

TO THE NEWEST FLEET IN RIVER CRUISING COMES THE NEWEST IDEA IN RIVER CRUISING.

It's not often that we can upstage the launch of two new ships. But this year, we seem to have done just that. Because while we are launching the amazing new Suite Ships *Avalon Expression*SM and *Avalon Artistry II*[®], we're also launching a new concept in river cruising - *Avalon Choice*SM. Cruisers can now select every last detail of their river cruise - creating a customized vacation unique to their desires.

INTRODUCING AVALON CHOICESM

AVALON CHOICESM EXCURSIONS

CHOOSE HOW - *Guests choose their pace and style of included excursions*

- Essential - basic orientation with the must-sees, then time to explore on your own **NEW**
- Traditional - the great on shore sightseeing you've always enjoyed
- Leisurely - take it slow, but take it all in
- Make excursions more active through optional biking or use of Nordic walking sticks **NEW**

CHOOSE WHAT - *Guests can decide what they want to discover*

- Included sightseeing in every destination with Certified Local Guides, backed by 85 years of award-winning land experience
- Included alternative sightseeing focusing on special interests and for those who have already experienced the destination and want to go deeper **NEW**
- Additional excursions booked on trip or pre-booked on MyAvalonSM
- Guest Services available to recommend, reserve and further personalize the experience **NEW**

AVALON CHOICESM DINING

CHOOSE WHERE - *A variety of dining-venue options let guests be spontaneous*

- Panorama Bistro - a true alternative dining venue offering a charming, casual atmosphere (Suite Ships only) **NEW**
- The spacious, open-seating main Dining Room
- Sky Bistro - lunch al fresco and take in the sights
- Onshore dining (optional via Guest Services) - get out and enjoy the local culture **NEW**
- Continental breakfast brought right to your stateroom

CHOOSE WHAT - *A plethora of culinary options, always delectable*

- Seasonal, hand crafted regional cuisine with à la carte dining
- Local chefs join on board to delight with local dishes **NEW**
- Tastings - sample the destination's famous delicacies **NEW**
- Choice of complimentary wine, beer and soft drinks with dinner
- Special Culinary Cruise departures - an entire voyage dedicated to cuisine **NEW**

CHOOSE WHEN - *Variety of times to suit any palate or appetite*

- Daily early-riser and late-riser breakfasts, in addition to main breakfast seating
- Expansive lunch buffet
- Afternoon tea, coffee and treats
- Four-and-five course à la carte dinners
- Night fare served at 10:30pm
- Espresso, cappuccino, premium coffees and teas available throughout the day

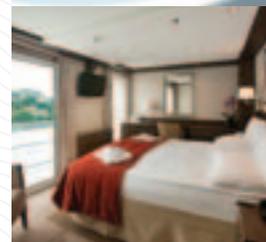
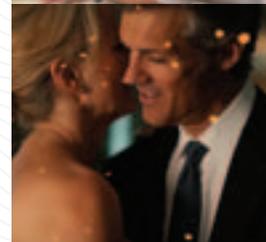
AVALON CHOICESM ON BOARD

CHOOSE WHAT - *Endless onboard enjoyment options*

- Culture & Cruise - special enriching experiences on board with local chefs, musicians, artisans and experts **NEW**
- Nightly entertainment
- Behind-the-scenes ship tours
- Games
- Movie Nights
- Expanded "On-Demand" in-room entertainment features over 100 movies

CHOOSE WHERE - *Select your spot, select your comfort*

- Unique spaces such as the Club Lounge, Observation Lounge and Sky Lounge - where you can take advantage of the views and the Free WiFi
- Choose to be pampered in the hair salon or whirlpool
- All staterooms include luxurious Comfort Collection BedsSM, L'Occitane[®] bath essentials and robes & slippers for every guest
- Stay active in the Fitness Room, open 24/7



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