



# *Hi, I'm Lucy* **WELCOME**



Whether you've cruised the rivers in the past or you haven't yet experienced a river cruise, you don't want to miss out on these 24 interests, travel styles, and activities you may not have known you could pursue on a river cruise.



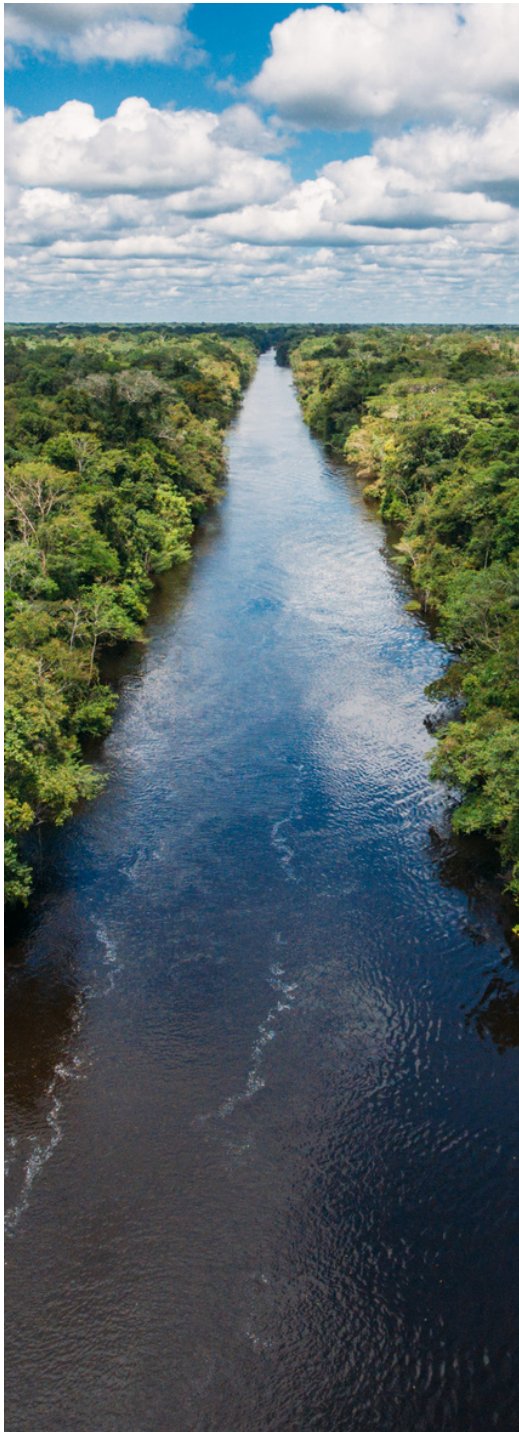
**TRAVEL INTERVENTIONS**  
Let's get you out there

River Cruising is a rapidly growing market with expanding brands, styles, and itinerary choices that can become overwhelming quickly. I help travelers choose, plan, and embark on a captivating river cruise that will be a perfect fit for their individual interests and travel style.





# *River Cruising is* **EVOLVING**



River cruises continue to soar in popularity and for good reason: they offer the intimacy of a small number of guests relative to ocean cruising and ease of travel compared to escorted tours, along with the benefits of all-inclusive travel packages. They also provide a high staff to guest ratio, making highly personalized service the norm. River cruising is perfect for a variety of age groups and fitness levels.

RIVER CRUISING  
ALLOWS FOR  
PERSONALIZED  
EXPERIENCES,  
GETTING YOU  
CLOSE TO THE  
CULTURE AND  
PEOPLE IN THE  
COUNTRIES YOU  
VISIT



River cruises are continually enhancing and specializing their offerings through:

**Shore Excursions** to meet the growing demand of travelers that want to stay active while traveling, as well as those that want to explore independently.

**Interest-Focused** travel is particularly well-suited to river cruise itineraries. Organizations and social groups can find many river cruise themes or activities which they can enjoy together.

**Geographical Expansion** has allowed river cruise lovers to cruise beyond the rivers of Europe to include the Mekong, Yangtze, Amazon, Nile, and Chobe, to name a few.

**On-Board Features** have been continually enhanced to attract a widening range of age groups and travel styles, with creatively designed staterooms and suites, fitness spaces, and exciting new food and beverage offerings.



TRAVELERS  
HAVE MORE  
CHOICES THAN  
EVER WHEN IT  
COMES TO  
CHOOSING A  
RIVER CRUISE



# *Interests & Experiences* **WELLNESS**

1

## **FITNESS ON BOARD**

While most river cruise vessels offer a fitness room, bicycles for use in port, seasonal pools, and top deck walking and running tracks, many are going well beyond these, and it's sure to continue to expand.

Many river cruises now offer a full daily schedule of classes such as Yoga, Tai Chi and TRX® suspension classes for every fitness level, as well as facials, massage services, and meditation.



2

## **WALKING & HIKING**

Excursion choices generally include a variety of walking options, such as on city and landmark tours, and hiking treks to vantage points, such as Philosopher's Way in Heidelberg, Passau Castle, or along the coastline in Portugal.

