

WITH UNVEILING OF FLEET-WIDE ENHANCEMENTS, AVALON WATERWAYS BECOMES EVEN MORE ENTICING

Just when we thought a European river cruise with Avalon Waterways couldn't be any more enticing, the award-winning river cruise line has unveiled plans for fleet-wide "comfort-centered" enhancements, a new innovation sure to build upon the luxury experience Avalon Waterways is well-known for providing its passengers.

These enhancements will feature dozens of new amenities, premiering with Comfort Collection by AvalonSM, "a premium-bedding suite that will soon be available in all Avalon staterooms and suites in Europe." Passengers will enjoy "a choice of pillows, as well as orthopedic mattresses, high-comfort mattress covers, European-style duvets, Egyptian cotton linens, extra blankets and bed-configuration options." Additional comforts will include quality robes and slippers in every stateroom and L'Occitane bath amenities.

Avalon has already earned a well-deserved reputation -- not to mention a loyal following among travelers, and a growing popularity with cruisers -- for its luxurious onboard experience and unique itineraries. Their fleet currently boasts the most spacious staterooms in Europe (on average, 15% larger than competitors), large storage spaces, stocked mini-bars, flat-screen TVs offering a wide variety of news and entertainment programming, and 3G high-speed internet.

The announcement of Comfort Collection by AvalonSM follows the introduction of the new *Avalon Panorama* "Suite Ship," setting sail in May 2011, with all-suite accommodations boasting the much-talked about Panorama Suites featuring indoor/outdoor Open-Air BalconiesSM.

"In 2011, our ships will entice all five senses," said Patrick Clark, managing director of Avalon Waterways.

"Some enhancements, including deluxe woven carpeting and flowers in our staterooms are subtle. Others offerings such as warm, modern interiors, natural and designer lighting and panoramic views are distinctive and unexpected."

"Like the very rivers we travel, we are continually moving forward, making improvements and embracing the world beyond," said Clark. "It's this approach – our drive to continue to exceed traveler expectations by pushing the boundaries of the river cruise experience – that has inspired fleet-wide comfort enhancements for 2011."

River cruising has been acknowledged as a full-fledged travel trend in 2010, breaking out beyond the niche market and enjoying newfound attention from "big ship" cruisers seeking new, intimate cruise experiences. Avalon has been the frontrunner in this trend, and having unveiled new ships, new features

and new itineraries, is poised to single-handedly make river cruising the must-have vacation for 2011.

Travelers interested in booking a river cruise with Avalon Waterways can contact a Liberty Travel Vacation Expert by calling 1.877.Liberty or enquiring online at libertytravel.com.

ENDS

Released June 16, 2010

Contact: PR@libertytravel.com