



BY UNIWORLD

2018 ADVENTURES ON THE RIVERS

MAKE H



HISTORY

*and change the way
you see the world.*

**WE'RE DISRUPTING THE TRAVEL INDUSTRY WITH A FRESH
APPROACH TO CRUISING FOR 21 – 45 YEAR OLDS.
AND YOU'RE COMING WITH US.**

U by Uniworld is a new take on experiential travel, with cruises designed for those with a passion for exploring and a taste for authentic adventures. We at U have always believed that travel should be relaxing, exhilarating, convenient and tailored to your interests—all at the same time.

And on a U by Uniworld river cruise, that's exactly what you'll experience.



DOCK IN THE CITY CENTER of amazing European destinations and find yourself in the heart of the action the moment you step off the ship. *Voilà!*



TRAVEL ALL OVER. UNPACK ONCE. Cruising with U is the easy and convenient way to get from city to city. Or even country to country. There's a whole lot of travel in store.



CHIC COMFORTABLE SHIPS double as a social club and venue for meeting like-minded travelers onboard. They're decked out with a sleek design, contemporary flair, and tons of exciting elements and extras onboard.



DO IT YOUR WAY onboard and onshore. You'll have several daily options of activities, excursions and events to choose from, all tailored to your travel personality. Or do your own thing. It's all your call.



LIVE THE LOCAL LIFE and experience both iconic sites and hidden gems that will fill your social feeds with wanderlust-inspiring moments, all cruise long.

Come onboard one of two designer-inspired floating boutique hotels, cruise down the rivers of France, Germany, Austria, Slovakia, The Netherlands and Hungary and craft your adventure exactly the way you choose. It's not merely a cruise. It's a full-on, activity-packed, culturally enticing immersive travel experience. *And it's travel inspired by U.*

WHY A RIVER CRUISE WITH U?

A river cruise with U is an effortless way to travel from city to city across Europe, completely tailored to your personal tastes. You book, you get excited, and we take care of just about everything else. Along the way, you'll discover awe-inspiring scenes, inspirational moments, and pics so pretty, your Facebook friends will be just a little bit envious.



CITIES SELECTED JUST FOR U

Our itineraries take you to some of the most dynamic, inspiring and just plain fun cities in Europe. Some you'll be familiar with; others, you'll be introduced to for the first time. But each has its own unique flair and way of life that's waiting to be discovered, like these to name a few:

Amsterdam • Bonn • Bratislava • Budapest • Deauville
Dürnstein • Frankfurt • Haarlem • Honfleur • Nuremberg
Paris • Passau • Vienna



PLAN YOUR DAYS AS YOU PLEASE

Relax onboard, spend your day and night in town on your own, or embark on one of our many carefully curated excursions. It's all up to you and how you want to spend your vacation.



HASSLE-FREE TRAVEL

Think of us as a boutique hotel that moves seamlessly throughout Europe, with meals, transportation and activities all built in. Pack and unpack once while we take care of all the details in between. We've got it covered from bow to stern.

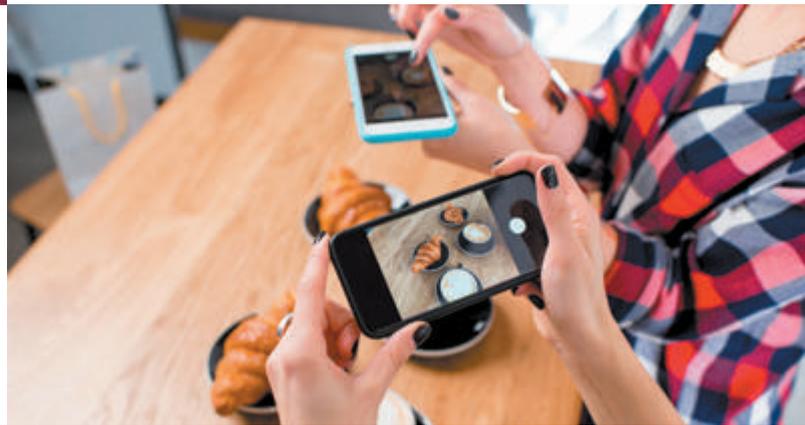


PARK IN THE CITY CENTER

Our perfectly sized ships can often dock in the center of cities both large and small, putting you right in the middle of the action from the moment you step ashore. Less time getting to and from means you have more time for exploring.

