
 AmaWaterways APT
 A-Rosa
 Avalon Waterways
 Belmond
 CroisiEurope
 Emerald Waterways
 Fred. Olsen
 River Cruises
 Riviera Travel
 Saga
 Scenic
 Shearings Holidays
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 The River Cruise Line
 Titan Travel
 Uniworld Boutique River Cruise Collection
 Viking River Cruises

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- Nightly live entertainment, including an on board night with a 70's night twist
- An extra special 40th anniversary gala dinner
- Prize draws on board
- An anniversary present from Titan Travel

Andy Squirrell,
Managing
Director



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- Complimentary in-suite mini-bar
- Fine dining in a choice of up to six on board venues
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- Exclusive cocktail receptions at majestic locations
- Daily excursions and experiences
- Complimentary WiFi internet
- Exquisite L'Occitane toiletries and luxurious bathrobes
- Price includes tipping, transfers and all taxes

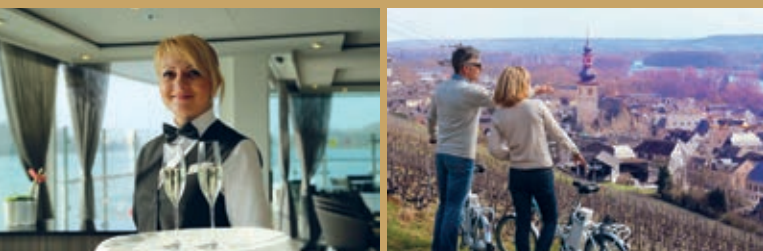


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Scenic Freechoice

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Scenic set the precedent for river cruising on Europe's waters. Fine-dining, spacious suites and a butler service for every guest promise a service that is second-to-none, and award-winning excursions provide unique insights into culture and tradition.



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£1,800
per couple

Rhine Highlights

8-Day Cruise from £1,695 per person

Amsterdam > Basel

Departs 12 December 2018

- Exclusive Scenic Enrich:** Classical concert at a fine Baroque palace.



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£1,800
per couple

Danube Christmas Markets

8-Day Cruise from £1,595 per person

Nuremberg to Budapest

Departs 16 December 2018

- Scenic Freechoice:** Explore the magical Viennese Christmas markets at your leisure.

Contact Agency Sales on: 0161 233 1988 or email: agencysales@scenic.co.uk

Terms and Conditions: All prices and upgrades are per person, twin share in GBP based on two guests sharing, subject to availability. From prices indicate prices for the lowest cabin category with the same name – please call for prices on other cabin categories. Prices correct at the time of going to print (December 2017). Offers are valid for new 2018 bookings only made between 1 December - 22 December 2017. Savings of up to £1,800 are available across selected European river cruises, please call for full details. Supplements apply for upgraded suites with balconies. Offers can be withdrawn at any time. For full terms and conditions please see scenic.co.uk/terms-and-conditions. *Premium brands drinks excludes a small selection rare, fine & vintage wines, champagnes and spirits.



THE RHINE

Rhine river cruising combines history, gastronomy and stunning scenery

WITH picture-postcard scenery combining fairytale castles - more than any other river in the world - sweeping gorges, medieval villages, steep, vine-clad slopes and cultural cities, the Rhine is Europe's most popular river. Not only that, it's the ideal choice for first-time river cruise clients.

The Rhine starts in the Swiss Alps and meanders through Switzerland, France, Germany and Holland. Typical week-long itineraries on this 776-mile river start in cosmopolitan Amsterdam and end in Basel. A highlight of these sailings is the UNESCO-listed Upper Middle Rhine Valley with the enduring legend of the Lorelei rock, where a beautiful siren was said to lure passing sailors to their doom.

The Moselle, running through northeast France and Luxembourg, joins the Rhine at Koblenz; a trip along this river can be combined with a Rhine cruise. The Main River flows into the Rhine from eastern Germany and leads to the Main-Danube Canal, which enables vessels to sail into the iconic Danube, the gateway to Hungary and beyond.

KINDERDIJK

Situated outside Rotterdam, Kinderdijk is home to the largest concentration of UNESCO-listed windmills in the Netherlands. Built in 1740, the 19 mills are remarkably well preserved and a guided tour provides an insight into the area's flood defence system. Afterwards it's hard to resist the big shop near the entrance. Why not suggest clients pick up a pair of clogs - or some Edam cheese?

COLOGNE

You can't get lost in Cologne, where the cathedral's twin 515ft spires dominate the city

skyline. Built in stages between 1248 and 1880, the imposing UNESCO-listed building is northern Europe's biggest Gothic church. The sweeping views from the top of the south spire make the climb up the 509 steps well worth the effort, and afterwards there are plenty of bars on the riverfront in which to relax and watch the world go by.

BREISACH

The gateway to the Black Forest, excursions from Breisach take passengers through the mountainous landscape to a fascinating clock workshop to learn

how local farmers started the tradition of carving simple wooden clocks during wintertime over 300 years ago. Some lines feature trips to poignant Second World War sites in the Colmar Pocket, one of the last regions in France occupied by German forces,

where American soldier turned actor Audie Murphy singlehandedly held off an entire German platoon. Quality wine can always be found in this region.

KOBLENZ

Strategically situated at the confluence of the Rhine ►



RECOMMEND CLIENTS TRY...

- A rich Rudesheimer coffee served in a distinctive cup, mixed with brandy and topped with whipped cream and chocolate.
- Bamberg beer, which has a smoky flavour created by malted barley being dried over an open fire.
 - Flammkuchen, the Alsace speciality that resembles a crisp pizza topped with sour cream, bacon and onion.

From Switzerland to Holland
through picture-postcard scenery

MOSELLE

Longer itineraries take in a section of the Moselle, which winds through the heart of Germany's wine-growing country. Quieter and narrower than the Rhine, the Moselle snakes past a number of towns including Cochem, one of the prettiest places on the river; with a castle perched on a 300ft promontory - the highest fortress on the river. The charming old town is filled with half-timbered houses.

and Moselle, Koblenz is overlooked by the 19th century Ehrenbreitstein fortress, one of the largest castles in Europe. The best way to get there is on the cable car that runs across the river. Ships dock near the equestrian statue of Emperor William I, and from here it's a short stroll to several fountains that form the centrepiece of the town's squares. Tours often visit the old city.

RÜDESHEIM

The heart of this delightful

wine-making town is the bustling Drosselgasse street, lined with souvenir shops and small bars serving fruity Riesling. A land train takes passengers from the ship to the extraordinary Siegfried's Mechanical Music Cabinet Museum, where exhibits range from thundering fairground organs to an exquisite musical box topped by a tiny singing bird. A cable car runs to the landmark 19th century Germania monument built to commemorate the unification of the country,

and provides panoramic views over the river and surrounding vineyards.

STRASBOURG

The capital of Alsace, France's smallest region, is also known as the principal city of Europe as it is home to the European Parliament and a number of other important institutions, including the European Court of Human Rights. Bordering Germany and Switzerland, the city has a unique cultural and architectural heritage, and sightseeing cruises along the waterways provide a fascinating glimpse of ancient and modern buildings. The historic and charming Petite France neighbourhood dates from the 16th and 17th centuries and is jam-packed with half-timbered Renaissance buildings.

WHO SAILS THERE?

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Avalon Waterways
CroisiEurope
Cruise & Maritime Voyages
Crystal River Cruises
Emerald Waterways
Fred. Olsen River Cruises
Hebridean Island Cruises
Riviera Travel
Saga Scenic
Shearings Holidays Tauck
The River Cruise Line
Titan Travel
Uniworld
Boutique River Cruise Collection
Viking River Cruises

SALES TIPS

1 Accessible Rhine cruises offer a range of transport options including air, rail, coach and ferry.

2 The Rhine is Germany's largest wine-producing area, where more than 70% of the country's wines are produced in more than 20,000 wineries, and shore excursions provide plenty of opportunities for tastings.

