

# A-ROSA River Cruises

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## INTRODUCTION

A-ROSA is a European river cruise company, established in 2002 and head quartered in Germany. A-ROSA cruises visit Germany, Belgium, The Netherlands, Switzerland, France, Portugal, Austria, Hungary, Slovakia, Serbia, Bulgaria, and Romania.

Initially established by P&O Princess Cruises, A-ROSA is the market leader of premium river cruising in Europe.

A-ROSA cruises on the Danube, Rhine, Main, Moselle, Seine, Rhône/Saône and Douro. For itinerary details and departure dates visit: <https://www.arosa-cruises.com/river-cruises/river-cruises.html>

A-ROSA's popularity outside German-speaking Europe has been on the increase for years, as more international guests seek a well-priced authentic local experience when exploring Europe's rivers.



## KEY FACTS

A-ROSA operates a fleet of 13 corporately owned ships.  
English and German are the official languages on board.

All ships are purpose-built for the rivers they sail on and the waterways' specific requirements such as bridge heights and lock dimensions. Hence there are variations in ship size.

For more details visit A-ROSA's website, fleet section:  
<https://www.arosa-cruises.com/river-cruises/a-rosa-fleet/a-rosa-fleet.html>



All cabins on board of A-ROSA's fleet are outside and contemporary in style, with timeless finishes.

Majority of cabins have a 2-berth configuration with a combination of porthole and picture window cabins (lower deck) and generally Juliette-Balcony cabins on deck 2 and above. Triples and quads are also available on some ships. A-ROSA's newest ship, SENA even boasts five-berth family cabins and all SENA's standard cabins are equipped with balconies that provide comfortable seating for two guests.



Standard Balcony Cabin A-ROSA SENA, C/D-Grade



Juliette Balcony Cabin A-ROSA SILVA, C/D-Grade



Picture Window Cabin A-ROSA DONNA, A-Grade





## DEMOGRAPHIC

A-ROSA is a perfect fit for independent travellers of all ages seeking a river cruise that offers choice and flexibility. Travellers who enjoy an informal environment, where they can do as much or as little as they please feel right at home onboard of A-ROSA's ships. A-ROSA also welcomes kids!

A-ROSA's nationality mix is broad. Naturally, there are German guests on board and passengers from neighbouring countries, but also an increasing number of travellers from further afield.

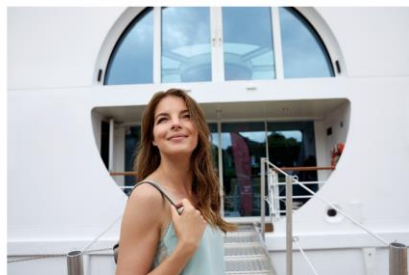


**Multi-Gen Travellers**  
*Groups of Friends/ Family Reunions*  
*Empty Nesters*

## HOW TO SELL A-ROSA – UNIQUE SELLING POINTS

### 1. Unparalleled destination knowledge

Created by locals, A-ROSA's itineraries are a blend of renown attractions and off-the-beaten-path gems. With the itineraries designed to maximise time in port, A-ROSA ensures that guests can discover the stunning places visited, at their own pace.



## 2. F&B Choice & Flexibility

A-ROSA's flexible dining concept allows guests to choose between the popular gourmet buffets and a-la-carte dinners. Breakfast and lunch are served buffet style only.

Overview of A-ROSA's comprehensive F&B inclusions:

- Open bar: free and unlimited alcoholic & non-alcoholic beverages throughout the day (**not** restricted to mealtimes)
- Gourmet buffets with live cooking stations
- Special welcome & farewell menus
- High quality, sustainably sourced organic produce & vegetarian and vegan options
- Water, coffee, and tea stations
- Off the beaten path shore excursion in conjunction with special culinary event on board\*

Choosing between buffet dinner and a-la-carte service provides guests with utmost flexibility to plan their day at their leisure. Reservations for a-la-carte dining will be accepted until 12pm for the same day, **no** surcharges apply.

\*Available on 7-nights+ cruises & **included in cruise fare**.



## 3. Kids cruise for free\*

This policy applies to all ships except A-ROSA ALVA (Douro) and A-ROSA SENA (Rhine).

On A-ROSA ALVA a 30% child discount is offered and on A-ROSA SENA the child discount varies by cabin grade and age of the child. A-ROSA SENA has twelve dedicated 28m<sup>2</sup> family cabins (G-grade), an absolute novelty on a river cruise ship. If booked by two full fare paying adults, up to three kids under 15 cruise for free in a family cabin.

\*On deck 1 and up to 15 years of age & if accompanied by one full fare paying adult (G-grade cabins 2 adults). Deck 2 and above a 30% child discount applies, for children up to 15 years of age.



#### 4. Shore Excursion Choice

Guests are truly spoilt for choice, with over 500 shore excursions available across A-ROSA's network of rivers.

The range of excursions includes dedicated family tours, private daytrips with a personal driver, cultural discovery tours, escorted bike trips and even excursions for adventure seekers, such as kite surfing and kayaking.

Staying true to the concept of unrivalled choice and flexibility, A-ROSA doesn't not include shore excursions in the cruise tariff. This allows guests to join guided excursions where it suits them and to embark on their own exploration where they are comfortable to do so.

Affordably priced, A-ROSA's website contains a detailed overview of all available shore excursions, as well as a reservation form: <https://www.arosa-cruises.com/river-cruises/wonderful-time/excursions.html>  
Payment is on board.