Even guests with limited mobility are still be able to soak up the scenery along the rivers, and through the heart of many cities, while they enjoy onboard dining and events.





# *Interests & Experiences*

## 3 BIKING

River cruise lines typically carry bicycles for guest use on board in Europe. Guided cycling tours are widely available and are offered on nearly all river cruise lines usually with multiple options on each cruise. These excursions allow you to travel like a local through towns and cities, along the rivers, or through vineyards and countryside, but with the full support of your guide.

You may also choose to explore independently by bike. Your cruise manager can assist with suggested routes and sites.



There are river cruise partnerships with adventure tourism companies that offer **long-distance cycling** between ports of call. Travelers have support along the way and can opt-out of biking for a day if they choose, for maximum flexibility.



# *Interests & Experiences*

## 4 CULINARY

Culinary-themed cruises often include a celebrity chef with cooking classes, tastings, and food-themed tours.

It's also quite easy to find culinary activities and excursions on most cruise itineraries, such as making your own pretzels in Wurzburg to truffle hunting in Provence, and of course, you'll have free time to explore local foods in local markets as well. Dining aboard a river cruise is generally of consistently high quality, with fresh foods purchased in port, and with regional specialties on the menu.

Most cruise lines offer a signature dining experience at a specialty restaurant onboard at least once during a cruise itinerary, and some offer flexible dining times, bar menus, and even picnic lunches you can take with you at your port of call.







# *Interests & Experiences* **CULTURE**

5

## **ARCHITECTURE**

From quaint half-timbered towns to the fortresses and castles that line Europe's riverbanks, to the cathedrals, temples, and palaces of world-famous landmarks, a river cruise offers incredible architectural sites.

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## **HISTORY**

History is intrinsic to river cruises, whether it's major landmarks such as the temples of Angkor Wat, Normandy D-Day Beaches and Memorials, or the local history of the varied cities, towns and sites you'll visit.

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## **ART**

Art-themed shore excursions are numerous, such as a visit to Chagall's stained glass windows in Mainz, the Van Gogh Museum in Amsterdam, or enjoy more personal activities such as a painting workshop with an instructor.

8

## **MUSIC**

Easily enjoy local music both in ports of call and onboard your ship in the evenings by local entertainers. Special live events such as a Strauss or Mozart concert in Vienna and music-themed cruises for the Danube are also on offer.









# *Interests & Experiences* **WINE & BEER**

9

Cruises that are specially curated for wine lovers, often with a wine host, feature an in-depth focus on the regional wine. There are typically multiple tastings, onboard discussions, and visits to local wineries. Wine cruises are currently offered on the Rhine, Danube, Moselle, Bordeaux, Seine, Douro, Rhone, and in the Pacific Northwest of the United States.

Beer-themed cruises are on the rise, with itineraries such as a Holland and Belgium cruise with stops at local breweries, tastings, and food pairings on board.



# Interests & Experiences THEMES

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## GOLF



Golfers can tee off at top courses along the rivers of Europe, including a cliff-top course in Normandy, or a full concierge program on the Danube, and golf at five renowned courses in five different countries on one itinerary.

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## PHOTOGRAPHY



Camera buffs can enjoy a photography-themed river cruise with a professional photographer to enhance an already incredible opportunity to enjoy some fantastic vantage points for stellar photos.

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## LITERARY



These cruises may feature special guest host authors such as Cheryl Strayed (“Wild”) and Diana Gabaldon (“Outlander”). Book lovers can visit the settings for some of their favorite novels, such as St. Malo, Brittany, the setting for the Pulitzer Prize winning, “All the Light We Cannot See”.

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## HERITAGE



Heritage cruise itineraries are also on the rise. A popular theme for Europe is a deep dive into Jewish Heritage with visits to Jewish quarters of Europe's most historic cities, museums, and monuments, along with onboard lectures. Local heritage is also explored in many shore excursions.







# 14 GARDENS

## *Interests & experiences*

Gardening and horticulture buffs will marvel at the colorful seasonal tulip-themed itineraries in Belgium and the Netherlands. Highlights of these cruises include visits to Keukenhof Gardens in the Netherlands with its acres of tulips, daffodils, hyacinths, and other flowers on the grounds surrounding Castle Keukenhof and Floralia in Belgium, an annual spring flower show featuring approximately one million bulbs that are hand-planted each year by the castle staff.

But river cruises offer much beyond that, such as visits to Claude Monet's garden at Giverny on the Seine, or the formal gardens of Schönbrunn Palace outside of Vienna. Gardening sites are not just limited to spring, with fall colors another highlight of the year.

In the spring of 2022, **river cruises in the Netherlands** will include visits to **Floriade**, a once-in-a-decade horticultural fair. The Expo offers 40 inspiring country presentations, a spectacular greenhouse complex, a cable car over the Floriade park, pavilions with sustainable innovations and a vibrant arts and culture program.









# *Interests & Experiences* **FESTIVALS**

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Seasonal Christmas Market cruises have become extremely popular in Europe with themed cruises running from late November through December. Markets are unique to each city and town and carry on centuries of traditions in regional food, artisanal crafts, and celebrations of the season.