3 Germany is the heartland of Europe's Christmas market scene and themed festive cruises, starting at three days, are a great way to introduce clients to river cruising.

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FARES FOR
SINGLE TRAVELLERS



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In the style of a 1930's club, the *Royal Crown* river cruiser is elegant and understated, with its spacious panoramic lounge containing comfortable sofas and armchairs, and a single sitting restaurant which serves a mix of British and continental cuisine including a traditional recital of Robert Burns' Address to a Haggis!

Amsterdam to Amsterdam Guest Speaker David Davies

Land of Waterways and Windmills

20th May to 27th May 2018 - 7 nights

- Royal Palace, Amsterdam
- Private Tour and Afternoon Tea at the Hortus Botanicus, Amsterdam
- Fortified Town of Naarden
- UNESCO World Heritage Site of the Woudagemaal Pumping Station
- De Weerribben-Wieden National Park
- Enkhuizen and Zuiderzee Museum
- Alkmaar Cheese Market • Hoorn Old Quarter
- Haarlem and Zaanse Schans Open Air Museum

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Amsterdam to Amsterdam Guest Speaker Rev Christopher Herbert

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- Historic Village of Veere
- 13th Century City of Middelburg
- UNESCO World Heritage Site of Bruges
- Medieval City of Ghent
- Slot Zuylen Castle

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THE INSPIRATION

behind the famous waltz by Johann Strauss II, the Danube is Europe's second-longest river after the Volga, and the only major European waterway running from west to east.

Rising in Germany's Black Forest and ending its epic 1,770-mile journey at the Black Sea, the river passes through 10 countries and four capital cities – Vienna (Austria), Bratislava (Slovakia), Budapest (Hungary), and Belgrade (Serbia). The Danube is a

cultural dream for history and architecture buffs as well as those tempted by regional food and drink.

The most popular itineraries are one-week sailings between Budapest in Hungary and Passau, situated in Germany close to the Austrian border, or week-long round-trips from Passau. Longer sailings into the remote Danube Delta bring natural highlights, including the chance to see wild horses and Europe's largest population of white pelicans, and take exciting safari boat excursions deep into the heart of the protected nature reserve. ►

The Danube features floodplain forests and wetlands

HIGHLIGHTS

PASSAU

Arriving in Passau you'd be forgiven for thinking you'd docked in Italy instead of Germany. The city has a very Italian atmosphere that's led to its nickname Venice on the Danube, and occupies a unique location on the confluence of the rivers Danube, Inn and Ilz. The riverside promenade leads to the old town, where St Stephen's cathedral is home to the world's biggest church organ.

VIENNA

Austria's elegant capital is brimming with grand buildings such as Hofburg, one of the world's biggest palaces, from which the Habsburgs ruled Austria for 700 years. The wide Ringstrasse boulevard follows the line of the old city walls and encircles many of the main sights. Passengers can have a Viennese whirl by joining shore excursions featuring a waltz lesson, or take a ride on the iconic 200ft ferris wheel at Prater amusement park.

LINZ

Austria's third largest city is a UNESCO City of Media Arts and former European Capital of Culture. Mooring spots are close to the futuristic Ars Electronica, an electronic arts centre lit by a kaleidoscope of colours at night. Meanwhile, the Schlossmuseum in the old town blends historic and modern architecture.

WACHAU VALLEY

The spectacular scenery of the UNESCO-listed Wachau Valley, between the Austrian towns of Krem and Melk, is a real head-turner. Lined with vineyards, stops along the way include Melk, with a visit to the vast 18th century Benedictine abbey high on a rocky outcrop.

BUDAPEST

The Hungarian capital is a city of two distinct halves. On one side is green, leafy Buda, dominated by the grand Castle District. On the Danube's other bank is busy Pest, with the impressive Heroes' Square, the wide main boulevard – Andrássy Avenue – and the parliament building inspired by London's Westminster Palace. Suggest a visit to the Hospital in the Rock, a subterranean hospital used during World War II.

BUCHAREST

Bucharest is a surprisingly beautiful city where the harsh socialist blocks built during Nicolae Ceausescu's regime are offset by French neoclassical, art deco and Bauhaus architecture, majestic boulevards and a triumphal arch that characterise the city's 'golden era' between the world wars.

IRON GATE GORGE

Sandwiched between the Carpathian and Balkan mountain ranges, at one time this narrow gorge was a hazardous waterway. Ships now sail serenely through the sheer gorge walls.



The Danube Delta is home to hundreds of pelicans

DANUBE DELTA

Cruises on the Lower Danube take passengers east from Budapest through Serbia, Croatia, Bulgaria and Romania to 'zero kilometres', where the river reaches the Black Sea. This is a much less explored and quieter stretch of river that's rich in wildlife. The UNESCO-listed Delta Reserve is Europe's largest wetland area and home to more than 300 species of birds, including spectacular flocks of pelicans.

WHO SAILS THERE?

Amadeus River Cruises	Cruises
AmaWaterways APT	Riviera Travel Saga Scenic
Avalon Waterways CroisiEurope	Shearings Holidays Tauck
Cruise & Maritime Voyages	The River Cruise Line
Crystal River Cruises	Titan Travel
Emerald Waterways Fred. Olsen	Uniworld Boutique River Cruise Collection
River Cruises	Viking River Cruises
Hebridean Island	



SALES TIPS

1 Clients can extend their holiday with pre- and post-cruise land-based stays in Budapest and Prague.

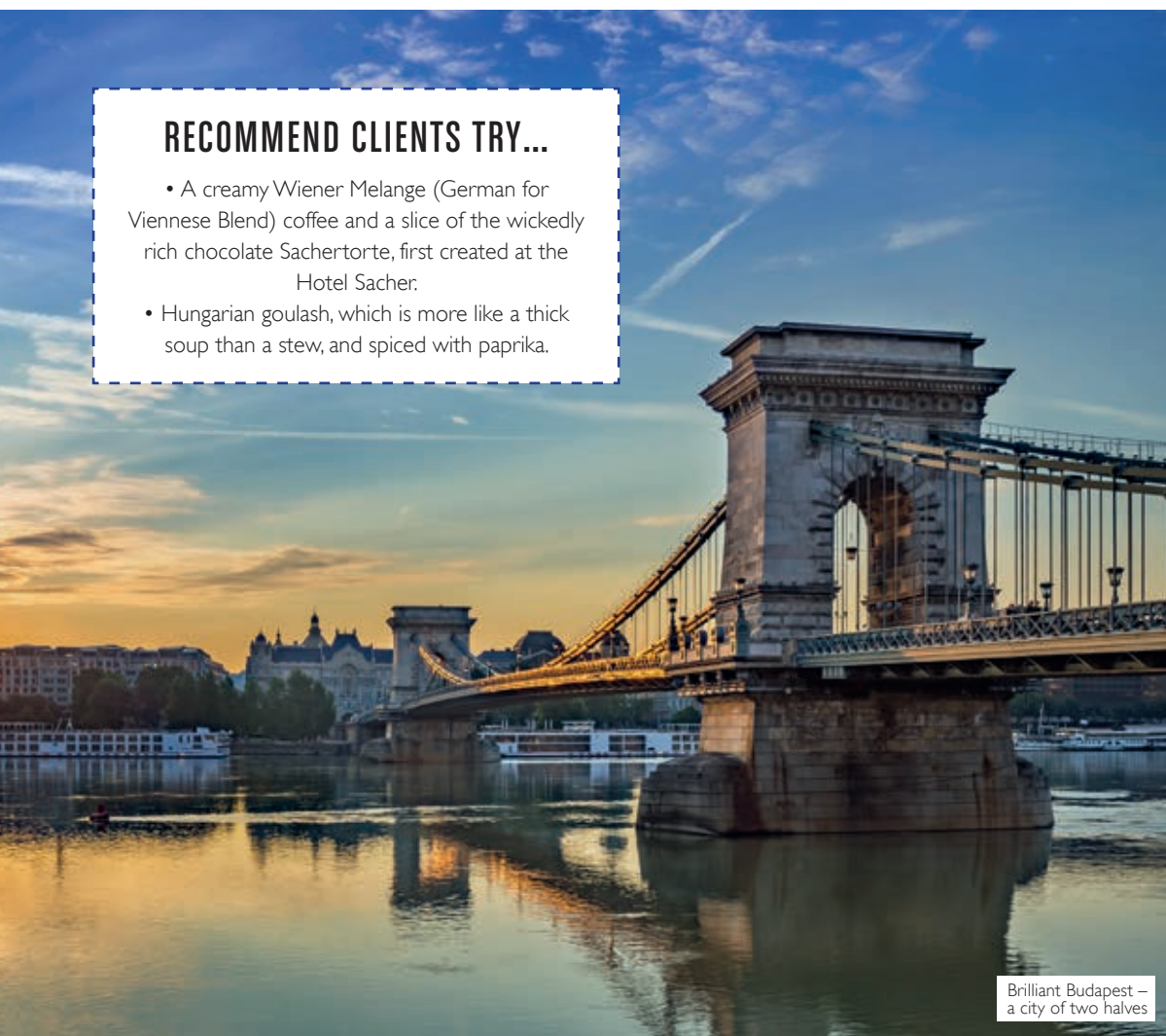
2 Foodies will love the regional menus that ships' chefs create to provide a real taste of the destinations being visited.

