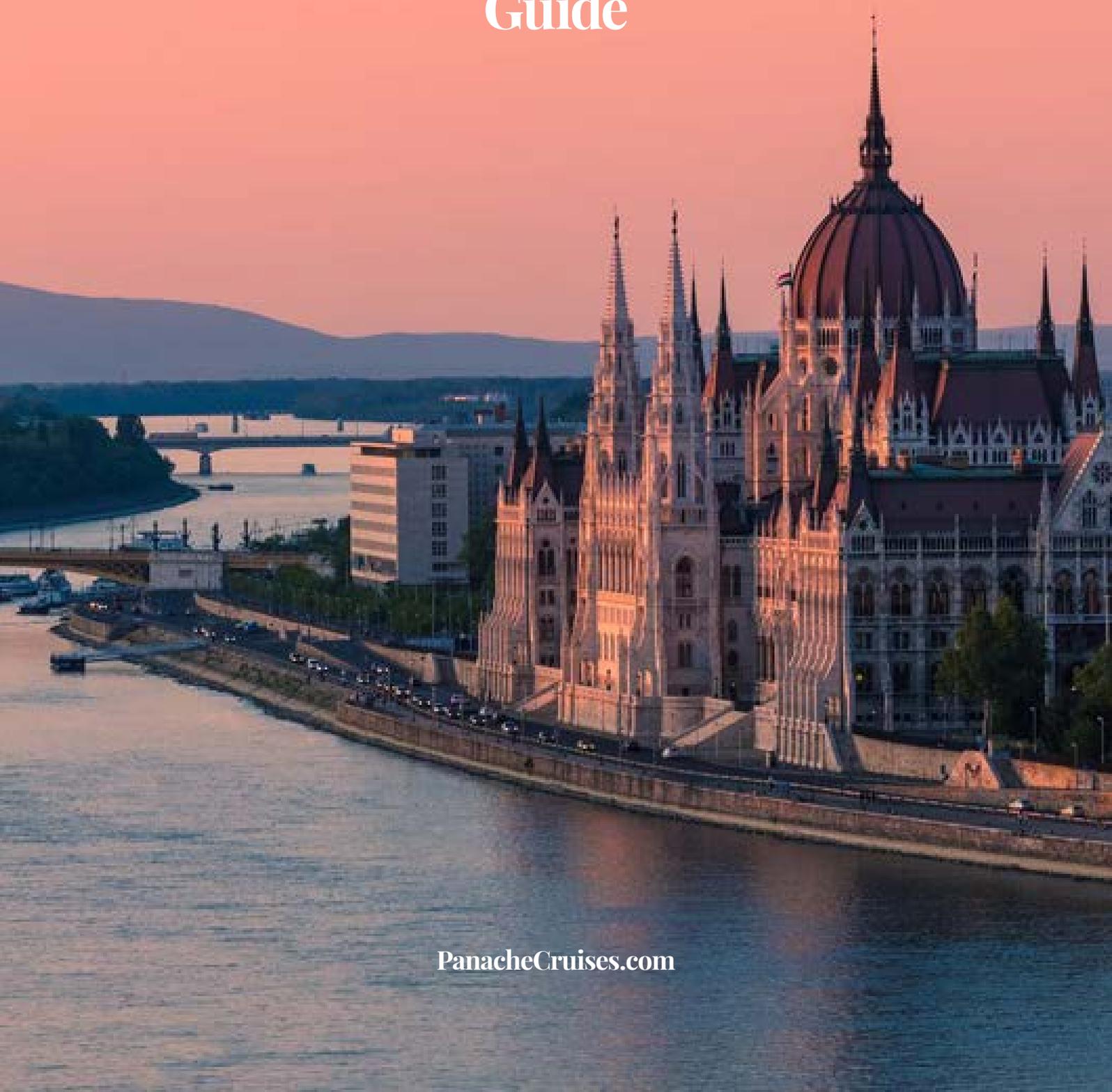




PANACHE  
CRUISES

# Luxury River Cruise Guide



[PanacheCruises.com](http://PanacheCruises.com)



Dear Friend,

I don't like river cruises, I bloody love them but that's not always been the case.

Before I set foot on my first river cruise I was dead against them. Why would I want to be aboard something that looks like an oversized canal barge, be with much older guests, in confined spaces, with one restaurant, no entertainment and walking tours of the odd town or city as we sail up and down a uninteresting river.

Back in 2017 I was privileged to be on the launch of Joie de Vivre, at the time Uniworld's newest ship.

Uniworld for those of you who are unacquainted with river cruise lines, is a 6 star, boutique river cruise that has been specifically designed for its river, the Seine, and takes its inspirations from twentieth century Parisian design. It looks stunning from the outside too with plenty of space on deck to enjoy sailing past some of the most wonderful scenery I have ever seen, absolutely mesmerising.

With Uniworld everything is included too from vintage wines and Champagne to premium spirits and cocktails. The food was some of the best I have ever tasted, in multiple venues onboard this spacious ship, with only 100 guests onboard. The excursions, all included in the price of the cruise were beyond my expectations and right up there with the very best experiences I have ever had on a cruise ship.

I have since been on other river cruise ships and I have to say I am a massive convert and can't wait to go on my next one over the summer.

Yep, its safe to say I was completely wrong, river cruising is unbelievable. If you've been on one you will of course know what I mean if you haven't then now is your ideal time to plan one and get it in your diary.

My view is that river cruising is going to be really popular in the coming years and our River Cruise Guide aims to bring you up to speed on what is available in the world of river cruising as there are so many choices.

Our motto at Panache Cruises is 'Nothing is too much trouble' so if you need anything at all relating to river cruising please do get in contact with us.

I hope you enjoy the read.

Best regards

James



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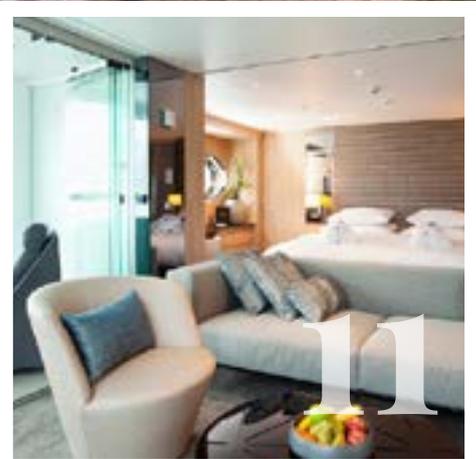
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# Why Panache Cruises?



## Every industry has a game changer, someone who does things differently, and the cruise industry is no exception.

Founded by James Cole, one of the most recognised names in the cruise industry, Panache Cruises prides itself on its team. We don't just 'book cruises', we craft each cruise holiday as if it were our own trip and we intend to leave no stone unturned in creating the ultimate cruise experience.



Our team have unparalleled experience and knowledge, but that doesn't mean we do everything the way it's always been done – quite the opposite. If we can see a better way of doing something then we embrace it.

We know you want a completely personal service, so that is what we deliver. Our Cruise Connoisseurs provide a single point of contact throughout your experience with us.

We know you want bespoke holidays that are carefully crafted to suit you, so that's how we do it.

We know you want a truly unique experience, not an 'off the peg' holiday, and we excel in making that happen.

We know you want unrivalled financial security, so with our ATOL approved Trust Account, we give you just that. Your money is 100% safe with us.

Our team is our business. Our people have flair, spirit, confidence, enthusiasm and energy but most of all, we are creative perfectionists.

We simplify the process. Our totally personal service removes the need to negotiate those annoying automated call centres.



# Why Panache Cruises?



## Your Personal Cruise Connoisseur

However you first contact us, whether it's a scheduled appointment, an email enquiry or you just pick up the phone and call us, you'll be introduced to one of our 'Cruise Connoisseurs' - your personal concierge. That Connoisseur will be your single point of contact.

Our Cruise Connoisseurs are seasoned travellers and between us we have travelled the world. On average we have over 10 years of experience in the cruise industry so wherever you're heading, we have someone on the team with invaluable experience. We are experts in researching, planning and creating the perfect cruise holidays.

We'll get to know you, understand exactly what you're looking for, and make personal recommendations that you'll love.

Nothing is too much trouble for your Cruise Connoisseur; we take all the hassle and hold music out of booking your cruise and make it easy and exciting. We operate on the premise that the devil is in the detail, ensuring all the finer elements of your cruise are taken care of, including:

- Airport Transfers
- Car Parking
- Security fast passes and lounge access
- In-resort transfers
- Pre-cruise hotels
- Tours and excursions
- Onboard dining



# Why Panache Cruises?



## We are the envy of the industry

When you call, we answer. No 'press one for this, two for that' automation. Just real people, answering the phone.

You can expect the highest standards of customer service. Experience and knowledge combined with politeness, courtesy and a common-sense attitude make our team the envy of the industry. Our team has sailed on every cruise line we work with, so they can answer any question. With the most experienced professionals in the cruise industry on board, you couldn't be in safer hands.

Our high standards naturally extend to the cruise lines we choose to partner with. We only work with selected, handpicked Premium and Ultra-Luxury cruise lines across which fits with us being specialist in Elite Ocean, River, Expedition and YachtStyle cruising.

Finally, our word is our bond, if we say we're going to do something, we do it.