CRUISES FOR FOODIES

If your ideal vacation includes a glass (or three) of local rosé and an Instagram-worthy meal, you've come to the right place. Our onboard dining features fresh culinary options, made from locally sourced ingredients. Or hop off the ship and head to a famed local restaurant or local home, thanks to our VizEat partnership. Many of our excursions have a culinary theme and take you to vineyards and breweries, on bar crawls, and to local cafés.



THE BEST. SERVICE. EVER.

Our sister brand, the luxurious award-winning Uniworld Boutique River Cruise Collection, features the most professionally trained staff on the rivers. The same staff and crew is now on U, along with two dedicated hosts from Contiki, a high-energy travel company that is also part of our family. Look forward to unmatched service from a young, fun and friendly team.

STAY LATE. SLEEP IN.

U itineraries are planned around your schedule, with late-night and overnight stays in port and later excursion start times.



WHERE WE GO.

Some of the best places in Europe, for starters.



27 PORTS OF CALL, 6 COUNTRIES, 4 RIVERS.

Life's too short to stay in one place, which is why our floating boutique hotels have a motor to take you to some of the most incredible share-worthy destinations in Europe, all on one trip. Can we interest you in a romantic Parisian getaway? Or how about a foodie-inspired, nightlife-filled escapade in The Netherlands and Germany? Our U cruises check off all the boxes: cosmopolitan, rustic, modern, historic, adventurous, glamorous, laid-back, majestic, authentic, inspiring. It's just how travel should be.

GERMANY

PERFECT FOR

culture buffs, adventure seekers and those who enjoy an excellent stein of brew.

WE'RE EXTRA EXCITED ABOUT

the Christmas Market cruises.

THE NETHERLANDS

WHAT TO PACK

Clothes for biking around Amsterdam.

DON'T SLEEP ON

Haarlem. It's quintessentially Dutch and quintessentially lovely in every way.

SLOVAKIA

NICKNAME

Heart of Europe

LOVED BY

active types.

White water rafting, wakeboarding and ice hockey are big in Bratislava.

HUNGARY

DON'T MISS

the famous ruin pubs of Budapest.

GREAT FOR

late-night parties in the capital's famous thermal baths.

AUSTRIA

CLAIMS TO FAME

Mozart, historic coffee houses and the Schönbrunn Palace.

SAVE YOUR APPETITE

for Sacher torte, the most decadent chocolate cake.