3 Although it's hard to plan a cruise to coincide with one of the evening dressage displays at Vienna's Spanish Riding School, there are inexpensive daily stable tours and visitors can sit in on the morning exercise sessions in the ornate riding school used for the formal shows.

4 For repeaters that have sailed the classic Passau to Budapest route, suggest a sailing on the lesser-known Lower Danube to the Black Sea route.

RECOMMEND CLIENTS TRY...

- A creamy Wiener Melange (German for Viennese Blend) coffee and a slice of the wickedly rich chocolate Sachertorte, first created at the Hotel Sacher.
- Hungarian goulash, which is more like a thick soup than a stew, and spiced with paprika.



Brilliant Budapest – a city of two halves

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EUROPE: FURTHER AFIELD

Have your clients done the Rhine, Rhone, Seine and Saone? Then the rest of Europe is calling...



The beautiful Elbe at Dresden. Photo: German National Tourist Office

FROM *the onion-shaped domes of Moscow's Red Square to the port vineyards of the Douro, and from big-hitting capitals on the Elbe to ancient Italian cities resembling outdoor museums, river cruises offer an easy way to explore the length and breadth of Europe.*

THE ELBE

One of central Europe's major rivers, the Elbe rises in the Czech Republic and flows through Germany

into the North Sea. There is one seven-night cruise itinerary sailing from Magdeburg in Germany to Melnik in the Czech Republic, or in reverse, and

many itineraries include extended land stays in Berlin and Prague.

BERLIN

Checkpoint Charlie, the cultural Museum Island and the wide Unter den Linden boulevard leading to the popular Brandenburg Gate, are unmissable sights in this lively city.

DRESDEN

Destroyed during the Second World War, Dresden rose from the rubble. Landmarks include the rebuilt Cathedral of Our Lady, with its bell-shaped dome, which is the symbol of Dresden.

PRAGUE

The capital of the Czech Republic boasts an ►

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SALES TIPS

1 Recommend these rivers to clients who are looking for something different within Europe.

2 Clients can be among the first to see a new temporary exhibition hall at the Pergamon Museum, which is undergoing refurbishment.

3 Po cruises include time in Venice, without the need to pay for hotels or restaurant meals, and European Waterways' barge moors right on the waterfront.

4 Passengers never miss a thing on the Douro as ships are only allowed to sail during the day.

5 A river cruise is the perfect way to experience Russia, which can be challenging to explore independently as little English is spoken outside main tourist destinations.



Venice offers beauty and history in abundance

eclectic mix of Gothic, Renaissance, art nouveau and cubist design, with sights including the huge castle built between 1346 and 1378 reached via the 14th century Charles Bridge.

THE PO

Italy's longest river rises in the Alps and empties into the Adriatic Sea near Venice, which is the jewel in the crown of a cruise on this beautiful, lesser-known waterway. Itineraries focus on the 60-mile stretch from

Venice, although European Waterways also sails on the tranquil Bianco Canal running parallel to the Po.

VENICE

The most atmospheric way to arrive in Venice is by water, and a river cruise provides this opportunity. Majestic St Mark's Square is dominated by the cathedral of the same name, which is one of the world's finest examples of Byzantine architecture. Getting lost in the maze of streets criss-crossed

by canals is all part of the Venetian experience.

MANTUA

The commune of Mantua in Italy's Lombardy region is hardly changed since the Middle Ages, and dubbed the 'Sleeping Beauty' city. The vast Ducal Palace has more than 950 rooms

and is the second largest Italian residence after the Vatican. It's also where Shakespeare's Romeo was banished in exile after killing love rival Tybalt.

PO DELTA

One of Europe's largest wetlands and Italy's biggest regional park, ►

RECOMMEND CLIENTS TRY...

- Chilled white port. It's drunk as an aperitif in Portugal and also used in refreshing cocktails.
- Currywurst – pork sausage served with a curry and tomato sauce. It's a German institution; there are stalls on every street corner in Berlin.
- Borscht, Russia's warming jewel-coloured soup made with beetroot and topped with sour cream – some restaurants also add a shot of vodka.

A voyage along
the Douro on MS-
Miguel Torga I



the UNESCO-listed delta is a nature lover's paradise, with more than 350 species of birds, including large flocks of flamingos.

THE DOURO

Rising in Spain and winding through dramatic green landscapes until it reaches the Atlantic in Porto, the 'river of gold' was a wild waterway that has now been tamed by dams.

PORTO

Divided by the Douro,

Portugal's second city has numerous famous-name port houses open for tastings. Visitors can take a trip on a traditional Rabelo, the wooden vessels that once transported port.

SALAMANCA

Known as the 'golden city', glorious Salamanca is home to Spain's oldest university and has a stunning Baroque main square.

CARRAPATELO LOCK

At 115ft (or 35 metres) deep and 85 metres long,

the cavernous Carrapateiro Dam lock is one of the deepest in the world and passing through it is an amazing experience.

RUSSIAN WATERWAYS

Russia's mighty Volga, linked to a series of canals, lakes and waterways, takes passengers to places that would be hard to reach on a land-based trip.

MOSCOW

Red Square and the Kremlin, seat of the Russian government, dominate the agenda in Russia's capital. Excursions stop at Sparrow Hills, one of the city's highest points, but there's splendour below ground, too, where the metro stations are lined with chandeliers, bronze statues and gold-framed murals.

ST PETERSBURG

This elegant former Russian capital is home to

The Hermitage, one of the finest examples of Russian baroque architecture and one of the world's greatest museums.

GOLDEN RING CITIES

Once the seats of power in medieval Russia, Yaroslavl is one of Russia's oldest cities and has the country's first theatre (built in 1750), pretty Kostroma is famous for its artists and Uglich's cathedral is filled with magnificent icons.

KIZHI ISLAND

In the middle of Lake Onega, part of the Republic of Karelia, Kizhi's wooden buildings were moved from around the republic to create a UNESCO-listed open-air museum.

WHO SAILS THERE?