## Our industry leading founder

James Cole is an industry veteran with over 20 years' experience in cruising. The creative brains behind some of the UK's largest cruise brands, including The Cruise Store, Cruise118, Six Star Cruises and River Voyages, James is devoted to cruising and has been responsible for selling over £1bn of cruise holidays.

James is always happy to hear from you, have a chat or help in any way he can. You can reach him by email or on his personal mobile.

# Why Panache Cruises?



## Our Wider Family

Our team are proud to have worked with our cruise line partners for over 15 years. We understand their products as well as they do, and our close relationship ensures we receive access to the very best offers and products available.

Panache Cruises is a member of The Travel Network Group. TTNG is one of the largest independent travel companies in Europe and provides Panache Cruises with unmatched purchasing power as well as the most competitive rates for airlines, hotels and land-based tours.

## Unrivalled financial security

For your complete peace of mind, we are members of the Travel Trust Association (TTA) and fully comply with their code of conduct. Established in 1993, the TTA has over 600 travel agents and tour operator members. The TTA provides us with a trust account where all customer money is deposited into until they are required to pay for your cruise holiday. In the unlikely event of our insolvency any monies paid will be refunded in full

Panache is an ATOL bonded travel company, which means that in the unlikely event of our insolvency you can continue to enjoy your cruise holiday if you have already departed. Alternatively, you have the option to be fully refunded if you have yet to travel. ATOL protection also extends to the collapse of an airline.

Finally, we only partner with cruise lines that are ABTA and ATOL protected which means that when you book with Panache Cruises your money could not be in safer hands.



# Luxury River Cruises



On a Panache holiday, you can really have your eyes opened to magical wonders that you might never have realised were possible from a river cruise.

For some travellers, the idea of a river cruise is filled with intrigue, romance and adventure. For others, the concept might just not be appealing at first glance. No matter which side you're on, we at Panache Cruises we are absolutely confident that there is a luxury river cruise to suit everyone, it's just a case of finding it. Fortunately, that's what we are experts in. Our team of Connoisseurs have sailed the waterways of the world extensively and know the intricacies of all of the luxury cruise lines. They know the advantages of seeing the world from a river cruise and will be able to guide you to the one which is perfect for you.

We are confident of this because our experts know that river cruising is not 'one size fits all'. Whether you have an interest in the arts, fine wines, striking architecture, exotic lands, ancient civilisations, wildlife or even sporting pursuits, we will be able to curate the perfect experience just for you.

We will be on hand every step of the way from your very first enquiry, to well after you return home. We will look after every element of your trip. Our specialty is personalising and tailoring luxury cruise holidays based on the personal requirements of our guests so if you want something a little extra, it will be no trouble at all for us to include it for you.

River cruising is still not a widely understood holiday type within the UK market and at Panache Cruises we aim to change that by informing and educating guests. You will find a whole world of wonder awaits you from the banks of the rivers you will sail and you will see more than you ever thought possible.

From sampling pastéis de nata in Portugal, to the gastronomic pleasures of Italy. The soaring Eiffel Tower to the architectural marvel of the Pyramids. The paddy fields and temples of the Far East to the largest waterfalls in the world, Victoria Falls. A river cruise will truly transport you to the centre of the destinations on your list as you traverse the very heart of the countries visited.

So read on and be excited and delighted by all the opportunities that await you from a luxury river cruise. When your interest is sufficiently piqued, get in touch with one of our expert Connoisseurs who will work with you to craft the holiday of a lifetime.



# Why choose a luxury river cruise?



## Immersive Experiences

One of the key benefits of a river cruise is that you really get to the heart of the destinations on your itinerary. Rather than just skimming the coast of a country as you would on an ocean cruise, you will be cutting through the centre of the places so you get to see more.

More of the people, more of the culture, more of the scenery, more of the history, more of (quite literally) everything. Your much smaller river cruise ship will sail right to the very heart of the destinations, usually meaning you can walk directly into town from the ship. Better yet, the majority of the luxury river cruise lines include a full programme of excursions, featuring something for everyone on board.



## Excursions & Activities

These excursions have all been carefully curated by a team of experts who know all the main highlights of the port towns. They will be split into categories too, with various options available everywhere you stop. This means you can make the right choices based on your needs.

For example, if you are active, you will find experienced guides will take you on hikes, educating you along the way about the neighbouring villages, sights and any other point of interest there might be. If you prefer to be a little less energetic, you can opt for a guided bicycle tour. There are usually bikes on the river cruise ships that you can borrow too!

If you're a real foodie, why not take one of the tasting tours where you can sample local delicacies and learn how they are made and where they originate from. Equally, if you enjoy a tippie or two, there are excursions which will take you to the local vineyards and breweries so you can try the local offerings which some towns centre around. Or visit the local castles and museums to get a better understanding of how the areas have evolved. A luxury river cruise is one of the most immersive ways to see the world and you really can do it in your own way.

# Entertainment & Food

On board your ship, you will find that the local experiences do not end there. The cruise lines work hard to give you a true flavour of wherever you are visiting and they do this in several ways. You can enjoy lectures about the places you will be seeing, to inform you about the region, the culture and the history.

Your entertainment programme at night might also include performances by local groups so you will see traditional costumes and enjoy dance, singing and music as part of your holiday. You might even be able to enjoy an evening excursion after dinner to see a performance ashore or indulge in some other sort of interactive trip.

The main restaurant on board will also get involved in the locality and many evenings will see you having the option of a local dish that has been carefully prepared by the chefs in a sympathetic way to give you an authentic taste of the port you have been at that day. With many drinks included in the luxury river cruise experience, you will also find this local dish is complimented by a wine pairing, chosen by expert sommeliers to bring the flavours alive.



## Exquisite Service

The luxury river cruise experience is truly set apart by the service you will receive throughout the duration of your holiday. You will enjoy a six-star experience as your every whim is catered too. Fine dining will be served at every meal and you will often have the chance to dine at the chef's table, to enjoy a wine-paired dégustation menu. Every exquisite course will be a work of art.

The crew on board will be there to ensure every part of your luxury river cruise goes exactly as you prefer and there will be dedicated people to speak to about each element. There is likely to be a team who will help to organise all your preferred shore excursions, a cruise director who can take care of personal requests and answer your questions about the regions you are visiting. There will be a reception team to provide you with your needs in suite and also a fitness manager who will help to ensure you leave feeling better than when you arrived! The service staff in the bars and restaurants will also be available to provide you with all the delicious food and drinks you can manage too!

## Small Ship Experience

It goes without saying that the ships will be stunning, able to navigate into small port town harbours; as such they are small vessels, usually carrying around 150 guests. This means that with like-minded fellow travellers, you are able to share your experiences and make new friends along the way. With open seating in the ship's main restaurant, so you can usually choose to dine when and with whom you desire.

## Luxurious Facilities

You may not find quite as many facilities on board a luxury river ship as you would on one of the large ocean cruise ships, but given the focus on the destination, this is not usually an issue. There will often be a fitness suite for those wishing to keep up with their routine, some ships have a walking track on deck, and others include additional spa facilities.

You'll have a guaranteed view of the river from your suite and just as with any cruise, you can opt for a grander affair with more living space than in a standard cabin. You'll find an excellent range of amenities available in all cabins, from luxury bath products to an advanced entertainment system to dressing gowns and slippers.



# Luxury River Cruise Lines

## Which luxury cruise lines explore rivers?

At Panache Cruises, we are passionate about creating luxury and adventurous holidays so we choose to partner with only a select number of cruise lines across our different cruise types. River cruising is no different so we have chosen the river cruise lines which we are confident match our luxury cruising agenda.

As seasoned travel experts, we have first-hand experience of cruising the waterways of the world. When you talk to us, you will get first real-world knowledge and experience to help guide you into making the right choice for your luxury river cruise. As trusted partners of these cruise lines, we are also privy to exclusive offers and always have access to the best prices and promotions so you know that when you book with us, you are getting a fantastic cruise at an incredible price.

# AmaWaterways



Sailing the waterways of the world since 2002, AmaWaterways is a family-owned and operated organisation whose history far precedes their inception this century. The team behind the brand is highly experienced in the travel world, having been involved in all types of river cruise initiatives for decades. It is this dedication to river cruising that has enabled them to create the ground breaking and one-of-a-kind type cruise ships they offer, such as AmaMagna. To experience true luxury, we recommend that if you are sailing the waterways of Europe AmaWaterways should be considered for its truly exceptional approach to luxury river cruising. They also have a range of sailings throughout the Far East which will delight you with every port along the routes you sail.

Innovation is at the heart of AmaWaterways which is why in 2019, AmaMagna was recognised as one of the World's Greatest Places by TIME magazine. At double the width of standard European luxury river cruise ships, it has more space for guests to enjoy enhanced facilities and an abundance of personal space. It has more than 50% luxury suite accommodations in addition to a stylish on board cinema, a well-equipped Zen Wellness Studio and no less than four dining venues which are all unique in their own way. In addition to that, she has been built with an innovative 10-engine configuration which is designed that way in order to result in a reduction in overall fuel consumption by as much as 20%.



