

TAUCK 



SALES GUIDE

European River Cruising



Why cruise with Tauck

Award-winning river cruising

100 years of destination expertise, 20 years along Europe's rivers, over 30 unique itineraries – voted a *Travel + Leisure*® “World’s Best” River Cruise Line for 17 consecutive years and *Condé Nast Traveler’s* Reader’s Choice Awards “Best River Cruise Line” list for 10 consecutive years.



More personal service, fewer guests

Our custom-designed riverboats offer some of the most generous space per guest on Europe's rivers. With no more than 130 guests onboard – up to 30% fewer than similarly sized riverboats – along with a dedicated Tauck Director for every 35 guests, your clients enjoy attentive, personalized service complemented by genuine camaraderie throughout the journey.

Distinctively inclusive

All small group excursions are included; custom-designed and well-choreographed for Tauck guests only, they are thoughtfully timed to avoid large gatherings and long lines. In addition to all shore excursions, exclusive experiences and special meals ashore, your clients enjoy fine dining and all-day complimentary beverages aboard the ship, including wine and spirits – with all gratuities included.

No single supplement

The single price in our Category 1 cabins is the same as the double price, which means savings of up to 50% on every river cruise departure. We also offer special savings for guests booking a single cabin in different categories on select itineraries and departures.





Porto, Portugal



Exclusive access ashore

Unique travel experiences along the rivers

Our long-standing partnerships throughout Europe provide your clients with special access to travel experiences not available to the general public. These exclusive experiences, often in unique venues, include dinners in private palaces, castles, châteaux, museums and historic estates; visits to must-see iconic sites that welcome Tauck guests during times when the day's crowds aren't there; private performances; and so much more. They are for Tauck guests only, are all-included, and enrich your client's river cruise by creating those memories that last a lifetime.



Closer connections, meaningful travels

Connect with places and people

At Tauck, we want to show your clients the heart of Europe differently than they could see it with anyone else. Our river cruises include travel experiences that connect them more deeply to local life in the places they explore. From private behind-the-scenes, after-hours or early-opening tours at must-see sites to private wine tastings, bicycling excursions, canal cruises, presentations, and walking tours – plus a selection of more active choices in many destinations – all are included with Tauck. Your clients meet locals who share their daily lives and cultural insights; sip wine with vintners and cook alongside gifted chefs; engage with residents skilled in crafts and professions unique to the destination – special moments that are unforgettable.





Small is big

Tauck's Destination Fleet

Our best-in-class fleet includes eleven custom-designed riverboats that have been built or completely redesigned in the past several years – reflecting our commitment to “going small” and maximizing the guest experience with fewer passengers aboard and more space for everyone. Averaging just 110 guests per sailing, our ships are intentionally designed for a more intimate atmosphere and personalized service. Accommodations are notably spacious, with more than 75% of cabins measuring 225 square feet or larger, offering guests room to relax and unwind in comfort.

Premier hotel accommodations

Many of Tauck's river cruises include hotel stays ashore at premium accommodations ideally located in city centers, maximizing time in Europe's iconic capitals. Representing the best in each destination, these properties include celebrated addresses such as Rosewood London, a grand Edwardian residence reimaged in the heart of the city; Fairmont Le Montreux Palace on the shores of Lake Geneva; and InterContinental Paris Le Grand, a historic landmark overlooking the Palais Garnier.



Introducing ms *Saudade* and ms *Reverie*

Two new Tauck riverboats are ready to welcome guests in 2027 – ms *Saudade* and ms *Reverie*, purpose-built for the destinations they sail and shaped by decades of guest insight. Crafted for our most in-demand regions, ms *Saudade* is designed exclusively for Portugal's Douro River, while ms *Reverie* brings a new level of refinement to cruising the River Seine in France. Each ship is engineered to bring guests closer to the places they explore, both onshore and onboard, through thoughtful design, generous space, and an unhurried, immersive pace.



Top Photo:

The Retreat features a dedicated massage room and a modern fitness center with panoramic river views – an inviting space to recharge.

Left Photo:

Arthur's Lounge offers a relaxed, panoramic setting for casual dining and river views throughout the day.

Bottom Left Photo:

Aboard your riverboat, glide past storybook villages and vineyard-covered hills, arriving each day in a new storied town.