AmaWaterways
APT
Avalon Waterways
CroisiEurope
Cruise & Maritime
Voyages
Emerald
Waterways
European
Waterways
Fred. Olsen
River Cruises
Riviera Travel
Saga
Scenic
Shearings
Holidays
The River
Cruise Line
Uniworld
Boutique River
Cruise Collection
Viking River
Cruises

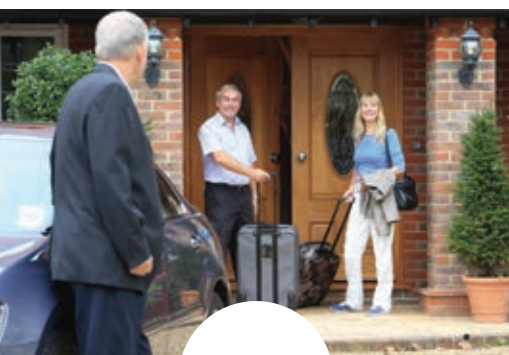


St Basil's Cathedral in
Moscow's Red Square

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4
Direct flights from up to 14 regional UK airports or Eurostar options on many itineraries.



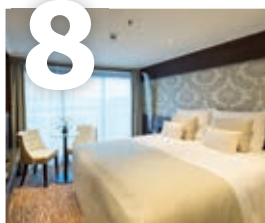
5
Relaxed itineraries with included guided excursions and also free time to explore at your own pace.



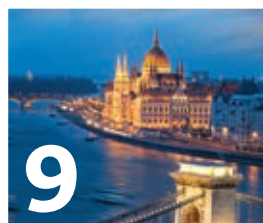
6
Complimentary Wi-Fi on board every ship.



7
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AMERICA

The Mississippi, along with its tributaries, is the most high-profile American river. The main itinerary you can choose is a seven-night cruise between New Orleans and Memphis on authentic paddle-wheelers, although in 2018 American Cruise Lines will launch the first modern vessel. In Oregon, there are seven-night itineraries on the lesser-known Columbia and Snake rivers, following the routes of 19th century explorers Meriwether Lewis and William Clark.

NEW ORLEANS

A melting pot of French, African and American culture, the buzzing French Quarter is filled with jazz bars.

ST FRANCISVILLE

One of America's most beautiful small towns, the historic centre boasts beautiful antebellum mansions.

MEMPHIS

Home of the blues, music-filled Beale Street and, of course, the king of rock 'n roll, Elvis Presley, with tours of his Graceland home. ►



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THE AMAZON

The world's largest river by volume, the Amazon is simply amazing. Cruises venture deep into rainforests with a mix of land-based and canoe trips, in search of wildlife such as river dolphins, piranha, alligators, monkeys and multi-coloured birds. Cruises on the Peruvian section visit the Yacapana Isles, populated by iguanas, and Brazilian itineraries go to the 'jungle city' of Manaus, the Amazon's furthest navigable port, situated 1,000 miles inland.

THE GANGES

India is an up-and-coming river cruise destination, and the Ganges, rising in the Himalayas and flowing into the Bay of Bengal, is an integral part of Indian culture. Cruises visit Murshidabad, the town of Chandannagar and villages where visitors are a rarity. The Brahmaputra river winds through tea-growing Assam and is filled with natural beauty.

The Nile – a river full of amazing sights



A local visitor enjoys Botswana's Chobe River



THE CHOBE

The wildlife-rich Chobe runs through the northern part of Botswana's Chobe National Park, where boats share the river with hippos and elephants. CroisiEurope recently joined a handful of lines operating in the region.

THE NILE

Nile cruises traverse the stretch between Luxor and Aswan, with itineraries ranging from three days to a week and taking in sights such as Luxor's vast Karnak temple and the Valley of the Kings. In recent years, Egypt has been blighted by violent political uprisings and terrorist attacks, which saw many lines curtail their sailing programmes. Confidence is slowly returning, with Viking River Cruises launching the refurbished Viking Ra on the Nile in 2018. ►

SALES TIPS

1 In hot countries a river cruise is less tiring than land-based travel and people only need to unpack once.

2 Ships are small and intimate – typically carrying fewer than 100 passengers (and some as few as 10) – and staff provide a personal service.

3 Expedition-style river cruises visit places only accessible by ship, untouched by commercialism and mass tourism.

4 Itineraries in remote destinations can change daily, so recommend these cruises to open-minded clients with a taste for adventure.

5 Shore experiences are authentic and often unplanned – a village walk might result in an invitation into someone's home or to join in a religious ceremony.

ASIA

MEKONG

Southeast Asia's longest river spearheaded the growth in long-haul river cruising and runs through Vietnam and Cambodia. Passengers can experience two fascinating countries and cities such as bustling Ho Chi Minh, the former Saigon. Most cruises combine seven nights' cruising with a land-based stay.

SIEM REAP

The former Cambodian French colony is the gateway to the world's largest religious site. It is magical to watch the sun rise over the beehive towers of Angkor Wat.

PHNOM PENH

The capital's contrasting sights range from the opulent Royal Palace to the heart-wrenching Killing Fields and Genocide Museum, marking Cambodia's darkest hour during the Khmer Rouge regime.

TONLÉ SAP

Southeast Asia's largest freshwater lake is a unique biosphere, shrinking to a quarter of its size in the dry seasons and virtually submerging trees when it floods.

IRRAWADDY

Myanmar's longest river flows from North to South and takes passengers on a journey on the 'road to Mandalay', starting from the former Burmese capital, Yangon. River boats sail past temples and stop at villages where time

stands still. The Chindwin is the Irrawaddy's largest tributary, and offers off-the-beaten track expeditions towards the Indian border.

YANGON

The Shwedagon pagoda is a landmark in the city formerly known as Rangoon, whilst Bogyoke Aung San Market is great for souvenirs.

MANDALAY

The former royal capital lies against the backdrop of the pagoda-studded hills of Sagaing. The wooden Shwenandaw Monastery is renowned for its intricate carvings.

MONYWA

The Chindwin town leads to the spectacularly colourful Thanbodi Temple and a 412ft giant golden buddha, the largest in Myanmar.

YANGTZE

Traversing the width of China, Asia's largest river has landscapes of misty mountains, sheer gorges and serene riverbanks dotted with pagodas. Cruises include land stays in cosmopolitan neon-lit Shanghai and Beijing.

TERRACOTTA ARMY

Crafted in 210BC to protect emperor Qin Shi Huang in the afterlife, and hidden from the world until 1976, the 6,000-plus warriors all have different facial features.

THE GREAT WALL OF CHINA

Beijing excursions visit the Badaling Hills stretch of the 4,000-mile wall, the world's longest man-made structure.

WHO SAILS THERE?