You will be able to relax with a soothing massage, recline with a cocktail on the Sun Deck, take a dip in the pool, enjoy wellness and fitness activities with a professionally trained host, keep in touch with loved ones thanks to included WiFi and watch a Hollywood blockbuster from the comfort of your suite. With included tours and active ways to discover your destinations, you will be able to experience the world in greater detail than ever before.

Trusted experts, Berlitz, have rated AmaWaterways ships as some of the best in Europe. They have been publishing guides for over 30 years which are renowned as being some of the best in the business. AmaWaterways took 11 of the top spots when they were ranked on features such as dining, accommodations, service and facilities on board.

# Avalon Waterways



With award-winning ships to choose from, Avalon Waterways offers a truly personalised service to lead the way in indulgent river cruise travel. The attentive crew will be on hand to assist you with whatever you need and itineraries have been carefully curated to ensure you get the most out of the places you visit. And there is the added bonus of your peace of mind in knowing that Avalon do all this in the most environmentally conscious way.

When you cruise with Avalon, you will experience the epitome of relaxed luxury with small and beautiful ships offering an unpretentious yet refined atmosphere. The staterooms on board have as much as 30% extra space than a standard cabin on a basic river cruise. You are likely to also be able to create your very own open-air balcony thanks to floor to ceiling windows which fully open. This will give you the sense that you are part of the passing scenery, almost able to reach out and touch the castles and nature that you see.

Whilst you are on your luxury river cruise with Avalon, you will find that you can enjoy a lecture from a guest speaker or perhaps enjoy a performance from a local musician. You'll meet new friends in the lounge and can spend time in your stateroom either watching the world pass by from your balcony or indulging in one of the films on the entertainment system. Your river cruise might even include an evening of on board wine, beer or regional delicacy tasting so look out for those opportunities to get a real taste of the places you are seeing.



Smaller ships mean getting even closer to the heart of the towns on the list, so Avalon can dock in the most historic and iconic of towns and cities. That way, you can set foot off the ship and find yourself right in the thick of where you want to be, with all the sights right on your doorstep. You will of course be offered a full programme of included itineraries but should you wish to explore yourself, the crew will help you are might as possible.

Avalon Waterways are experts in the rivers of Europe but not only that, the explore the far flung reaches of the Far East and India too as you sail down the Ganges.

Since debuting in 2016, Crystal's river ships have been repeatedly bestowed with honours marking just how special their all-suite, all-balcony, all butler-services river ships are.

Famed for an impressive service delivered on the high seas, Crystal Cruises brought all of this knowledge and experience to the waterways of the world when they launched Crystal River Cruises. You will find a very similar, ultra-luxury experience when you are on a Crystal river ship as when you are on board a Crystal ocean ship. As with all the ships in the fleet, the river ships are exquisitely designed with balconies, large windows, skylights and walls made purely of glass to not only illuminate as many spaces as possible, but also to allow you to see as much of the world which is passing by too. It will bring you closer to the history, culture and wonder of the lands you visit and will create the most stunning backdrop you could ever imagine.

**Crystal River Cruises have won the Conde Nast Traveler Reader's Choice Awards - it is without doubt one of the best luxury river cruise lines available.**

# Crystal River Cruises



Once on board, you will feel instantly at home. The service throughout your ship is friendly, uncompromising and complete to ensure you will receive quite literally everything you need. This is also true in your suite with your own personal butler ready to assist.

In terms of your destination enrichment, you will find this is available both onshore and on board your ship to give you the experience of a lifetime in Europe. You will receive authentic insight into every place you visit, aided by the possibility of enjoying multiple overnight stays in port, to take advantage of the most dazzling cities. The beauty of taking a Crystal river cruise in Europe is that you are also able to take part in the optional Crystal Destination Discoveries to enrich your time there even further.

A Crystal river cruise will provide you with an exceptional standard of all-inclusive service that is practically unrivalled in the waters. You will feel as though you are in complete luxury for the duration of your trip with the amenities to support this claim. With wines, spirits, gratuities, on board, plus the inclusion of shore excursions, WiFi, bicycles and airport transfers, you'll find yourself never wanting to leave.



# Emerald Waterways

As experts in the river cruise world, Emerald Waterways have been sailing guests in comfort and luxury on their stylish Star-Ships for many years. Their focus on EmeraldVALUE is a promise to deliver exceptional service and value so you enjoy every element of your luxury river cruise with them.

You will be treated to exquisite cuisine on board, with menus curated by chefs to properly reflect the destinations of your itinerary by using fresh local ingredients and even adding in a few local specialties. Wines and beers as well as soft drinks are included with lunch and dinner and you'll find tea, coffee and bottled water throughout the ship too.

Emerald will get you to the heart of your destinations and sail you around the wonders of Europe and Southeast Asia, providing you with a truly immersive experience.

They will show you the hidden gems and offer different programmes of activity such as EmeraldPLUS and EmeraldACTIVE experiences so that you will have a holiday that gives you more. An on board Activity Manager will help to keep you fit and well and your excursions can be as active or sedentary as you choose. There is even a loyalty programme to engage in so the more you travel, the better the rewards!

A luxury river cruise with Emerald will be like a home away from home with a welcoming environment as your background to seeing the wonders of your chosen itinerary.



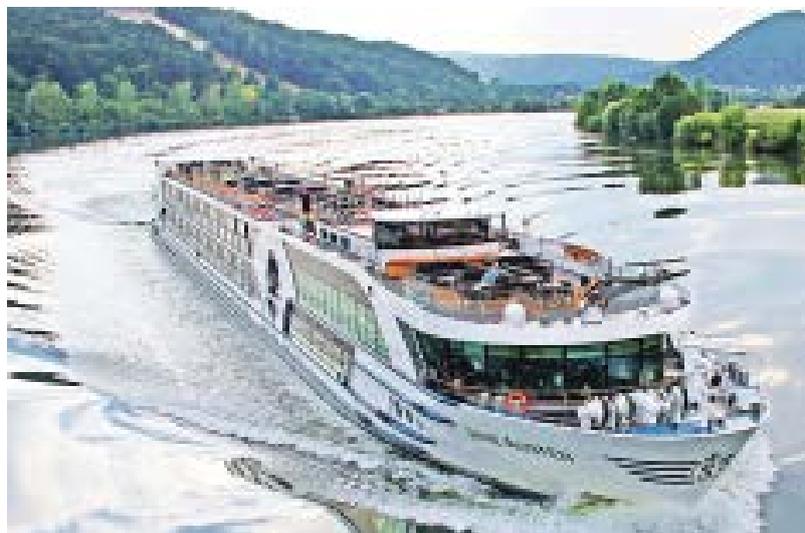


# Riviera Travel

Riviera Travel is the ultimate first-time cruise line to sail with to experience the beauty of river cruising. Operating for over 30 years, Riviera offer the most comfortable, exciting travel options all over the world, at what can only be described as exceptional prices for the high quality provided to each guest.

Understanding the importance of enjoying a personal and unique holiday, Riviera deliver service of an impeccable standard; they show their attention to detail in small personal touches, such as providing kettles in their rooms. The itineraries are carefully crafted with wonderful attention to detail and offer the perfect holiday to cruisers both new and experienced alike.

Glide down the melodic Danube, enjoy beautiful French cuisine down the Rhone, make a stop for some Christmas Market treats in Germany, or use one of the onboard bicycles to cycle through the lovely tulip fields lining the Dutch waterways.



The Riviera fleet, many of which are named for classical writers, are elegant and sophisticated; with fewer than 150 guests on board, it is said to be like travelling on a floating boutique hotel, with an intimate and relaxing ambience combining to make the most serene and sublime getaway.

With an extensive range of shore excursions included within the price of your booking, cruises with Riviera Travel are suited to all kinds of travellers. Soak up the history and culture of the marvellous medieval towns and cities along your route, relax on the sun deck and watch the world go by, or make use of fitness facilities and active excursions for a more adventurous holiday.

Furthermore, your expert cruise director is always at hand to provide support throughout your holiday right up until you arrive back home.

A river cruise with Scenic will offer you a different type of experience, with extreme luxury and all-inclusive amenities at all times. Not only that, the service you receive whilst on board will be do rewarding; your every need will be met within an instant. You can sail to the most important waterways in the world on your Scenic ship and you will do it in the style and comfort of a state-of-the-art Space-Ship with as many amenities as you could hope for on the water.

The all-inclusive nature of a Scenic luxury river cruise means that you will not have to spend a penny whilst on board whatsoever. This offers an extra peace of mind so you know that all you need to worry about is which excursion you are going to take. These are, of course, included too and you'll have a wide range to choose from in order to get the most out of the itinerary. Your excursions will be carefully curated to be fully immersive and to take you on experiences you might not otherwise have thought possible. So when you're sailing with Scenic, ensure you make the most of the Scenic Freechoice and Scenic Enrich experiences in every port.



# Scenic River Cruises

On board your ship, you'll find up to five different dining experiences so you will have plenty of choice. The chef will carefully define the menu and include local flavours and regional specialties. You'll be able to enjoy fine wines, beers and top shelf spirits too, all complimentary and will be spoilt for choice each and every day.

All the suites are well-appointed, and include butler service to ensure you want for nothing. You'll also be able to fully recharge your batteries every night in your Scenic Slumber Bed to give you the best night's sleep of your life!