Bottom Photo:

Atop the ship, the Sun Deck pairs a pool with alfresco seating and bar service – an elevated perch for soaking up the scenery effortlessly.



Distinctively Inclusive

EXCEPTIONAL EXPERIENCE ONBOARD

Accommodations	Spacious, elegantly appointed cabins with river views and thoughtful amenities – 75% are 225 sq. ft. or larger for more private guest space
Dining	Two dining venues featuring both indoor and outdoor dining, regional food and beverages, and a broad selection of included wines and snacks any time
Beverages	Unlimited complimentary beverages aboard ship, including regional wine, beer & premium spirits in addition to specialty coffee, tea, water & soft drinks
WiFi	Complimentary & Unlimited WiFi, 24/7 (service levels may vary)
Wellness	Onboard fitness center, stretch classes, massage/spa facilities, plunge pool or jacuzzi, putting green, bicycles to take ashore (facilities vary by ship)
Entertainment	Regionally inspired onboard entertainment – including enrichment lectures, local folkloric performances, music and dance performances, tastings and so much more

SIGNATURE EXPERIENCES ASHORE

Hotel Stays	Included overnight stays at premier accommodations including Rosewood London, Fairmont Le Montreux Palace, & InterContinental Paris Le Grand
Exclusive Events & Special Access	Private, exclusive experiences and access for our guests only... from exclusive evenings featuring receptions, dinners and music in palaces & châteaux to after-hours visits to must-see sites
Shore Excursions	Enjoy all-included privately guided shore excursions with a variety of choices unique to the destinations, along with exclusive Tauck experiences in must-see venues for Tauck guests only
Dining Ashore	Opportunities to dine ashore to experience local cuisine and wine for an authentic taste of daily life
Tauck Directors & Local Guides and Experts	Unlike other river cruise companies, our experienced Tauck Directors travel with your clients throughout their river cruise, onboard and ashore, partnering with our local guides and experts to provide a deeper, truly authentic travel experience

EFFORTLESS INCLUSIONS FOR TRUE PEACE OF MIND TRAVEL

All Gratuities	Onboard & Ashore – Tauck Directors, Ship Crew, Coach Drivers, Hotel Staff, etc.
Airport Transfers	Whether guests book air through Tauck or not, all on-tour airport transfers are included (as well as select train station transfers)
Port Charges, Tax & Fuel Surcharges	It's all taken care of – no last minute surprises
Solo Traveler Savings	No single supplement in Category 1 on all river cruise departures – single price is the same as the per person double price – and special Solo Traveler Savings in select cabins on select departures

Sales Tools & Resources

Tauck's Advisor Connect

24/7 online community for Travel Advisors

- Manage client reservations
- Make a payment
- Order brochures
- View training webinars and videos
- Edit your account profile and information
- Access sales tools and resources

Access Advisor Connect

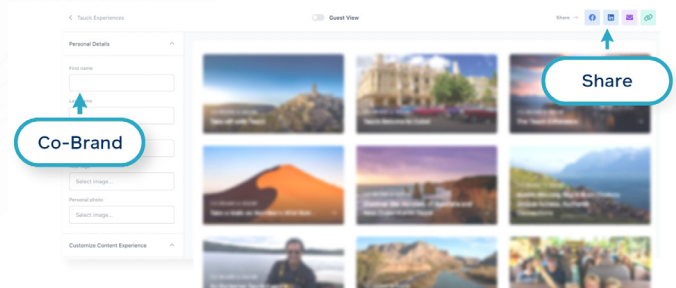
Go to tauck.com and click on the "Log In or Sign Up" prompt in the upper right corner – and you'll be able to access all aspects of Advisor Connect.

Need help?

On our login page you'll find a helpful tutorial video that demonstrates the tools and features available to you to assist in selling Tauck on Advisor Connect.

Boost your marketing

Our partnership with Approach Guides grants you the opportunity to quickly and easily create co-branded Tauck content. You can personalize, tailor to your brand, and share this content with your clients, quickly delivering inspirational content with a personalized touch, such as customizing your page with contact information, photo, company logo and a personal message – and then share your co-branded content experience with your clients on Facebook and LinkedIn, or send them a link in an email or blog post.



Scan the QR code to begin co-branding your Tauck content.

Please contact your Tauck sales team for more information:

Call [1.800.788.7885](tel:18007887885) or email salesteam@tauck.com