AmaWaterways
American Cruise Lines
American Queen
Steamboat Company

APT
Aqua Expeditions
Avalon Waterways
Belmond
CroisiEurope
Fred. Olsen River
Cruises
G Adventures
Pandaw

Riviera Travel
Saga
Sanctuary Retreats
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Viking River Cruises
Wendy Wu Tours



Misty mountains, sheer gorges and serene banks – it could only be the Yangtze



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ONBOARD DRINKS

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CHINA



INDIA



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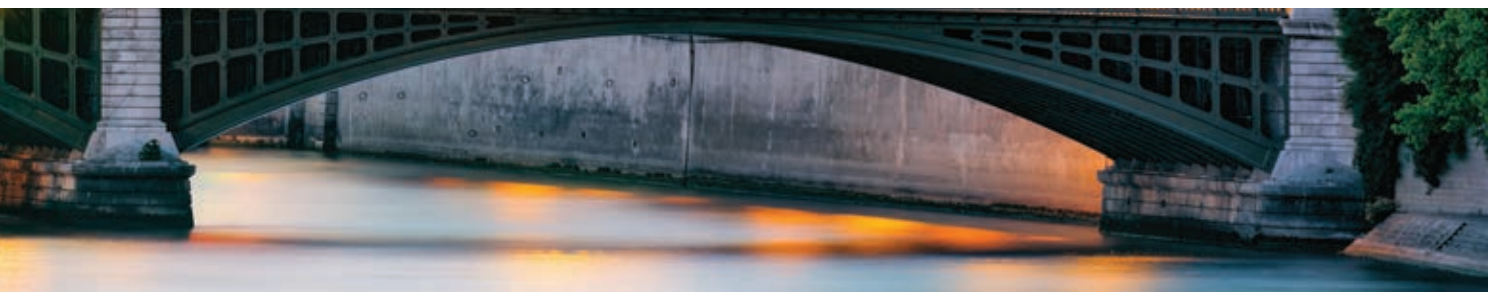


[†]Complimentary beverages exclude French Champagne, premium spirits and selected wines. Complimentary beverages are served throughout on Luxury Europe, Vietnam & Cambodia, Myanmar and Russia cruises. On Luxury cruises in China, complimentary drinks are served with lunch and dinner. [#]Complimentary home-to-airport transfers are available within a 75 driven mile radius of selected UK departure airports and must be requested at the time of booking. No cash alternative available. UK1069

WHO SAILS WHERE?

[illegible]

TABLES



	ELBE	PO	RUSSIAN WATERWAYS	GANGES & BRAHMA- PUTRA	MEKONG	AYEYARWADY	YANGTZE	CHOBE	MISSISSIPPI COLUMBIA & SNAKE	NILE	AMAZON	OTHERS
					*			*				
									*			
									*			
				*	*	*	*		*			
					*	*					*	
						*						
	*	*	*			*						Loire/Guadalquivir/Guadiana/Dordogne
					*							
									*			
				*	*						*	Burgundy (France)
				*	*	*					*	Tonle (main tributary to the Mekong)/Chindwin/Song Hong (Red River)
			*	*			*			*		
	*		*							*		Guadalquivir/Guadiana/Yonne (France)/Oder (Baltic)
						*	*			*		
					*	*						Volga
												Dordogne
												Thames
			*		*							
	*	*	*	*	*	*	*			*		
	*		*		*		*					
				*	*	*	*					

WHO INCLUDES WHAT?

	TRAVEL BY AIR, RAIL OR COACH	UK TRANSFER	OVERSEAS TRANSFERS	ALCOHOLIC DRINKS AT ALL TIMES	WINE/BEER/SOFT DRINKS WITH LUNCH/DINNER	WINE/BEER/SOFT DRINKS WITH DINNER	
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AMAWATERWAYS					*	*	
AMERICAN QUEEN STEAMBOAT COMPANY	*		*		*	*	
APT	*	*	*	Europe, Russia, Mekong, Myanmar	*		
A-ROSA				*	*	*	
AVALON WATERWAYS	*	*	*		*		
BELMOND				barges	Ayeyarwady		
CROISIEUROPE			on request	*	*	*	
CMV SIGNATURE RIVER CRUISES	*		*				
CRYSTAL RIVER CRUISES	fly/cruise & cruise-only fares		*	*	with lunch/dinner	with dinner	
EMERALD WATERWAYS	air YES – rail at £49pp supplement		*		*	*	
EUROPEAN WATERWAYS			*	*	*	*	
FRED OLSEN CRUISE LINES	YES, if cruise booked at fly- cruise price		*				
FRENCH AMERICA LINE				*			
G ADVENTURES			sometimes	French waterway cruises			
HEBRIDEAN RIVER CRUISES	*		*	*	*	*	
PANDAW				*			
RIVIERA TRAVEL	*		*				
SAGA HOLIDAYS	*	*	*	*			
SANCTUARY RETREATS				local – beer in Myanmar only		*	
SCENIC	*		*	*	*	*	
SHEARINGS HOLIDAYS	*		*				
TAUCK	*	*	*	*	*	*	
TITAN TRAVEL (SERENADE 1)	*	*	*		*	*	
THE RIVER CRUISE LINE	*		*				
TRAVELMARVEL BY APT	*		*	Mekong/india	Europe/Myanmar	Russia	
UNIWORLD RIVER CRUISES	some offers	some offers	*	*	*	*	
VIKING RIVER CRUISES	*		*		*	*	
WENDY WU TOURS	*		*	selected vessels/itin- eraries	selected vessels/itineraries	selected vessels/ itineraries	

TABLES



	BOTTLED WATER	SOFT DRINKS	UNLIMITED TEA & COFFEE	ALTERNATIVE DINING AVAILABLE	SHORE EXCURSIONS	WIFI	GRATUITIES	QUIETVOX RECIEVERS	USE OF CYCLES	SERVICES OF TOUR MANAGER
	*		*	*		*		*	*	*
	*		*	*	*	*		*	*	*
	*	*	*	*	*	*			*	
	*	*	*	*	*	*	*	*	*	*
	*	*	*	*		*	*	*		*
	*		*	*	*	*	*	*	*	
			*		*	*			barges only	
	*	*	*		*	*		*	*	*
			*					*		
	*	*	*	*	*	*	*	*	*	
	*		*	*	*	*	*		*	*
	*	*	*	*	*	*			*	*
			*			*				
	*	*	*		selected vessels	*			*	
					*					
	*	*	*		*	*	*	*		*
	*	*	*		*	*	*		*	
	*		*	*	*	*		*	selected ves- sels/itineraries	
	*	*			one included	*	*			
	*		*		*	*				
	*	*	*	*	*	*	*	*	*	*
			*					*		*
	*	*	*	*	*	*	*	*	*	*
	*	*	*	*	*	in lounge only		*		*
										*
	*	*	*	*	*	*	*	*	except Russia & Duoro	*
	*	*	*	*	*	*	selected departures	*	*	*
	*	*	*		*	*	*	*		
	selected vessels/ itineraries	selected vessels/ itineraries	*		*	selected vessels/ itineraries	selected vessels /itineraries		selected vessels /itineraries	*

WHAT'S ON THE RIVERS?

RIVER	CITIES	ROMAN HISTORY	WAR HISTORY	COLONIAL HISTORY	ANCIENT HISTORY	
AMAZON						
AYEYARWADY	*		*	*		
BORDEAUX (GARONNE/GIRONDE/DORDOGNE)	*					
BRAHMAPUTRA				*		
COLUMBIA/SNAKE RIVERS						
DANUBE (UPPER)	*		*		*	
DANUBE (LOWER)	*	*	*			
DOURO	*		*			
DUTCH WATERWAYS	*		*			
ELBE	*		*			
GANGES	*					
GUADALQUIVIR	*					
MAIN/MAIN-DANUBE CANAL	*		*			
MEKONG (UPPER & LOWER)	*		*	*		
MOSELLE	*	*				
MISSISSIPPI	*			*		
NILE					*	
PO	*	*			*	
RED RIVER	*		*	*		
RHINE	*	*	*			
RHONE	*	*				
RUSSIAN WATERWAYS	*		*			
SEINE	*					
YANGTZE	*			*	*	



	RELIGIOUS HISTORY / CHURCHES / CATHEDRALS	WILDLIFE	WINE TASTING	ARCHITECTURE	WALKING / TREKKING	CYCLING	ART	MUSIC
		*			*			
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	*			*		*	*	
		*		*	*		*	

GALLERY

Learn more about some of the world's best river cruise lines and operators
in our seven page guide



AMA WATERWAYS	P41	RIVIERA TRAVEL	P44
APT	P41	SAGA	P45
AVALON WATERWAYS	P42	SCENIC	P46
CRYSTAL	P42	SHEARINGS	P46
EMERALD WATERWAYS	P43	TITAN	P47
G ADVENTURES	P43	VIKING	P47
HEBRIDEAN	P44		

Beautiful view of the Hungarian Parliament and the chain bridge in Budapest, Hungary



AmaWaterways really is a river cruise experience like no other. In the latest Berlitz Guide to River Cruising, more than 310 ships were assessed and the AmaWaterways European fleet earned the highest rating given and achieved all top 10 spots in the guide. They are recognised for award winning cuisine, extensive complimentary amenities, carefully crafted itineraries, personalised service and custom designed ships.

