

Press Contact

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**MEDIA RELEASE**

A-ROSA opens bookings for new 2027 offerings

20 new itineraries | 2 new ports of departure | 7 A-ROSA SENA cities southwards

Rostock, 02 March 2026 – A-ROSA will celebrate the 25th anniversary of its river cruises in the 2027 season, marking this milestone next year with plenty of new additions to its itineraries and product portfolio. A-ROSA guests can look forward to 20 new itineraries on the Rhine and Danube, two new ports of departure – Duisburg and Vienna – and, for the first time, southbound cruises with A-ROSA SENA. Additionally, the Premium All Inclusive fare with the Drinks Package Plus and more exclusive add-ons will be made even more personal and individual.

New ports of departure Duisburg & Vienna

In 2027, A-ROSA AQUA and A-ROSA SENA will mainly welcome their guests in Duisburg. From there, the two Rhine ships will primarily travel north. Starting in Duisburg shortens the travel distance and thus allows for extended stays in Dutch and Belgian metropolises. It also gives guests the opportunity to enjoy a very special event: the IGA (International Garden Exhibition), which will take place for the first time in the Ruhr region from 23 April to 17 October 2027 under the motto "Future.Blooms".

There is also a new port of departure on the Danube, as A-ROSA FLORA will be based in Vienna in 2027. From there, the ship's guests will get to know the famous capitals along the Danube in-depth on 5- and 7-night cruises and travel further downstream towards the Cataracts and Delta on longer 14- to 16-night cruises. In line with sustainable objectives, choosing Vienna as port of departure significantly reduces the distance travelled by the ship, while also appealing to a broader international audience.

A-ROSA SENA sets course southwards

The cruise operator has something truly sensational in store for its flagship vessel. In her fifth year, A-ROSA SENA will be sailing the southern part of the Rhine for the first time. Departing from Duisburg, the ship will head south to explore the cities of Cologne, Bonn, Andernach, Koblenz, Rüdesheim and Mainz. Two new itineraries to the south, "Middle Rhine Valley, Vines & Lorelei" (7 nights) and "Rhine City Break in Winter" (5 nights) feature the legendary Lorelei and long stays, often overnight, in ports that the ship has never visited before.

20 new itineraries on Rhine & Danube

Other new developments on the Rhine include A-ROSA CLEA, which will be offering itineraries on the Moselle from/to Cologne in 2027 as well as the new "Rhineland Mini Cruise" (3 nights). Both Rhine ships, A-ROSA CLEA and A-ROSA SILVA, will also be sailing the new 7-night-cruise "Rhine Timber Frames & Tarte Flambée". Meanwhile on the Danube, A-ROSA DONNA will now be starting her 7-nights "Danube Classics" on Saturdays, providing enough time for a smooth arrival and departure of guests from around the world.

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**Extra indulgence with A-ROSA Premium All Inclusive & attractive add-ons**

From 2027, the existing Premium fare will be renamed "A-ROSA Premium All Inclusive" and will focus even more on the onboard experience – be it in terms of culinary offerings or entertainment. This includes themed dinner buffets, local late night snacks or new formats such as the exclusively available Wine & Dine with Officer Meet & Greet. High-quality beverages such as cocktails & mocktails, long drinks, spirits, aperitifs and coffee specialities are available with the Drinks Package Plus, which can be booked until 30 November 2026 at the Super Early Bird Price of 24.50 euros per person per night.

Details on new offerings and a comprehensive itinerary overview can be found in the digital Highlight Brochure at arosa.de/highlight-brochure-2027. The highlight cruises for the 2027 season are available for booking starting 03 March 2026 at travel agencies, online at www.arosa-cruises.com/2027, and through the A-ROSA Service Center. The strictly limited A-ROSA Best Price is available until 31 July 2026.

Captions

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A-ROSA SENA will be sailing the southern Rhine for the first time ever in 2027. Photo: A-ROSA River Cruises

About A-ROSA

A-ROSA is the creator of cruises with a difference that take in cities, towns and countryside along Europe's most beautiful rivers: Danube, Douro, Rhine/Main/Moselle, Rhône/Saône and Seine. The current fleet is made up of 15 ships, all of which combine the amenities of a hotel with the benefits of a cruise. On board, Premium All-Inclusive fare guests can enjoy varied buffets, a choice of high-quality drinks and access to the SPA-ROSA, which features a sauna, massage room and gym. The ships dock in central locations, close to the heart of European metropolises, renowned historical sites and famous cultural and natural attractions – providing unforgettable experiences. To ensure that the cruise is a hit with the whole family, there are generously sized cabins, a Kids Club and heated outdoor pools, as well as a programme to suit every guest's needs. The company's flagship is the innovative E-Motion Ship A-ROSA SENA with a hybrid propulsion system and battery storage. A-ROSA Flussschiff GmbH is headquartered in Rostock/Germany.

Further information about the company as well as accompanying press material can be found at newsroom.arosa-cruises.com.