**A luxury river cruise with Scenic is an unparalleled experience – one you should enjoy sooner rather than later.**



# Uniworld

Stepping onto a Uniworld ship is like stepping into one of the finest boutique hotels in the world. Every single one is unique and exquisitely appointed, setting it apart from the other fleets on the waterways of the world. They are all designed as luxury works of art that should be as individual as the guests and the itineraries they sail. With destination-inspired décor throughout, you'll find you are more immersed in your cruise experience than ever before with no two suites the same.

Whilst on your stunning ship, you will experience a supremely personal service from the attentive crew on board. Uniworld put service at the heart of everything they do. Guests are treated as though they are family which makes sense given it is a family-owned business and has been for 100 years.

No request will be too much for the team and every detail is considered to ensure your experience on the river is just as you would expect it to be from a luxury holiday. Expertly trained butlers cater to your every request and you can rest assured they are the consummate professional, having trained to the same standards as required by Buckingham Palace!

The all-inclusive experience provides an unmatched level of service with luxurious amenities that can only be found on a Uniworld cruise. You'll enjoy unlimited premium spirits and wines, 5-star farm to table cuisine and a programme of cleverly designed excursions to ensure you see the destinations to their best. After all, the destination is one of the key reasons for choosing your river cruise itinerary!

On board fitness and wellness centres are available and will allow you to take part in some self-care too, as well as bicycles and Nordic walking sticks for time spent ashore. Entertainment, enrichment, WiFi and gratuities are all included too.

So you really don't need to worry at all when you're on your Uniworld river cruise as everything is taken care of and all included. All you need to do is make sure you enjoy every bit of the destinations you're visiting so you return home filled with happy memories.



# Rivers of the World



**There are some incredible waterways all over the world, ready to explore on your next luxury river cruise with Panache. Discover the best of the best with our selection of partnered cruise lines - we hope they inspire you to plan your next adventure...**

Here at Panache, we pride ourselves on offering unique, personal travel experiences around the world. We curate holidays for our customers to a level which goes above and beyond your average cruise holiday. River cruising is no exception. Perhaps the most popular mode of cruising, river cruises are a truly fascinating and immersive way to explore a new destination.

Everyone knows the famous rivers of Europe, such as the Seine and the Danube. But have you ever heard of the lesser known Dnieper River which flows through Belarus and Ukraine to the Black Sea? Or the Saone, a tributary of the Rhone in France which is just a stone's throw from the mountains of Switzerland.

The Nile might be one of the most enticing rivers in the world, with its rich history harking back to ancient Pharaohs of Egypt. But what about the tranquil waters of the Chobe and Zambezi, stretching further south into the wilderness of the African continent?

Maybe you're looking for a relaxing summer holiday, to get outdoors and enjoy the summer sun as you glide along the idyllic Douro. Or maybe you'd prefer to sail past mountains and castles blanketed in snow on your way to the Christmas markets along the Rhine. Some with a taste for adventure might be craving a culture shock, to witness the majesty of the Mekong or the peaceful temples peeking out from lush jungle along the Yangtze River.

Keep in mind your ideal cruise holiday as we explore the myriad opportunities for luxury river cruising.



# Rivers of Europe



## The Douro

The Douro river is one of the most popular of all the world's waterways and if you wish to take a luxury river cruise along it, you need to book as soon as you possibly can! The smaller size of the ships sailing these waterways means there are fewer suites and staterooms available so they sell out incredibly quickly.

A luxury river cruise on the Douro will allow you to see parts of Portugal and Spain you wouldn't normally visit and enjoy it all with a lovely climate and flavoured by the tastes of fine, local wines.

On a cruise along the Douro you'll head from the Spanish-Portuguese border through Portugal to Porto. For port lovers, this river cruise is an absolute must as you will be able to taste many of the different types available throughout the duration of your cruise. Stopping in Regua, the main town where all the wine produced passes through, you'll get the opportunity to take part in wine-tasting. You can compare what you taste here to those you try in Quinta da Avesada with its winery right in the heart of the Douro wine region.

If you hanker after historic and cultural experiences, they are yours for the taking. Figueira de Castelo Rodrigo will give you an insight into the Spanish Inquisition. Take a historical excursion in Vega de Terron and explore the museums, churches and art of Porto.

If you want a little more, you can often extend your trip in Salamanca which is a UNESCO World Heritage site and the perfect place to enjoy some Flamenco dancing. Or perhaps add on a trip to the capital of Portugal, Lisbon and see the contrasts between modern culture and the history which pervades it.



## The Seine

The Seine is undoubtedly the most iconic river in France, spanning 486 miles. It rises near Dijon in the east of France and close to the Swiss Alps, flowing north westerly to Paris and beyond to Normandy where it culminates in Le Havre, France's largest shipping port and ultimately the English Channel itself. Sailing the Seine will reward you with stunning sights, traversing the very heart of the romance capital of the world itself.

You will typically sail from Paris to either Rouen or Honfleur on the Normandy coast. This itinerary will really showcase to you the beauty of northern France and all it has to offer. A former route for trade and transport as far back as the Celts in the Iron Age, the Seine is not to be missed as a river cruise today.

A cruise along the river Seine will take you through ancient history and artistic landmarks. From visiting the stunning Palace of Versailles to seeing where Impressionism itself was born in Giverny and even Monet's farmhouse and gardens which were his inspiration.

You'll glide past picture book chateaux and will also have an opportunity to walk the Normandy D-Day Landing Beaches.

Tour Richard the Lionheart's castle, and uncover the beauty of the capital of Normandy, Rouen, to see where Joan of Arc was martyred. Medieval castles, pretty villages, cider orchards and forests contrast with the Champs Elysees, Notre Dame cathedral, Sacre-Coeur and the Arc de Triomphe. The Seine is truly one of the most remarkable and elegant rivers to cruise in Europe.



**From history which moves you, to scenery which delights you, romantic streets and artistic homes, you'll be continually amazed by your voyage down the Seine. You will leave enriched and rewarded filled with memories to cherish.**



## The Saone

A river in its own right, the Saone is a key tributary to the Rhone and flows 294 miles through eastern France, reaching the Rhone in the beautiful city of Lyon.

Witness the most tranquil aspects of French life, with quaint villages and wine country in abundance; you may even be fortunate enough to visit exquisite vineyards holding UNESCO World Heritage status.

In Burgundy, you will see castles a-plenty (Castle of Nobles, Castle of Sully, Carmatin Castle and Berze-le-Chatel), villages in the heart of the winelands, and striking medieval abbeys.

You may also get the chance to visit the capital of Burgundy in Beaune and experience a wine-based excursion to learn more about the significance of wine-making in the region. We thoroughly recommend sampling as much wine (and cheese) in this part of France at any opportunity you can!

In charming Chalon-sur-Saone, sommeliers-in-the-making might continue to sample regional wines, but there are also opportunities to explore a little further out of town into the surrounding natural landscapes and take a tour of some ancient caves.

One of the port towns on many itineraries is Tournus which is home to no less than six Michelin-starred restaurants!

Villefranche-sur-Saone is another lovely place to visit. France is filled with 'Villefranche's but this one sits north of Lyon in the Beaujolais wine region and is its capital. Travel at the right time and you might even be able to take part in the local Beaujolais Nouveau Day when the first wine of the season is to be enjoyed. You can also visit the castle at Chateau de Montmelas and the Church of Notre Dame de Marais.

When you reach Lyon, you'll find an exceptional city that is well-known for its gastronomic excellence. This sophisticated town is home to many World Heritage sites, such as Roman ruins, a 19th century Presqu'île quarter and a beautiful Renaissance old town.

Saone is perfect for a luxury cruise and will suit all manner of travellers from wine-lovers to history buffs, those who love scenic surroundings and foodies too.

## ...home to France's gastronomical delights and incomparable Burgundy wines...



## The Dordogne & Bordeaux Region

If France is a destination you hold in high regard or simply wish to see more of, a cruise down the Dordogne will sail you through the stunning scenery of the south-central and southwest regions. It often plays a part in a wider river cruise holiday that will cover the Bordeaux region on the Garonne and Gironde rivers as there is so much to see in this area. The Dordogne river itself spans 300 miles and surrounding areas were designated a Biosphere Reserve by UNESCO in 2012.

Expect to be astounded by the lush rolling hills and natural beauty of the region as you glide along the Dordogne. Set between the chateaux-strewn Loire Valley to the north and the imposing mountains of the Pyrenees to the south, the Dordogne is perhaps best known - aside from its fine wine - for its prehistoric cave paintings at Lascaux cave, one of the most important archaeological sites in the world.



A river cruise in this beautiful region of France will afford you a truly enriching experience. Explore amazing cultural and historic gems, relax on riverside beaches, and indulge in a little wine-tasting, if you desire! Visit a significant site from World War II in Fort Médoc, take a scenic tour of the Route de la Corniche Fleurie (the flowered cornice), and immerse yourself in history at Blaye Fortress.

When in Bordeaux, tantalise the tastebuds with some of the finest wines in the whole of Europe, see a show at the Grand Théâtre, and enjoy shopping for souvenirs along the famous Rue Sainte-Catherine. Indulge in the gastronomic delights of French cuisine and try the local delicacies, including fresh oysters, foie gras, local cheeses from the New Aquitaine, and rum-coated custard cakes called les canelés.