AmaWaterways consistently leads the way in river cruising with: enriching theme cruises; an enhanced active discovery programme offering hiking and biking tours; a Concierge Golf Programme; and the unique complimentary Chef's Table and La Chaine de Rotisseurs dining experience. AmaWaterways was the first river cruise company to introduce an exclusive twin balcony design in the majority of staterooms and the latest feature is the introduction of inter-connecting cabins to accommodate multi-generational families. With cruises travelling throughout Europe, Africa, Vietnam and Cambodia, AmaWaterways gives you the opportunity to see the world in luxury and comfort.



KEY FEATURES

Included with AmaWaterways

- ✦ Choice of guided shore excursions in every port
- ✦ Active Discovery & Wellness Programme
- ✦ Wi-fi Access throughout the ship
- ✦ Fine dining including wine, beer & soft drinks with lunch and dinner

- ✦ Sip & Sail Cocktail Hour
- ✦ Entertainment on demand in all staterooms
- ✦ Services of a highly trained Cruise Manager

THE FLEET

AmaLea (2018)
AmaKristina (2017)
AmaStella (2016)
AmaViola (2016)
AmaSerena (2015)

AmaSonata (2014)
AmaPrima (2013)
AmaCerto (2012)
AmaLyra (2009)
AmaDolce (2009)
AmaDante (2008)
AmaCello (2008)
AmaVida (2013)
AmaDara (2015)
AmaPura (2014)
Zambezi Queen (2009)

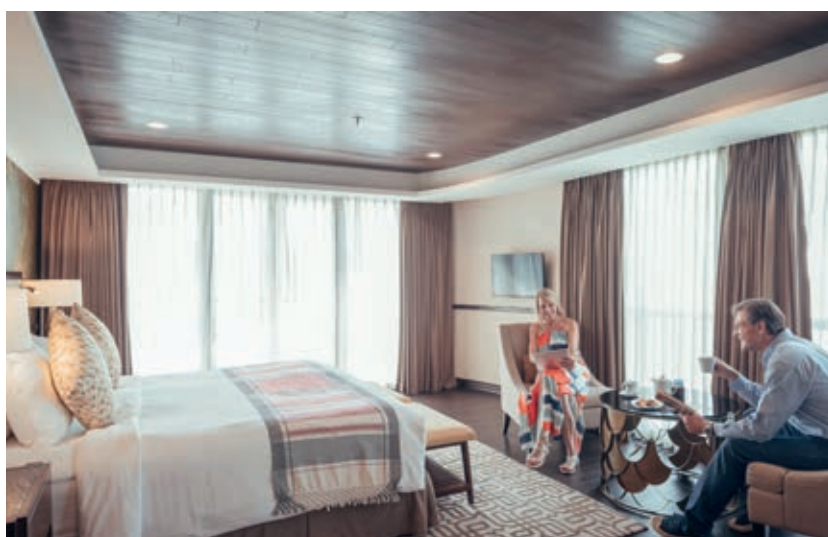
MORE INFORMATION | WWW.AMAWATERWAYS.CO.UK | E: AGENTINQUIRIES@AMAWATERWAYS.COM | 0800 5202250



A river cruise with APT is the most relaxing and stylish way to discover the world's greatest waterways. With 90 years experience, we understand what makes a truly memorable holiday.

Offering a choice of Luxury (5*) and Premium (4*) river cruises, you'll enjoy ever-changing views, exceptional dining and stylish surroundings aboard your river ship. On shore, enjoy carefully-crafted excursions led by expert local guides who will bring the history and culture of each destination to life.

Whether you discover the charming landscapes of Europe; be amazed by the grand opulence of Russia; explore remote places along the Mekong; or experience the ancient cities and distinctive culture of Myanmar, China or India, you'll appreciate the blissful convenience of river cruising as we take you from one discovery to the next.



KEY FEATURES

- ✦ Return flights from UK
- ✦ A comprehensive range of daily guided sightseeing excursions and experiences
- ✦ Expert Cruise Directors & local guides
- ✦ Sumptuous dining and selected drinks
- ✦ All tipping, WiFi, port charges and overseas transfers

LUXURY (5*) FLEET:

9 SHIPS IN EUROPE
MS Excellence Katharina (Russia)
RV AmaLotus (Mekong)
RV Samatha (Irrawaddy)
Sanctuary Yangzi Explorer (Yangtze)

LUXURY (4*) FLEET:

4 SHIPS IN EUROPE
MS Kronshtadt (Russia)
RV La Marguerite (Mekong)
RV Princess Panhwar (Irrawaddy)
RV Rajmahal (Lower Ganges)

MORE INFORMATION | WWW.APT-EXPERTS.CO.UK | E: AGENTCLUB@APTOURING.CO.UK | 0800 046 3005



A luxury cruise with Avalon gives you so much more. Whether you want to explore the waterways of Europe or venture further afield, you'll get a unique perspective of the spectacular passing scenery from one of the most spacious staterooms in river cruising.

Choose from our wide range of inspirational itineraries, and let your private executive car pick you up when you set off and drop you home on your return. With one member of staff to every three passengers, we've struck the perfect balance of attentive yet unobtrusive service, and exceptional cuisine, with quality wine and beer included with meals, is sure to tempt you once you're back on board after a day's sightseeing. You don't even need to think about gratuities, transfers or port charges when you travel with us. We've got it covered.



KEY FEATURES

- ✦ Wall-to-wall, floor-to-ceiling windows that open fully to create a unique open-air balcony, with seating area and a bed that faces the view.
- ✦ Private VIP home pick-up service included to and from the airport.

- ✦ All gratuities included as part of the price of the cruise
- ✦ Included sightseeing and excursions in every port of call

THE FLEET

Avalon Passion
Avalon Imagery II
Avalon Tapestry II
Avalon Tranquility II
Avalon Impression
Avalon Poetry II
Avalon Illumination
Avalon Artistry II
Avalon Expression

MORE INFORMATION | WWW.AVALONCRUISES.CO.UK/AGENT-LOGIN | E: AGENCYSALES@AVALONCRUISES.CO.UK



**CRYSTAL
RIVER CRUISES™**

The World's Best cruise line is delighted to introduce 'The World's First Luxury River Cruise Line'. Offering a truly luxurious experience on Europe's waterways,

Crystal River Cruises brings you the largest suites of any river vessel, a slower approach to river cruising with more overnights in port allowing plenty of time to explore and the outstanding six-star service that you have come to expect from Crystal Cruises.

Every aspect of your river cruise is carefully crafted to provide an unparalleled experience – all-inclusive amenities, the abundance of overnights and expertly curated shore excursions together deliver an elevated, highly personalised experience unlike any river cruise that's come before. Aboard the Crystal River Cruises fleet – nothing is compromised, no detail too small, no experience to much.