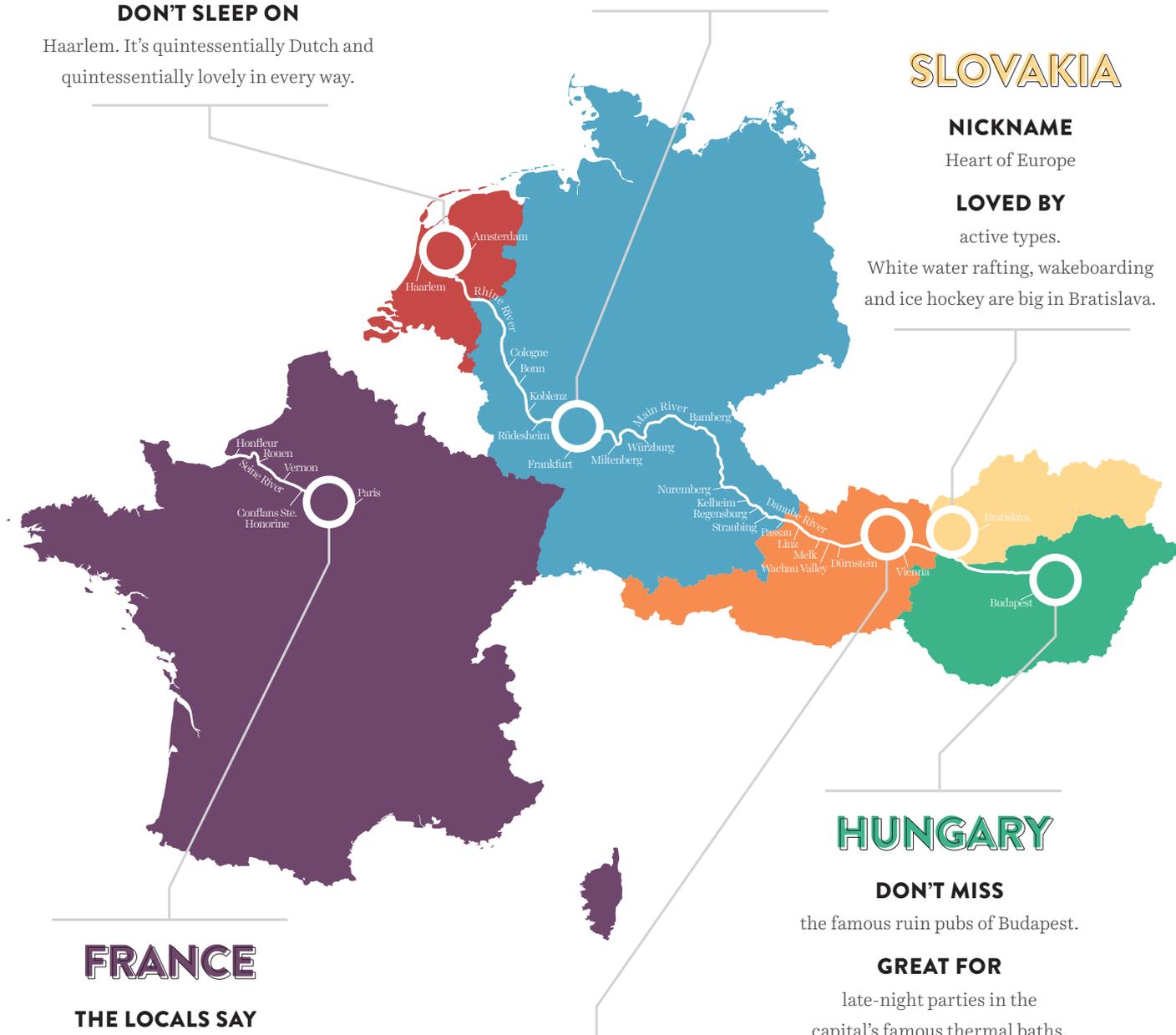
FRANCE

THE LOCALS SAY

La vie est belle (life is beautiful).

HIDDEN GEM DESTINATION

Honfleur. Amazing architecture and waterfront cafes.



OUR SHIPS.

Part boutique hotel, part yacht, part resort.

When your waterfront hotel is also your taxi, bar, favorite restaurant, nightclub and yoga studio, travel becomes a bit more relaxed and a lot more hassle-free.

Onboard, you can expect everything you'd find in your favorite boutique hotel.

But here's the best part. Your floating boutique hotel makes it extra-easy to visit several European destinations in a single trip while only having to unpack once.

ONBOARD ESSENTIALS

RESTAURANT

Open for breakfast and dinner, our modern dining venue has both communal tables for sharing a meal with new friends as well as small tables.

Food options rotate daily.

THE GYM

Keep your workout routine intact, even while on the other side of the world.

TWO BARS

For enjoying a signature U cocktail, craft beer or your favorite drink at whatever hour you choose.

COFFEE BAR

Perk up with a fresh-made specialty coffee or tea. You've got a lot of exploring to stay caffeinated for.

ROOFTOP DECK

Watch as the top-deck glass-enclosed room rises up from the floor to create a casual dining venue.

Couple that with an open-air hangout and lounge seating, it's the place to be.