## The Moselle

Rising in the Vosges mountains, the Moselle flows for 340 miles through north-eastern France, Luxembourg, and western Germany. It is one of the Rhine tributaries and joins it in Koblenz, a popular port on a luxury river cruise itinerary on both the Rhine and Moselle.

A cruise along the Moselle will provide a more intimate insight into other major rivers of Europe as it is considerably smaller, just perfect for those seeking something a little away from the well-trodden paths of others. If discovery is on your agenda, you will have it in droves when you take a luxury river cruise along the Moselle, visiting multiple ports and even countries along the way!



Admire the beautiful scenery of hills covered by vineyards and lush forestry and visit the towns of Trier, Berncastel and Koblenz. Moselle is a popular wine region with Trier right at its heart. Whilst wine has been produced in the Moselle since before the Roman occupation, it is now best known for its sparkling white wine, Riesling. As such, wine festivals and vineyards are not unusual along the Moselle, showcasing the very best the region has to offer.

Take a tour of the delightful medieval streets in Berncastel with brightly coloured buildings and a traditional marketplace. Enjoy the fortresses and castles of Koblenz, the ancient Black Gate of Trier (dating back to 180AD), and witness the beauty of the confluence of the Moselle and Rhine rivers.

**A luxury river cruise along the Moselle will be filled with intrigue, history, culture and plenty of learnings about du vin too!**

## The Rhone

Provence is one of the most photographed regions of France thanks to its absolutely breath-taking scenery. Lavender fields will delight your senses with their pretty colours and delicious perfume. Exquisite food tantalises the palate in local cafes in the pretty villages along the river. Historical cities and rich cultural heritage abound here, so it's no wonder really that the Rhone is one of the most popular options for a luxury river cruise.

Flowing 500 miles from its source, high up in Switzerland, and passing across south western France, the Rhone eventually reaches its delta in the Mediterranean. Prior to this, however, it diverges into two smaller waterways known as the Great Rhone and the Little Rhone, in the city of Arles.



The city of Arles near the French Riviera is a highly sought-after port on many Rhone itineraries thanks to its picturesque location and balmy climate. While enjoying the warmer weather, you can explore the town, which is a UNESCO World Heritage Site thanks to its rich Roman history and local landmarks. Take a trip to Les Alyscamps, a Roman mausoleum, or visit Les Arenes, a Roman arena which will still seat up to 20,000 spectators.

Pay a visit to the Palace of the Popes in Avignon, and again you're visiting a UNESCO World Heritage site. Indulge in delicious local fare which includes Quiche Lorraine, and a variety of fish-based meals. Avignon is a true hub of culture and history which can be absorbed while wandering its charming streets.

Catch the funicular railways to Basilique Notre Dame de Fourvière or take a tour around the Cathedral Saint Jean Baptiste.

**The Rhone is a beautiful French waterway, providing passage to culture, history, lush scenery and gastronomy, all of which you can enjoy from a luxury river cruise.**



## The Rhine

A Rhine river cruise will lead you through several countries including Switzerland, Germany and The Netherlands. It forms part of a system of rivers which also includes the Main and Moselle and together they take you on an enchanting journey through picturesque villages which look straight out of a storybook, will wind you through vineyards and will show you impressive Gothic architecture in the cities you visit.

The Rhine is one of the major rivers of Europe and stretches an impressive 760 miles. It starts in Switzerland, high up in the south eastern Swiss Alps before flowing in a generally northern direction towards Germany passing through the Rhinelands.

It then continues onwards to the Netherlands before emptying into the North Sea. As with many rivers, it has been an important trade route and was an important waterway during the Roman Empire which is why you will find so many fortresses and castles on its banks. It passes through large cities including Cologne, Dusseldorf, Rotterdam, Strasbourg and Basel.

Your luxury Rhine river cruise will take you right through the heart of Middle Europe, where its shores overflow with historic treasures and pulsing cities. You'll be able to taste the wines of the region with a delicious Riesling and explore Rudesheim's impressive vineyards.

See the European Parliament in Strasbourg and wander through La Petite France and the quaint cobblestoned streets. Sample the local delicacies and wonder at its multi-cultural vibe. See the windmills of Kinderdijk, a UNESCO World Heritage site and experience Amsterdam like a local by weaving your way around the network of canals and gabled houses by bicycle.

Take your own special inspiration from magical Heidelberg and maybe pay a visit to the Technik Museum. See the balance between French and German in cultural Alsace. In the Middle Rhine Gorge, you'll explore mythical Lorelei Rock. Become a wanderer without a purpose in the natural beauty of the Black Forest. Count the castles as you enjoy some scenic sailing and see the cities of Basel, Cologne and more besides.



**If you're looking for intrigue, history, outstanding beauty and cultural immersion, a luxury Rhine river cruise will deliver this in droves.**



## The Main

The longest tributary of the Rhine, the Main forms where the White and Red Mains converge near Kulmbach. It then flows westwards through central Germany – the highlands and the Lower Main lowlands – before joining the Rhine.

Port towns on the itinerary include Frankfurt, Würzburg, Mainz, and Bamberg. The latter is a perfectly preserved city in northern Bavaria; with Gothic and Romanesque landmarks galore, you will be charmed by this city and all it has to offer.

The Gutenberg Museum is a key site to visit in Mainz as well as Mainz Cathedral. Kirschgarten and St Augustine's Church are also beautiful parts of this city but you will be spoilt for choice as to where to visit.

When you pass through Bavaria, you may well stop at Würzburg which sits between Frankfurt and Nuremberg. It needed rebuilding thanks to the devastation it encountered in the Second World War, but now boasts some impressive architecture. Don't miss the Würzburg Residence, one of Europe's grandest baroque buildings.

In Frankfurt you'll find another city that was decimated during the war and has been rebuilt. Climb the Main Tower where you'll get a fantastic vantage point over the city and the river.





## The Elbe

Perhaps Germany's 'second best' well-known river, the Elbe is almost equally as impressive at approximately 700 miles in length. Named by the Romans, it originates in Krkonoše Mountains of north-western Bohemia of the Czech Republic and traverses the heart of Europe to its final port in Cuxhaven on the North Sea, 60 miles north of Hamburg.

If you take a luxury river cruise on the Elbe, you will find yourself winding through dramatic scenery and breath-taking vistas. Enjoy the views from the sun deck of your ship, and marvel at spectacular sandstone rock formations, while discovering Saxony beauty and reverent statuesque Gothic castles along your route.

With an overnight stay in Berlin or Prague often the case on your luxury Elbe river cruise, you will be able to absorb the atmosphere of some of the most cutting-edge cities in Europe. Berlin offers a variety of experiences, from immersing yourself in the triumph and tragedies of World War II, to sampling a stein of local beer. Contemporary architecture, the Berlin Wall Memorial and the Brandenburg Gate are all waiting for you to visit.

In Prague, also known as the City of a Hundred Spires, wander the streets and marvel at colourful baroque buildings, Gothic churches, and the medieval Astronomical Clock with its extraordinary hourly show. Stroll over the ancient Charles Bridge (built in 1402) and see the statues of Catholic saints which line it.



Purchase world-famous porcelain in Meissen and see the beautifully cultivated gardens of Worlitz. Learn all about Martin Luther's reformation at its starting point in the town of Wittenberg. Dresden, Litomerice and Hamburg are all port towns on the river Elbe too, each with its own cultural interest and historic beauty to explore.

If you're looking for a lesser-known European river, the Elbe will be perfect for you. Your experience will be totally unique and exclusive.

# The Danube

The Danube is one of the longest rivers in Europe at over 1,700 miles, passing through the heart of the Austro-Hungarian Empire. No less than four capital cities grace the banks of the river Danube – Vienna, Budapest, Bratislava and Belgrade. Each one of them is unique in its personal charm with architecture, history, art, food, and culture to entice prospective visitors.

Medieval monasteries and fairy-tale castles will bring your childhood imagination to life. UNESCO World Heritage sites such as the Wachau Valley will take your breath away with their natural beauty, and the Iron Gate gorge which sits between Serbia and Romania will be an exhilarating experience as you sail through.



There are countless options available for your Danube river cruise. Choose from a variety of port towns on your itinerary, including Passau, Melk and Munich.

One of the huge attractions of a luxury river cruise in this region is a trip through the Danube Delta Biosphere which is a UNESCO World Heritage site. This is 2,200 square miles of rivers, canals and marshes, and is home to Europe's highest concentration of bird colonies. It is impressively the third largest ecosphere of biodiversity in the world, behind the Great Barrier Reef and the Galapagos Islands.

Another UNESCO World Heritage site can be found in Vienna, whose baroque architecture and Hapsburg family heritage have created some of the most beautiful buildings.

Buda and Pest can be explored on your Danube river cruise too, as they make up two sides of the same city. Take the funicular up to Castle Hill and the Fisherman's Bastion on Buda before exploring the magnificent and iconic Parliament Building on Pest.

A luxury river cruise down the Danube will offer so many sights that you will be spoiled for choice.





## Dutch Waterways

The land of the windmills and Belgium await you on your cruise down the Dutch Waterways. They branch off from the river Rhine when it arrives in the Netherlands, forming this network of wonderful sights.