KEY FEATURES

- ✦ The first true luxury river cruise experience presented by the World's most awarded luxury cruise line
- ✦ The highest staff-to-guest ratio of all European river cruise lines
- ✦ The largest suites of any river vessel

THE FLEET

Crystal Mozart
Crystal Bach
Crystal Mahler
Crystal Debussy – launching 2018
Crystal Ravel – launching 2018

MORE INFORMATION | WWW.CRYSTALCRUISESTRAINING.CO.UK | E: RESERVATIONS@CRUISEPORTFOLIO.CO.UK | 020 7399 7604

EMERALD

W A T E R W A Y S

An Emerald Waterways river cruise combines comfort and innovation on-board our state-of-the-art Star-Ships. Our award-winning promise of Exceptional Emerald Value ensures everything you need is included in the price, from expertly-crafted menus, to exclusive EmeraldPLUS excursions and EmeraldACTIVE activities introducing you to the heart of culture. There's never been a better way to explore Europe's iconic rivers.



KEY FEATURES

- ✦ Indoor heated pool, with retractable roof on hot days – transforms into a cinema by night
- ✦ Wine, beer and soft drinks with lunch and dinner
- ✦ On-board fitness and wellness area

- ✦ On-board putting green
- ✦ Enjoy an included shore excursion almost every day of your cruise
- ✦ Return economy flights from selected UK airports

THE FLEET

Rhine, Main, Danube & Moselle

Emerald Star, Emerald Sky, Emerald Sun, Emerald Dawn and Emerald Destiny

Rhone & Saone

Emerald Liberte
Douro
Emerald Radiance

MORE INFORMATION | WWW.EMERALDWATERWAYS.CO.UK | E: AGENCYSALES@EMERALDWATERWAYS.COM | 0808 102 0310



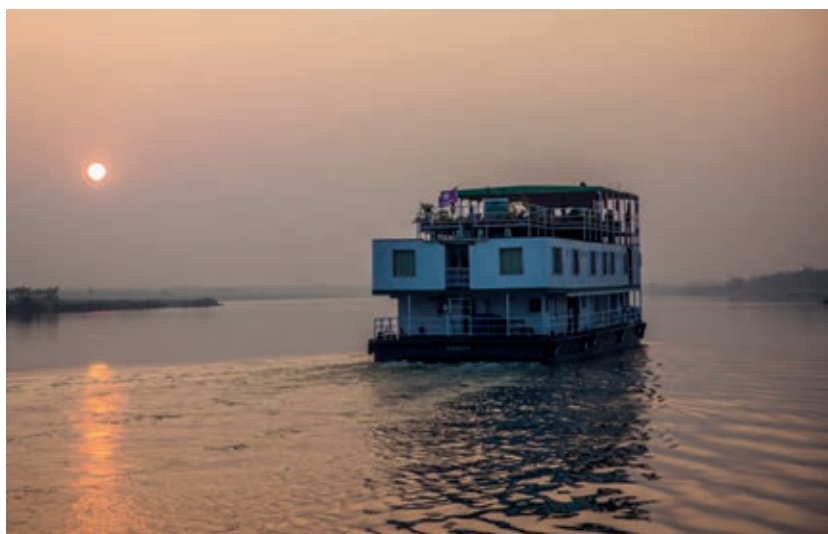
G Adventures

G ADVENTURES RIVER CRUISING

Beyond-the-highway access. A relaxed pace. Profound connections. Amazing views that change every day. That's river cruising with G Adventures.

Float down the Amazon, the Ganges, the Mekong, and the canals that feed France's wine country aboard small, intimate riverboats and barges, and disembark to explore the riverside towns and remote villages on foot or by bike.

Small boats. Big adventures. "River cruising? Like on one of those massive 200-passenger cruise ships?" No, not like that at all. The G Adventures river cruising programme opens up the interior of some of the world's greatest places via inventive itineraries down fabled waterways on small boats made for small groups. Spacious lounges, dining and outdoor areas featuring everything from sun loungers to superb local cuisines, the River Cruising Boats are your close-knit home away from home.



KEY FEATURES

- ✦ **Small boats, small groups**
With room for up to 30 passengers you're on a first-name basis with your shipmates from Day One to the final night. Good things happen in small groups.
- ✦ **Freedom & flexibility**
Some meals and activities are built right into the itinerary; others are left open for you to fill up yourself. Structure when

you want it, freedom when you don't.

- ✦ **Active opportunities**
Small boats get to the action quicker than big ones. Step off the boat and explore your surroundings on foot, or take one of our complimentary bikes for a spin.
- ✦ **Real connections**
Get on a first-name basis with your destination by stepping off the boat and meeting

the historians, naturalists, storytellers, and regular folk who live there.

✦ **Do some good**
Every G Adventures tour puts good back into the world by helping you keep your travel dollars where they belong: with the local businesses that earn them.

THE FLEET

Varuna, Amatista, Daniele, Tiou II, Varuna

MORE INFORMATION | WWW.GADVENTURES.CO.UK | E: EXPERIENCE@GADVENTURES.COM | 0344 272 2200



Hebridean Island Cruises has been synonymous with luxury cruising for 30 years and a cruise holiday with Hebridean is like no other; with meticulous attention to the finest details and an elegant charm that is simply unique.

Travelling effortlessly to some of Europe's finest towns and cities, every one of our itineraries will allow you to uncover the soul and make up of each destination. In the style of a 1930's club, the Royal Crown river cruiser is elegant and understated, with its spacious panoramic lounge containing comfortable sofas and armchairs, and a single sitting restaurant which serves a mix of British and continental cuisine including a traditional recital of Robert Burns' Address to a Haggis!



KEY FEATURES

- ✦ A maximum of 70 guests
- ✦ Genuinely fully inclusive cruise fares including accompanied group travel arrangements from/to the UK
- ✦ Dedicated allocation of single cabins

THE FLEET

Royal Crown

MORE INFORMATION | WWW.HEBRIDEAN.CO.UK | E: RESERVATIONS@HEBRIDEAN.CO.UK | 01756 704704



Expect only the best on a Riviera Travel river cruise: the finest ships akin to luxury boutique hotels, spacious and well-appointed suites, exquisite cuisine on board, and unparalleled service from charming and attentive staff.

Riviera Travel is an award-winning brand consistently recognised for outstanding service, quality and value. Our cruise holidays include everything you need for an unforgettable experience, from flights and train travel to all shore excursions. They offer the opportunity to gain tremendous insight into the places we visit, so each excursion becomes an enriching journey of discovery.

We have six new ships for 2017/18, including four all-suite ships specially commissioned to suit our discerning customers. Our cruises are also tailored to UK customers, so complimentary tea and coffee are available on board throughout their stay.



KEY FEATURES

- ✦ Our prices include everything you need for a superb experience.
- ✦ We leave out the unnecessary, such as discretionary charges and drinks packages – how much you wish to spend is up to you.
- ✦ We guarantee there are no hidden surcharges and no inflated prices, so there are no artificial discounts.

5-STAR FLEET:

MS Emily Brontë, MS Thomas Hardy, MS Oscar Wilde & MS Robert Burns: 167 guests
MS Lord Byron & MS Jane Austen: 140 guests
MS William Shakespeare & MS Charles Dickens: 142 guests
MS Swiss Corona & MS Swiss Tiara: 144 guests
MS Douro Elegance & MS Douro Splendour: 121 guests

4-STAR SUPERIOR

MS Swiss Ruby: 86 guests

MORE INFORMATION | WWW.RIVIERATRAVEL.CO.UK/AGENTS | E: AGENCYSALES@RIVIERATRAVEL.CO.UK | RESERVATIONS – (01283) 744370 AGENCY SALES – (01283) 744307



SAGA

keep doing

Offering a relaxed, sociable atmosphere for customers aged 50 and over, Saga's exclusively chartered river cruise ships will transport guests along some of Europe's most famous waterways – including the Rhine, Danube, Dutch and Belgian waterways.

With total control of the itineraries, they can plan routes that visit all the highlights as well as some of the lesser-known gems they've discovered during more than 65 years of planning holidays and cruises.

Saga also takes care of all the little details, so there will be a porter to carry the guests' luggage from coach to cabin, free tea and coffee any time on board, plus wine, beer and soft drinks included at lunch and dinner.