MAIN LOUNGE

It's right next to the bar and full of comfortable seating for relaxing after an exciting day.

BEDROOMS

Each ship features three categories of bedrooms—Studio, Balcony and Suites.

FRIENDLY CREW

Our energetic crew is fun, friendly and here to take care of your every need, both onboard and onshore.



OUR TWO SHIPS

The B cruises down France's Seine River. Her chic style and Parisian influence will put you in the French spirit even before stepping off.

The A makes her home on the Rhine, Main and Danube rivers, flowing through The Netherlands and Central Europe. She's sleek and sophisticated. Remind you of anyone?



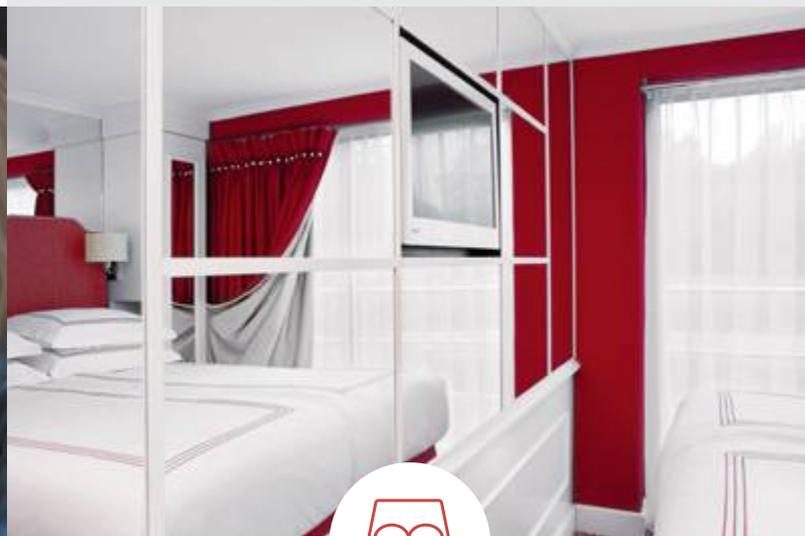
ROOFTOP LOUNGIN'

Grab a drink and meet us on the top deck. It's the best view in the house and the spot to meet new friends or listen to a local guest DJ.



DELICIOUS DINING

Our ships feature two venues for dining, a full-service restaurant and a casual rooftop eatery, each serving farm-to-table cuisine, often inspired by the culinary style of the places you'll visit. Or if you're in the mood for breakfast (or dinner) in bed, you can also order room service. *Nom nom.*



EVERY ROOM HAS A VIEW

Both ships feature three different room styles ranging from "I just need a comfortable place to sleep and stash my stuff" to "I'm going all out in a suite," each with waterfront views.

Flying solo? We have single rooms available, and feature special room-share rates for those traveling on their own who want to share a room with a like-minded traveler.

ONBOARD LIFE.

*We understand if you don't want to get off.
It's fun onboard.*

There is plenty of fun to be had onshore, but your time onboard will be just as exciting.
Our lineup of daily activities and events were all created with U in mind.