There are iconic experiences to be had on a luxury river cruise in this area, including the beautiful windmills the Netherlands is famous for. If you time your cruise right, you will also find you see the tulip fields in bloom, where these pretty flowers will extend as far as the eye can see in a magical display.

Four main ports will most likely pepper your itinerary; Antwerp, Keukenhof, Kinderdijk and Amsterdam. Antwerp is most famous for not only its stunning Cathedral, but also its diamond trade, making it one of the world's leading ports.

The flower garden that is Keukenhof is the most common reason people tend to take a river cruise on the Dutch Waterways and it isn't hard to see why when the tulips are in bloom. It really is worth ensuring you travel at this key time so you don't miss out on the spectacle.

See the windmills in Kinderdijk and get a true insight into the Dutch way of living in this traditional town. You can take a guided tour of a working windmill and even head down the Lek and Noord rivers which form part of the waterways.

Amsterdam is one of the most well-known cities of Europe and with good reason. The welcoming ambience, network of canals and beautiful, quaint little streets are all perfect for aimlessly wandering around. If you would like to learn a little history too, visit the house of Anne Frank and stop off at the Van Gogh museum too.



**Be charmed by a luxury river cruise  
along the Dutch Waterways and you'll  
have memories imprinted on your  
mind for life.**



## The Dnieper

If you want to travel somewhere off the beaten track, the Ukraine is a fabulous destination to explore - and there are few better ways to see a country than on a luxury river cruise. The Dnieper spans an unimaginable 1,420 miles and is the fourth longest river in Europe.

The Ukraine is home to 680 miles of the Dnieper, with its origins just northwest of Moscow in the heart of Russia. It then passes through Belarus and the Ukraine before reaching its end in the Black Sea. It has always been of economic importance to Ukraine and is now famed for its dams and hydroelectric stations.

Historically known as the Amber Route thanks to its links with the Orient, the Dnieper also has historical ties to the Viking invasions throughout the 8th to 11th centuries. Your cruise is likely to include the Ukrainian cities of Kiev and Odessa, with many cruises starting in the capital itself.



Kiev is a hotbed of contrasts, where historic monuments and architecture meet scientific developments. You can explore Eastern Orthodox Christianity at the World Heritage site Pechersk Lavra. This amazing complex of churches, such as Saint Sophia's Cathedral, bell towers, and subterranean caves are astounding.

See the statue which commemorates the Soviet Union's victory over Nazi Germany in the Second World War, and wander the sweeping Hryshko National Botanical Gardens. The Aviation State Museum and One Street Museum are also worth a visit.

Odessa is one of the most well-known cities in Ukraine and has welcoming tourist hotspots such as Deribasovskaya Street, which can be the start of your exploration. Many of the main attractions are all within easy reach so you can easily pay a visit to the Odessa State Academical Opera and Ballet Theatre and its architectural excellence. And don't miss out on the Potemkin Steps, famous thanks to the film *Battleship Potemkin*.

The Dnieper and its surrounding landscape is filled with ancient treasures and exciting culture; the chance to delve deep into the heart of a country not often visited is an unmissable opportunity for those craving a unique river cruising experience.



## The Volga & Russian Waterways

Take an adventure across the waterways of Russia with a luxury river cruise and you'll find a different type of experience awaits you. Far from the typical landscapes of a European river cruise, Russian waterways are a grand adventure. Sail past towns and cities which are so authentically Russian, and revel in scenery and opulence alike.

Over half of the key cities in Russia sit along the Volga basin and as such, this river forms the backbone of the country. It is the longest river in Europe, spanning a whopping 2,300 miles from its source to the northwest of Moscow and through the west of Russia before culminating in the Caspian Sea. Across the breadth of the Volga, you will see much of the heart of Russia and all it has to offer.

### Glide down the longest river in Europe and marvel at the beauty and grandeur Russia has to offer...

Russia is a destination filled with mystery and holds a special place of intrigue in many traveller's hearts. A river cruise along the Volga is an easy way to see more of this vast and impressive country. From Moscow to St Petersburg and beyond, there are opportunities for adventure every step of the way.

The historic capital of Russia is home to significant historic places such as the imposing Red Square, with St Basil's Cathedral and the Lenin Mausoleum. See the magnificent Kremlin and perhaps take in a show at Bolshoi Theatre. The Winter Palace in St Petersburg, once home to the powerful royal family of Russia, is now a beautiful museum, home to over three million works of art from the likes of Michelangelo and Rembrandt.

If you are seeking a once-in-a-lifetime cruise close to the UK but wildly different from the landscapes, architecture, and cuisines of western Europe, a luxury river cruise in Russia is truly one of the most unique experiences you could choose.



## The Po

One of Europe's lesser known rivers just happens to be beautiful Italy. A cruise along the Po will sail you from its source at Pian del Re in the north, all the way across 400 miles to the Venice Lagoon. A luxury river cruise on the Po is a stylish and romantic way to see the sights of northern Italy all in one easy and indulgent holiday.

Italy is famous for its scenery, atmosphere, wine and food and you will enjoy these in abundance on a Po river cruise. You'll visit cities such as Venice, Verona and Turin and be captivated by them all. In Turin, you'll find the home of the Italian Royal Family and all the majesty that accompanies it. With museums, palaces and piazzas to explore, you'll need to take some much-needed time to recharge your batteries in a local restaurant to enjoy the fabulous cuisine.



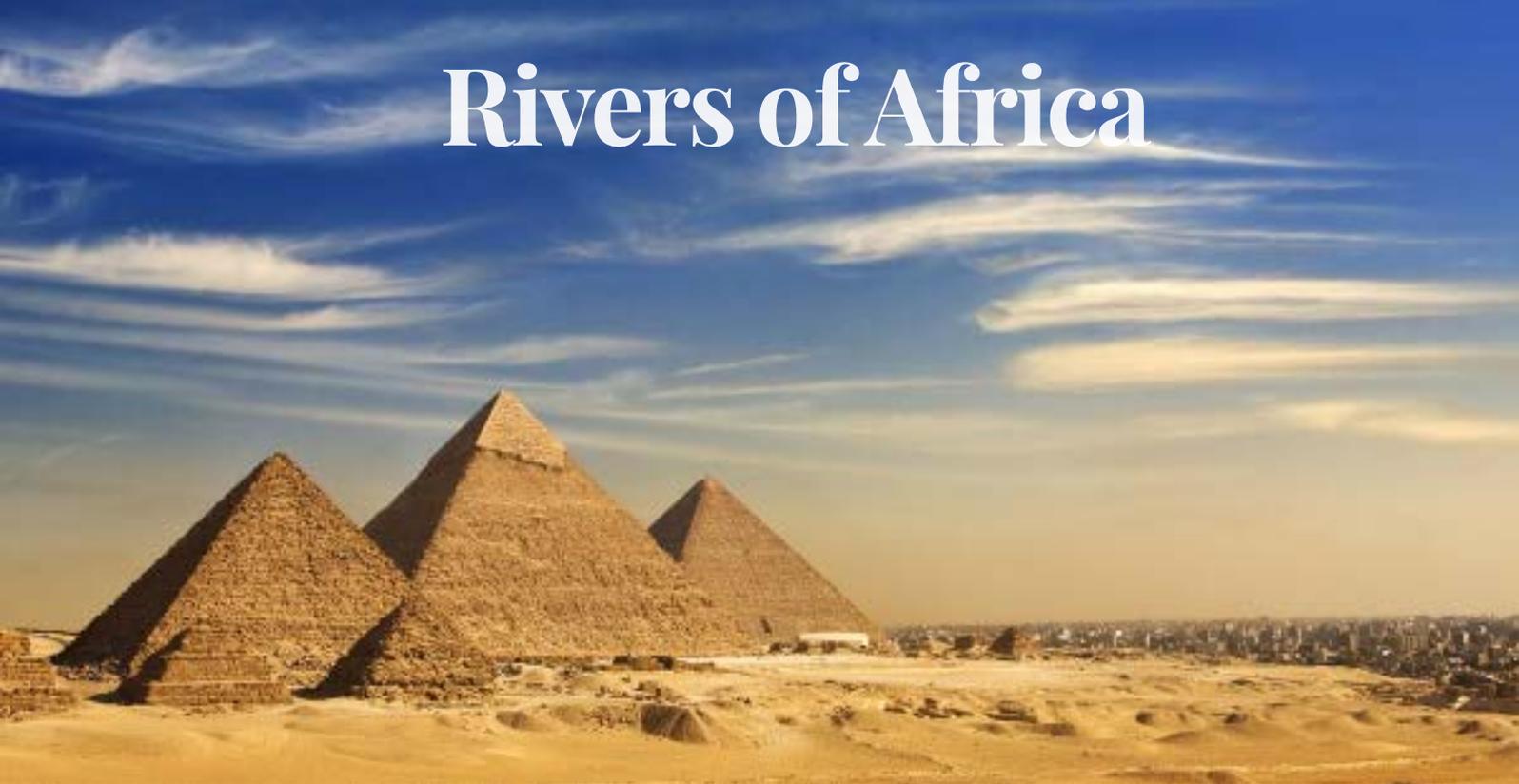
The fictional home for Rome and Juliet, Verona will enchant you with the romance which pervades its streets filled with Roman heritage. Visit Juliet's balcony, where the iconic love scene was allegedly set, or see the Arena, a fabulous Roman amphitheatre. Pick up souvenirs in the boutiques and taste some of the best gelato Italy has to offer. Then of course you should try some of the local wines in the mountain region of Carega.