Become a Saga expert, visit sagaexperts.com



KEY FEATURES

- ✦ Reserved exclusively for Saga guests, with entertainment and food tailored to their customers' tastes
- ✦ High standards of service from the friendly on-board staff, with dedicated Saga Cruise Directors and Escorts on hand throughout every journey

- ✦ A choice of wine, beer and soft drinks with lunch and dinner aboard selected ships.

FLEET:

Amadeus Royal
Rex Rheni
Regina Rheni II
Felia Rheni II
Joannes Brahms
Douro Queen

SCENIC°

LUXURY CRUISES & TOURS

Space and luxury combine on-board a Scenic Space-Ship, where unrivalled fine-dining, complimentary beverages all day every day and a selection of daily award-winning Freechoice excursions and unique Scenic Enrich events are included in the price.

As specialists in Escorted Touring, we also offer itineraries to Australia, New Zealand, The Americas and Southeast Asia and, this year, we unveiled our first 6-star ocean cruising vessel, Scenic Eclipse, the world's first Discovery Yacht.



KEY FEATURES

- ✦ Luxury Balcony Suites
- ✦ Scenic Enrich and Scenic FreeChoice experiences
- ✦ Exclusive Tailormade excursions
- ✦ Butler Service

- ✦ All dining and beverages included throughout the trip
- ✦ Return economy flights from selected UK airports

FLEET:

Scenic Sapphire, Diamond – rebuilt for 2017
Scenic Azure – 2016
Scenic Spirit, Aura – 2016
Scenic Jasper, Opal, Amber – 2015/16
Scenic Gem – 2014
Scenic Ruby, Pearl – 2013
Scenic Crystal, Jewel, Jade – 2013/13/14
Scenic Tsar – 2012

MORE INFORMATION | WWW.SCENIC.CO.UK | E: AGENCYSALES@SCENIC.CO.UK | 0808 115 3863

This is SHEARINGS

Shearings Holidays enjoys a close partnership with A-ROSA Cruises offering a choice of five premium ships on all-inclusive board basis with exciting river cruise itineraries throughout the year on the Rhine, Moselle, Danube, Seine & Rhône rivers. Comfortable cabins with hotel style beds, extensive sun-decks, tasty culinary delights, plenty of on-board daytime and evening activities in addition to cultural excursions will ensure an unforgettable holiday. A dedicated Home Connect service is available as is a choice of travel options by coach, air or rail to join the cruise. Enjoy an additional stay at one of our carefully selected hotels on a pre/post cruise extension.



KEY FEATURES

- ✦ All Inclusive board basis
- ✦ Travel available by coach, air & rail
- ✦ 1 or 2 included excursions

FLEET:

MS A-ROSA Aqua
MS A-ROSA Donna
MS A-ROSA Flora
MS A-ROSA Stella
MS A-ROSA Viva

MORE INFORMATION | WWW.SHEARINGS.COM | RES@SHEARINGS.COM | 0344 822 6864

titan

SEE THE WORLD
DIFFERENTLY

2018 is set to be special at Titan as we reach our 40th anniversary year; and we would like your clients to join in the celebrations aboard our exclusively chartered, elegant and comfortable 4* MS Serenade I river cruise ship.

This special five-day journey departs on the 27 October 2018 and guests can relax in the delightful surroundings of our beautiful ship, sample exquisite cuisine every evening plus nightly live entertainment hand-picked for your enjoyment.

With a visit to Cologne and Koblenz, clients can spend their days soaking up European history and stunning scenery. Fully hosted by our Managing Director- Andy Squirrell, clients will enjoy an all inclusive experience including our premium drinks package, themed evenings, a Gala dinner and lots of surprises.



KEY FEATURES

- ✦ Titan's VIP door-to-door travel service*
- ✦ Return scheduled flights from the UK, or Eurotunnel ferry crossings where specified
- ✦ Spacious 16m² cabins or 22m² suites, all with a separate bathtub and shower!
- ✦ All meals onboard

- ✦ Welcome buffet
- ✦ Captain's 6-course gala dinner
- ✦ Wine, beer and soft drinks served with lunch and dinner
- ✦ Tea and coffee
- ✦ Excursions and visits
- ✦ Wi-Fi on board
- ✦ Port charges and airport taxes

*Excludes Scottish Isles and Sark where vehicle access is restricted

FLEET:

MS Serenade I

MORE INFORMATION | WWW.TITANAGENTS.CO.UK | 0800 988 5166



VIKING

RIVER CRUISE
Exploring the World in Comy

With a worldwide fleet of more than 60 state-of-the-art river cruise ships, Viking offers one of the most innovative and stylish ways to see the world. Warm and welcoming, with an emphasis on comfort, service and style, every ship offers plenty of room in which to relax, and a selection of spacious, river-view staterooms. Wherever you choose to travel, across Europe, Russia or Asia, you can look forward to a journey like no other; one that is unique, exciting and truly memorable. Best of all, every Viking journey offers remarkable value for money, with so much included in the price. From excursions to mouth-watering meals on board; specially-selected wines and beers with lunch and dinner to free tea, coffee and Wi-Fi, Viking has everything covered.



KEY FEATURES

- ✦ Return scheduled flights from London
- ✦ Plus, free regional flights from up to 14 UK airports
- ✦ Deluxe river-view stateroom
- ✦ All delicious on board meals
- ✦ Complimentary wine, beer and soft drinks with lunch and dinner on board
- ✦ Free coffee and tea anytime on board

- ✦ Complimentary guided tours almost every day
- ✦ Free Wi-Fi on board (Restrictions apply)
- ✦ On board talks and entertainment
- ✦ All port charges, airport taxes and overseas transfers

MORE INFORMATION | WWW.VIKINGRIVERCRUISES.CO.UK

FOR BUSINESS DEVELOPMENT OPPORTUNITIES CALL JENNY ON 07966 995 012 OR ANDREW ON 07825 986 996 | FOR AGENCY SALES CALL KELLY ON 0208 780 7968

Register now for the 2018 Cruise Challenge!

The Agent Roadshow with a difference



Learn, play, win.

The Cruise Challenge returns in 2018 with even more dates and locations.

Go online and book your place now

www.thecruisechallenge.com

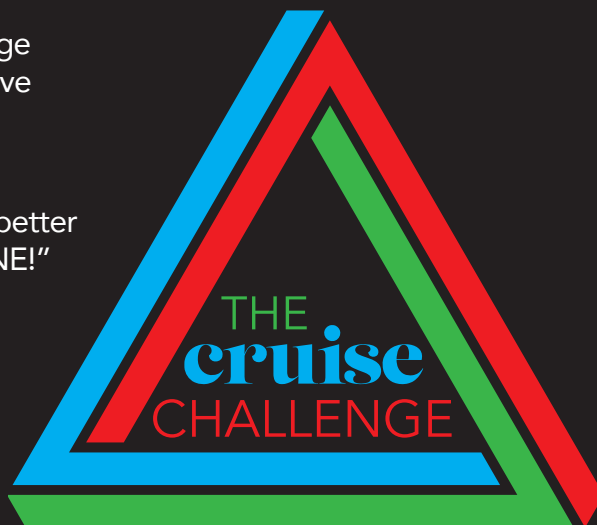
Locations in 2018:

Cardiff
Ipswich
Edinburgh
Glasgow
Manchester
London
Southampton
Belfast
Nottingham
Tonbridge
Liverpool

Agent feedback from 2017 Cruise challenges

"The sponsors' talks were very informative. The fun element, makes the Cruise Challenge completely different to any other event I have been to"

"I thought it was absolutely brilliant. Much better than other events I have been to. Well DONE!"



cruise
TRADE NEWS