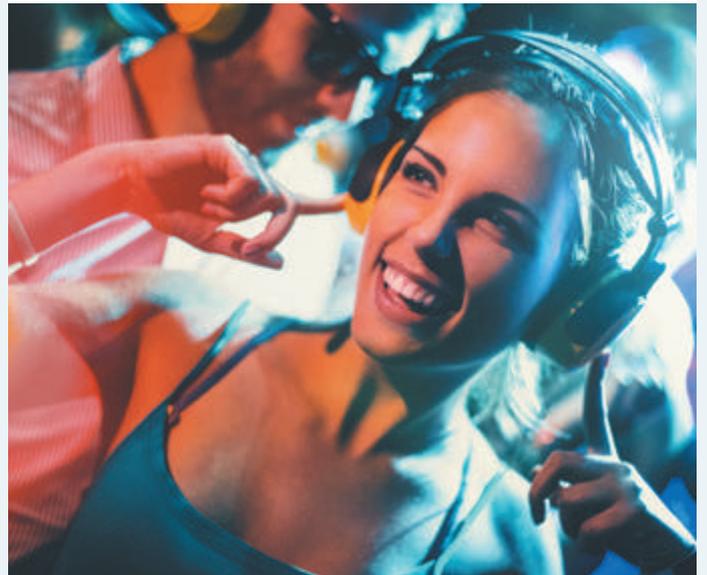
CHEF'S TABLE COOKING CLASS



Join our Chef as he takes you through a multi-course cooking class. Afterwards, enjoy the fruits of your labor.
Or the appetizers, entrées and desserts.



SILENT DISCO



If you've never been, now is the time. Our resident DJ runs the party and everyone wears headphones in sync with the music. But just take them off to chat with your friends. It's sophistication meets party jams.



PAINT AND WINE



On days we're docked in a picture-perfect location, head to the top deck for a painting class and create your very own masterpiece. You bring your artistic side. We'll bring the wine and supplies.



MIXOLOGY CLASS



What's the secret for getting the smoke-infused flavor into your smoky bourbon cocktail? Our master bartenders will show you.



STAY CONNECTED



A week without Wifi sounds terrifying, and we'd never do that to you. Onboard, you'll enjoy complimentary Wifi access all across the ship. You'll also have access to news and info through a free PressReader app so you can keep up with the world. If you so choose.



YOGA



Find your center with a complimentary rooftop morning yoga session, led by the ship's wellness coach. The views are sure to help with the meditation.



FOOD.

We're hungry just thinking about it.

To travel is to eat, and you will eat well on your cruise with U. Culture is often experienced through taste, and with that in mind, many of your onboard meals will be inspired by the local fare of the cities you'll visit, made from ingredients that were sourced just miles down the road. Hungry for something a little closer to home? You'll have classic options, comfort food choices and plenty of vegan, vegetarian and various healthy dining choices as well. And if you have any special dietary needs, our chefs would be happy to accommodate. *It's all about you, remember?*



ONBOARD DINING

When onboard, you'll have two meals a day included, based on the daily schedule. You can anticipate a creative modern dining experience, with many organic, vegetarian and healthy culinary options. But if you're craving a slightly less healthy juicy burger with bacon jam, goat cheese and a fresh side of fries, we've got you covered.

Our master chefs aim to bring a taste of your destinations onboard, using locally sourced ingredients. Local street food, like German Käsekrainer, will be served whenever possible. Fresh, flavorful and made just for U. That's how we do it.



FOODIE FAVORITES

Build your own pizza with fresh local toppings.

Homemade granola with fresh-pressed juices.

Street food-inspired Currywurst in Germany.

Suckling pig pickin' buffet.

Comfort food from celebrity cookbook author Bea Tollman.

WHY LIMIT HAPPY TO AN HOUR?

All of the water, tea and coffee you can drink is included.

Are you feeling it? And if that isn't enough, you can hit one of two onboard bars for a local craft beer, glass of wine, or your favorite cocktail or specialty coffee.

Sip, sip, no worries.



EXCURSIONS.

*Step off the ship,
and into the great wide open.*

At every stop along your U journey, you're always just one choice away from yet another exciting adventure. Each day on U, you're given the option to explore in one of three ways—included excursions and activities, optional U Time outings or a self-guided tour of the cities.

INCLUDED EXCURSIONS

Look through each of our itineraries to discover all of the adventures and tours that come complimentary, ranging from an evening bike ride along the Danube (or a daytime bike ride in Frankfurt with our U bikes that are available for your use), a “Midnight in Paris” evening stroll, a canal cruise in Amsterdam, vineyard hikes, castle visits and much more.

TRAVEL YOUR WAY

Plan out your day down to the T or head out with no set schedule in mind and see where life takes you.

LET'S TALK ABOUT U TIME.