In Venice, tick off a bucket list activity by taking a romantic gondola ride along the meandering network of canals. Walking through this exquisite city, everywhere you turn is a feast for the eyes - and the stomach.

Italy is world famous for its beauty, culture, food, wine and art and there is no better way to see more in one trip than on a luxury river cruise.

**Indulge in delicious cuisine and sumptuously fine wines whilst reveling in fascinating Roman history, as you cruise through Northern Italy on one of the most underrated rivers in Europe.**

# Rivers of Africa



## The bucket list experience like no other...

### The Nile

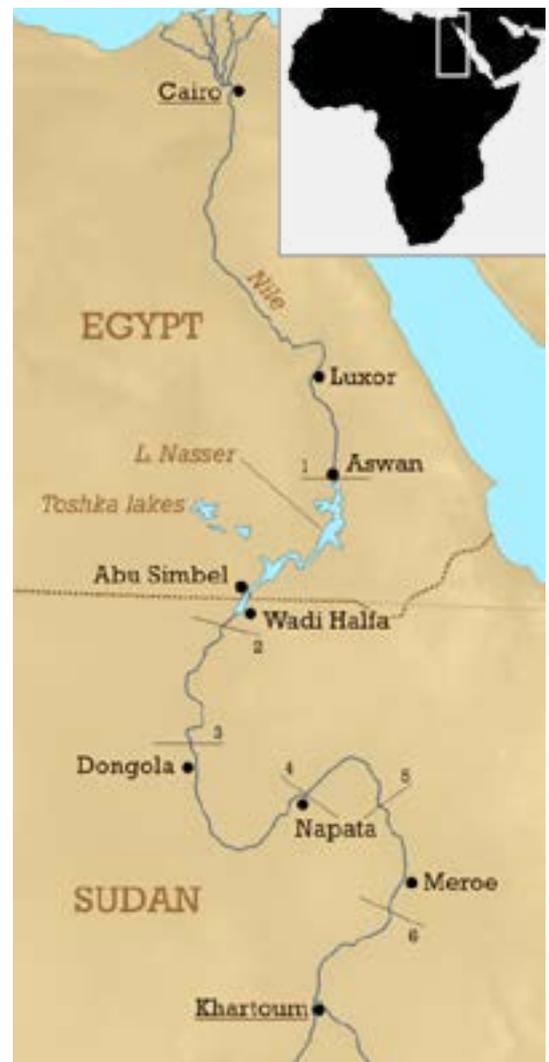
A Nile river cruise is a bucket-list essential. As the longest river in the world, its reputation precedes itself and you won't be disappointed when you opt to take a luxury river cruise along it.

One of the most impressive locations positioned along the Nile is the capital city, Cairo. This impressive city is not only the largest in Africa but one of the largest in the world, and has a rich cultural blend from the ancient to the contemporary. See relics from thousands of years ago in the Museum of Egypt, or head to Giza where you will be dwarfed by the size and enormity of the Great Pyramids. Get up close and personal with the Sphinx and perhaps take a ride on a camel.

However, the other places on the itinerary are equally as noteworthy with Luxor and Aswan topping the list. Luxor is the home to many fascinating landmarks such as the Valley of the Kings, the final resting place of many pharaohs of ancient Egypt. The Colossi of Memnon and the Museum of Mummification are fascinating excursions for guests keen to learn as much as possible about Ancient Egypt.

Aswan is the most southerly point of a Nile cruise and again has ancient architecture to delight you. From the Unfinished Obelisk to the Tombs of the Nobles, it's a great way to end a Nile river cruise.

Sailing the Nile is without a doubt one of the most dazzling luxury river cruise experiences on offer. Step outside your comfort zone and relish the opportunity to delve into the heart of northern Africa.





## The Chobe & Zambezi

One of Africa's somewhat lesser known rivers, a Chobe and Zambezi river cruise will amaze you with the natural beauty on its banks from expansive national parks to wondrous wildlife to diverse art and culture.

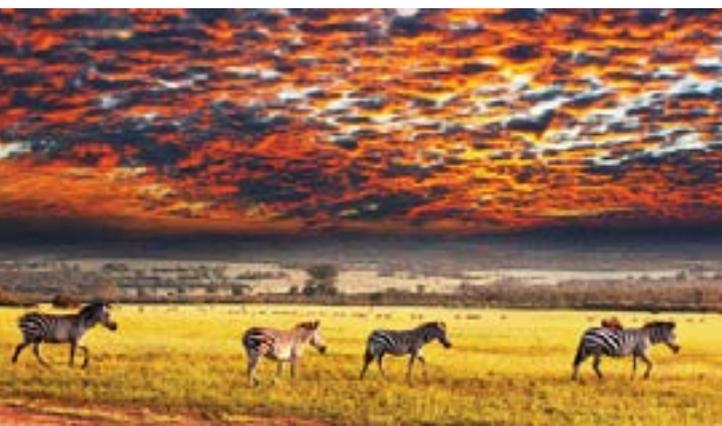
You'll have the opportunity to experience Cape Town and Johannesburg, two of the most incredible cities in South Africa and high up on many travel bucket lists.

In Cape Town, sit under the shadow of the stunning Table Mountain and take a stroll around one of the multiple national parks in the area. African décor, art galleries and high-quality restaurants all await you on your arrival to Cape Town and you will be astounded by the laidback vibes and rich multicultural blend of the city.

Johannesburg is still one of South Africa's most up and coming cities. Visit and learn from the Apartheid Museum, and perhaps travel to the Cradle of Humankind, a UNESCO World Heritage site with fossils and tools dating back to over 3.5 million years ago!

By far and away the star of a Chobe and Zambezi river cruise however, is Victoria Falls. The largest waterfalls in the world, they will absolutely blow you away. Enjoy the view even more from the Devil's Pools.

Grasp the chance to see lions, leopards, elephants, rhinos and buffalo with your own eyes; a game drive to see the Big 5 is one of the absolute delights of an excursion into Kruger National Park.



# Rivers of Asia



## The Irrawaddy

Myanmar, previously known as Burma, is a country which for a long time was off-limits. Now you can explore it to its fullest with a stunning luxury river cruise along the Irrawaddy.

The Irrawaddy is key to the survival of local communities, and if you sail along it, you will find fishing boats, ferries, bamboo rafts and more, filled with those working to build their livelihoods. As oxen plod the fields which line the banks, children will run alongside your ship desperately trying to keep up. It really will be a magical cruise to alight your senses.

Also known as Ayeyarwaddy, this river flows from north to south, and takes in plenty of enchanting cities along the way.

You'll be immersed in the culture of the Far East from the moment you set foot in this beautiful country.

**Southeast Asia's hidden gem is begging to be explored on your next luxury river cruise**

Explore spirituality in Bagan, where you'll find a wealth of temples and religious sites – over 10,000 to be exact, with many dating back to the 11th and 12th centuries.

See the contrasting modernity of Mandalay, Myanmar's second-largest city built in 1857, where you can take a look at the Royal Palace and the Dee Doke Waterfall.

See the Shwedagon Pagoda in Yangon, the centre of Myanmar's economic activity, which sits further from the banks of the Irrawaddy and makes for an exciting shore excursion.

Rich in religion and cultural heritage, there is also plenty of natural beauty thanks to gardens and parks which are dotted throughout.

Explore somewhere unique and thrilling off the beaten track by taking a luxury river cruise in Myanmar - we promise you won't be disappointed.





## The Mekong

Take a Far Eastern adventure along the stunning Mekong river and see how the residents along the banks have lived for thousands of years. Starting in China, it heads through Myanmar, Laos, Thailand, Cambodia and Vietnam before emptying into the South China Sea. On a river cruise, you'll be able to catch a glimpse of rural life and see the locals in their stilt houses, perhaps swimming or fishing.

This river was an important escape passage in the Vietnam war and it is still useful today as it irrigates the paddy fields which provide the livelihoods for so many. You'll be exposed to more authentic lifestyles than you thought possible on this extensive journey through the Far East.



Places you can visit along the way include Angkor Wat, a UNESCO World Heritage site as it is the world's largest single religious monument. You can visit the capital of Cambodia, Phnom Penh, a city full of historic treasures. No trip to Southeast Asia is complete without exploring temples, palaces and pagodas, an abundance of which you will easily find along the Mekong.

Hanoi is another fantastic city to visit on a river cruise along the Mekong, with a blend of old and new illustrating Vietnam's progressive efforts to rebuild in the past few decades. Ho Chi Minh City tells more of the story of the Vietnam War; visitors cannot miss exploring the Cu Chi Tunnels or an educational visit to the War Museum.

A luxury cruise along the Mekong showcases some of Southeast Asia's true, authentic gems; delicious food, fascinating temples, and friendly people are the perfect combination for a most enriching and unforgettable experience.