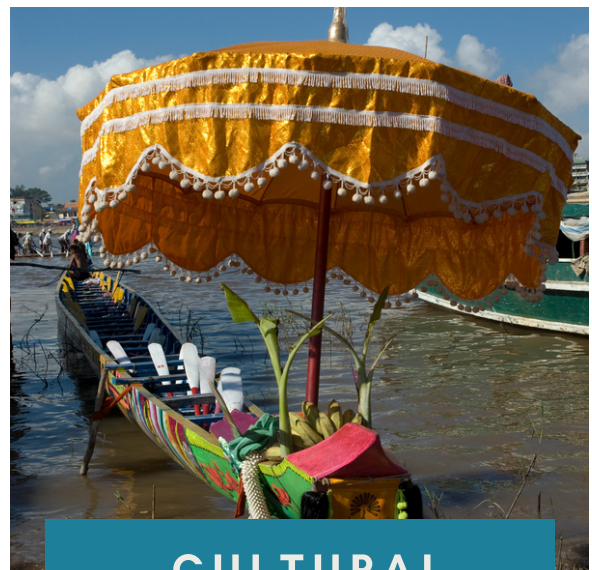
Christmas and New Year's cruise itineraries exist for an extra special holiday celebration onboard a river cruise, complete with unique

inclusions such as a walk through the medieval streets of Regensburg to the Gothic cathedral for Midnight Mass, tree trimming on board, and New Year's Eve celebrations.

Additionally, there are numerous festivals to enjoy along the rivers on a seasonal basis such as summer festivals in Provence, fall festivals along the Danube, Easter markets in Slovakia and the Czech Republic, and the annual Boat Race Festival on the Mekong.



**CHRISTMAS  
MARKETS**



**CULTURAL  
FESTIVALS**



# *Interests & Experiences*

## 16 NATURE



Nature and wildlife lovers will enjoy the splendor of the mountains and forests of Europe or perhaps opt for even smaller river vessels and cruise up the bio-diverse Amazon River where you'll embark on river skiffs as you explore the Ucayali and Marañón Rivers, or combine a wildlife safari with a visit to Victoria Falls with a unique cruise on the Chobe River in south-central Africa, or soak in the breathtaking Columbia and Snake Rivers in the Northwest US.







# *Interests & Experiences* **STYLES**

## **Adults**

17

At its core, river cruising is ideal for adults, whether it be romantic couples, friends or interest groups, or adult families. Some cruise lines limit cruises to adults-only with some geared to young adults.

## **Family**

18

Special family cruises include curated family-friendly activities and shore excursions, along with connecting rooms and suites to accommodate young families. Minimum ages vary with the cruise line, destination, and itinerary.

## **Multi-Generational**

19

Special family cruises are offered on specific sailings with curated family-friendly activities and shore excursions, along with connecting rooms and suites to accommodate young families. Minimum ages vary with the cruise line, destination, and itinerary.

## **Solo**

20

Solo travel is well suited to a river cruise allowing for interaction with like-minded passengers and the guidance of a cruise manager but allowing for independence along the way. Cruise lines often discount single supplements for those that travel solo or simply want a single stateroom within a group.





# *Interests & Experiences* **EXTENSIONS**

21

## PRE AND POST CRUISE OPTIONS

You likely already know you can easily add a hotel stay to your cruise at either, or both, ends of your itinerary, but the possibilities of pre and post extensions offered by the river cruise lines have become more elaborate and varied in recent years. Opportunities include tours to the Swiss Alps, Spain, Machu Picchu, special events such as Obergammerau 2022, and even iconic rail journeys such as the Trans-Siberian as an extension of a Volga Cruise.

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## EXTENSIONS

Many cruises can be combined so that you can connect seamlessly from one to another. There are even epic 46-night multi-river, multi-ship cruises coming for 2023, some of which take you to 17 UNESCO World Heritage sites and 14 countries.

23

## CUSTOM

For group travel, many cruise lines are willing to customize excursions such as visits to breweries, markets, museums, and concerts. If a special event is key for you, make sure you mention that upfront when planning your cruise.





# 24 *Interests & Experiences* SUSTAINABILITY



Many river cruise lines have earned certifications for sustainable tourism and environmentally-friendly practices, such as banishing single-use plastics, reducing and recycling waste, and introducing battery-powered vessels. Many also have programs to give back to local communities in developing nations through charitable foundations. This is an important aspect for many travelers and things continue to improve and evolve in this area.



## *In conclusion...*

As you can tell, river cruising is more than just a cruise. It's a full experience, as active or as leisurely as you'd like it to be, with ever-changing selections of itinerary choices, ports of call, river cruise line styles, price-points, amenities, staterooms, and dining options.

When you're ready to start planning, I'm here to help you sort it all out.

I'll take a personalized and detailed approach in order to match you or your group to the right river cruise; one that suits your specific set of criteria and travel style, saving you tons of time and energy whether this is your first river cruise or one of many.

I would love to connect with you for an initial consultation or just to chat.

## *Contact Details*

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