Our itineraries are chock full of U Time—specially planned optional excursions, events and activities created by our destination experts with you in mind. Most days, you'll have several U Time optionals to choose from, in between your included excursions. Some are relaxed and low key, while others are for the high-energy crowd. But all are designed for you to experience the places you visit in authentic local fashion. And with the added benefits of the best prices, transportation to and from the ship and the backing of our staff to ensure your experience is exactly the way you want it, you can't go wrong.



A MIXOLOGIST'S DREAM

Amsterdam, The Netherlands

Smack dab in the heart of Amsterdam, the House of Bols is the world's largest hands-on cocktail exhibit. Its Cocktail & Genever Experience chronicles the history of this traditional Dutch liquor, and lets you discover your favorite flavor in the Hall of Taste, meet with the Master Distiller and create your own custom cocktails.

EXPERIENCE IT ON ROLLING ON THE RHINE.



A CLASSICAL EVENING

Vienna, Austria

In Vienna, classical music is king, and this must-do U Time outing takes you to Klosterneuburg Abbey for an exclusive evening performance of Mozart and Strauss by a high-profile chamber orchestra and bel canto opera singers. Afterwards, you can join the performers for conversation and bubbly in the courtyard outside under the stars.

EXPERIENCE IT ON THE DANUBE FLOW.

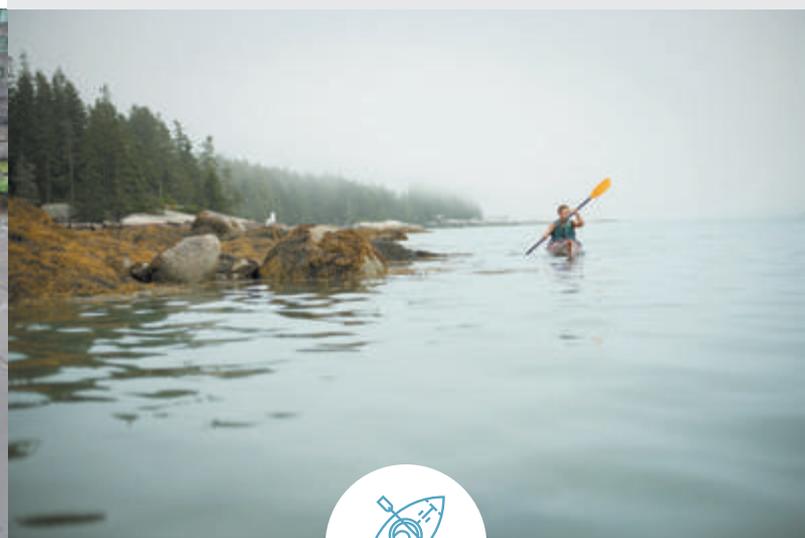


STREET ART WALK

Paris, France

Art takes on many forms, and this tour showcases the creativity you won't find in museums. Your guide will lead you on a walking tour around Paris' socially and ethnically diverse neighborhoods for a look into its thriving street art culture. Look to spot works by Shepard Fairey, Invader, C215, Vhils and more.

EXPERIENCE IT ON THE SEINE EXPERIENCE.



PADDLE POWER

Bamberg, Germany

Go from the ship to a boat, and paddle or kayak down the Main and Pegnitz rivers through the UNESCO World Heritage Site of Bamberg, Germany. Spend an afternoon on the water, soak in the sunshine and experience Bamberg from a vantage point that most visitors don't get to enjoy.

EXPERIENCE IT ON GERMANY'S FINEST.

U TIME HIGHLIGHTS



U TIME EXCURSION

PARISIAN ROOFTOP

Paris, France

When in Paris, all you have to do to spot a classic element of culture is to look up. The iconic grey zinc rooftops of Paris are an integral part of the city's history, and served as inspiration for Van Gogh and many other artists. Your U Time tour will take you high above the city, where you'll be treated to incredible views of the rooftops of 19th century Haussmannian apartment buildings and 17th century townhouses.

EXPERIENCE IT ON THE SEINE EXPERIENCE.