## The Yangtze

The exotic lands of China are some of the most diverse and fascinating on earth. When you see the different cities, scenery and culture, it is not hard to see why.

Seeing this vast country in one holiday is a tall order, but it is made easier with a luxury river cruise down the Yangtze.

This is the longest river in Asia and makes its way from the Tibetan Plateau in the west all the way across to the East China Sea, winding through the new-age metropolises of Shanghai and Beijing.

Take a guided tour and uncover little-known gems and tick off places such as Shanghai Happy Valley, Shanghai City Beach and the Jinjiang Amusement Park.

In Beijing, allow yourself to be swept up in the hustle and bustle and be wowed by famous historic landmarks including the Forbidden City and Tiananmen Square. For an adventurous excursion to tick off the bucket list, take a walk along the Great Wall of China.

China is a vast and wondrous country and you really might struggle to see enough in a traditional land-based holiday. Exploring it by ship will take you through the heart of the country, allowing travellers of all kinds to explore China's rich culture, history, jaw-dropping landscapes, and some of the most delicious and varied food in the world.



# Join Our Chairman's Club



Join our Chairman's Club today and claim your 5,000 FREE points, DOUBLED to 10,000 for our first 1,000 members.

Our mission at Panache Cruises is to provide 'Nothing is too much trouble' personal service for you, our valued customer and to provide industry leading opportunities to ensure you get the most out of booking a luxury cruise with Panache Cruises.

Our latest initiative is the launch of our Chairman's Club, aimed to be the UK's most rewarding loyalty programme for luxury cruisers.

Most cruise lines offer loyalty programmes so we thought it was time for Panache Cruises to introduce a loyalty programme too, to ensure that you get something a little extra special when you book with us.

Our Chairman's Club offers the following benefits when you become a founder member, absolutely FREE:

- Points for every booking you make – you'll get a minimum of 1 point for every £1 you spend, and each point you earn will give you money off a future cruise
- Silver, Gold, Platinum and Diamond tiers give you additional rewards – as you ascend up the Chairman's Club tiers, you'll get additional rewards every time you move up a tier, and you earn more points too, giving you even more money off future cruises
- Early access to exclusive offers and deals – as a Chairman's Club member you'll get offers and deals unavailable anywhere else, as well as first option on new and exciting cruises
- Priority invites to virtual and in-person events – whenever we run an event, you'll be first in line for an invite
- Exclusive access to our Chairman's Club Facebook group – access to the Facebook group will give you a chance to mingle with likeminded cruises, discover new destinations, network with friends and enhance your cruising experience

Go to [PanacheCruises.com/the-chairmans-club](https://PanacheCruises.com/the-chairmans-club) to fill in a short application form and join our Chairman's Club today.

I look forward to you joining our Chairman's Club, and helping you to enjoy some fantastic, unforgettable cruise experiences in the near future.

Speak soon.

James

P.S. Don't delay as it's only our first 1,000 members that get DOUBLE points when joining.



# Join Our Chairman's Club



## Welcome to our Chairman's Club

Chairman's Club is Panache Cruises' latest addition, bringing you, our valued customer an enhanced offering and additional tokens of our appreciation for your business.

At Panache Cruises we put you at the centre of everything we do, without customers we would not exist as a business and that's why we offer our 'nothing is too much trouble' customer service to ever customer that contacts us. It's our mission to find and provide your perfect cruise holiday.

We take care of absolutely everything relating to your cruise holiday, from the moment you leave your front door, to the time you return home, we will take care of every detail, its all part of our comprehensive service provided by our award winning Cruise Connoisseurs.

Our Chairman's Club aims to reward customer loyalty, the more cruises you book, the more we reward you to say thanks.

### Points with Panache

We award a minimum of 1 point for every £1 you spend with Panaches Cruises, which can then be redeemed against future cruises.

We will even start your account off with 5,000 points, DOUBLED to 10,000 for the first 1,000 members to sign up.

### What's a point worth?

For every 1,000 points you accumulate in your account they will be converted into a £10 saving on your next cruise holiday.

However, our Chairman's Club gets more rewarding the further up the tiers you go.....

#### Bronze

- Upto 24,999 points earned and you will be a Bronze member.
- Earn 100 points for every £100 you spend.
- Receive a Panache Cruises bone china mug for your first booking in the Bronze tier

#### Silver

- From 25,000 points earned
- Earn 125 points for every £100 you spend.
- Receive a Panache Cruises leather journal and pen for your first booking in the Silver tier

#### Gold

- From 50,000 points earned
- Earn 150 points for every £100 you spend.
- Receive a Panache Cruises back pack and umbrella for your first booking in the Gold tier

#### Platinum

- From 100,000 points earned
- Earn 175 points for every £100 you spend.
- Receive a significant token of our appreciation, personalised to you.

#### Diamond

- From 250,000 points earned
- Earn 200 points for every £100 you spend.
- Receive a significant token of our appreciation, personalised to you.

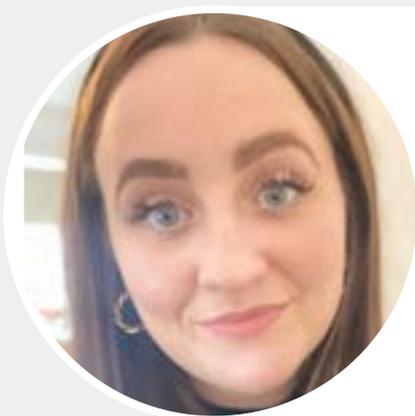
# Meet Our Cruise Connoisseurs



## Catherine Divan

Hi, my name is Catherine and I have been a River Expert now for just over 7 years. I have previously travelled along the Danube with Scenic and Avalon who are both fantastic luxury cruise lines! The beauty of river cruising is that you are right in the heart of the countries you are visiting, just minutes away from experiencing all the history and culture.

We work closely with various river cruise lines, my personal favourite being Scenic River Cruises, who offer the ultimate luxury all-inclusive experience! If you haven't tried a river cruise before, I would highly recommend sailing along the Danube or the Rhine. Both have the most beautiful scenery; winding rivers, fairy tale castles, and stunning towns full of architecture and history.



## Natalie Eadon

Hi I'm Natalie, I have been a river cruise expert for 4 years now and I have been lucky enough to travel to a number of destinations across different river cruise lines. Some of these include a cruise along the Rhine on board Riviera's MS William Shakespeare, the Danube on board AmaSirena, and my most unforgettable trip along the Mekong River with AmaWaterways!

I would recommend Emerald Waterways for your first experience to river, as they are a 5\* cruise line with some amazing offers. The food on board is a true culinary experience tailored to the destinations you travel to with locally sourced meals every step of the way!

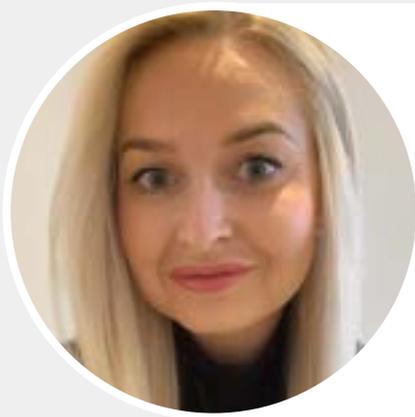


## Kat Gelder

Hi I'm Kat and I am Panache's resident go-to River Cruise Expert. I've been lucky enough to travel on a vast number of river cruises all over the world, and have hosted webinars about my experiences and in collaboration with the luxury river cruise lines we offer here at Panache Cruises.

I would say that Riviera Travel is the ultimate first-time cruiser's company to sail with, as they offer exciting river cruises with jam-packed itineraries, quality excursions, comfortable accommodation, and small personal touches which make your cruising experience truly magical.

# Meet Our Cruise Connoisseurs



## Katy Porter

Hello, I'm Katy. I have worked in the River Cruise industry now for over 9 years and watched it grow from strength to strength. I always thought I would not like a River cruise, but oh my I was so wrong!

I was lucky enough to experience a beautiful Danube on the Uniworld River Princess, and this changed my whole perspective. Being able to disembark in the heart of the most stunning scenic ports in Europe has got to be the highlight of my career. Waking up in a different city (and different country!) every day and experiencing delicious food was just amazing.



## Michelle Reyner

Hi, I'm Michelle, and although I have specialised in luxury cruising for a few years, River Cruises was a product that was relatively unknown to me. When I started to broaden my knowledge on river cruises, my love for them grew immensely. You are totally immersed in the culture, scenery, and unique destinations.

Some of the river cruise ships are incredible, like a small boutique Italian style hotel, with very few passengers compared to ocean liners. Here at Panache we work closely with luxury river cruise lines, and believe there is always something for everyone, whether it's your first or 100th time on a river cruise.



## Emma Taylor

My name is Emma and after specialising in River Cruising for around 8 years, I've now been lucky enough to travel along the Rhine with Uniworld, and the Danube twice – once with Viking and once with Emerald Waterways. I've also been able to visit many of the river cruise ships while they have been docked and each one has their own unique flare.

I think one of my favourite memories was sailing along the Danube as the sun was setting, having Strauss' Blue Danube Waltz playing in the background as the parliament building in Budapest came to life, lighting up the whole city. It really is such a spectacular sight and one I'd recommend to anyone to try!



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