U TIME EXCURSION

SAY CHEESE – GOLDEN AGE DUTCH CHEESE TASTING

Amsterdam, The Netherlands

Life's greatest pleasures usually have cheese involved. That's a fact. And there will be plenty of cheese to go around during this unique U Time tasting experience at the Golden Age Cheese store in Amsterdam. You'll learn how Dutch cheese is made and the differences between varieties. In between it all, you'll enjoy plenty of samples of cheese paired with specially selected wines. Cheese is always a good decision.

EXPERIENCE IT ON ROLLING ON THE RHINE.



WE DON'T ALWAYS CHOOSE FAVORITES, BUT WE JUST HAD TO SHARE THESE.

You came to Europe to explore, and that's exactly what you're going to do. Our itineraries are chock full of adventures to be had, new flavors to be savored and scenery to be wowed by. Here's a look into what lies ahead on U Time—one of our favorite times of the day.



U TIME EXCURSION

HANG ON – ROCK CLIMBING IN SWISS FRANCONIA

Bamberg, Germany

Not *that* Switzerland. Swiss Franconia, the area around Bamberg that boasts some of the most accessible climbing areas in the world. During your U Time excursion, you'll travel to this beautiful outdoor playground, consisting of 6,500 rock climbing routes etched into hollow crags and overhands, towers and massifs. Climbing pros can take on the Action Direct route, one of the most difficult free-climbing routes in the world. But don't shy away, first timers. Our U Hosts will be glad to show you the ropes while you dip your toes into the sport.

EXPERIENCE IT ON GERMANY'S FINEST.

U TIME EXCURSION

A VINTNER'S DINNER

Dürnstein, Austria

The Saahs family pioneered organic winemaking nearly 2,000 years ago, and their process remains very much the same to this day. The results? Some of the purest wine in the world. The Nikolaihof wine estate itself is as beautiful as the libations. You'll have the chance to meet the Saahs and taste their wine under the linden tree canopy.

EXPERIENCE IT ON THE DANUBE FLOW.



WHAT'S YOUR TRAVEL PERSONALITY?

It's your cruise, so it's only fitting that we'd tailor the experience to your unique interests—whatever they may be.



THE FOODIE

Eat your way across Europe with food and wine tours, pub crawls, visits to cider farms and more. First we eat, then we do everything else.

**SUGGESTED SAILING:
THE SEINE EXPERIENCE**



THE ROMANTIC

U's 8-day cruises are the perfect length to celebrate something special—an engagement, anniversary, honeymoon, babymoon or any other kind of moon. Europe is for lovers, like you and that special someone.

**SUGGESTED SAILING:
THE SEINE EXPERIENCE**



THE SOLO FLYER

Some swear by traveling solo, and we hear you—your pace, your interests, your call. With a ship of other like-minded explorers, you can keep to yourself when you'd like, but also meet and mingle with others onboard. It's the best of both worlds.

**SUGGESTED SAILING:
YOU DECIDE**



THE CULTURE BUFF

For you, travel is about discovering the soul of the city, delving into its culture and having a spirited conversation with a friendly local. If museums, architecture and art are your kind of thing, you're in the right place.

**SUGGESTED SAILING:
THE DANUBE FLOW**



THE ADVENTURER

Adventure is your middle name (your parents nailed that one). If bike excursions, kayak trips, bridge jumping, rock climbing and whitewater rafting sound enticing, then U is for you.

**SUGGESTED SAILING:
GERMANY'S FINEST**



THE EXPLORER

You believe that getting lost is never a waste of time. U is for the explorers, the discoverers, and those who like to head out in a new city with a smartphone, good friends and no plan in mind.

**SUGGESTED SAILING:
ALL OF THEM**



THE NIGHT OWL

Stay up. Sleep in. Late stays in port allow plenty of time to see a show, hit the clubs or visit a historic bar. And with later start times for excursions the next day, you don't even have to worry about setting your alarm clock. Especially if you're still up from the night before.

**SUGGESTED SAILING:
ROLLING ON THE RHINE**