

From the beginning, our goal was to create a river cruise company that we ourselves would enjoy. To us, that meant the highest-quality, locally sourced food and wine; elegantly appointed ships with staterooms offering maximum views to enjoy the ever-changing countryside; and a crew who goes above and beyond, treating every guest like they are part of OUR family.

With that in mind, for more than two wonderful decades, we have been building one-of-a-kind ships with added comforts and conveniences ranging from our signature view-enhancing twin balconies to the Chef's Table specialty restaurant to our award-winning AmaMagna – redefining the river cruise experience. We proudly welcomed Catherine Powell, a distinguished and passionate business leader, to our AmaWaterways family as CEO in 2025. Together, we continue to lead the way in innovation, pioneering the first sailings on Colombia's Magdalena River and offering more specialty cruises than ever before, including wellness and beer-themed sailings and a new collection of European cruises featuring Smithsonian Journeys Experts. As we look ahead to the future, we are more committed than ever to offering innovative and sustainable ways for our guests to experience the rich culture and history found along the banks of the world's most iconic rivers.

IDEAL CLIENT PROFILE

- Affluent, Culture-Seeking Couples, Boomers or active Gen Xers
- Luxury Land Travelers New to Cruising
- Wine & Culinary Enthusiasts
- River Cruise Veterans, elevate to a more personalized experience.
- Solo Travelers –reduced single supplement, solo-friendly experiences.

GUEST PREFERENCES

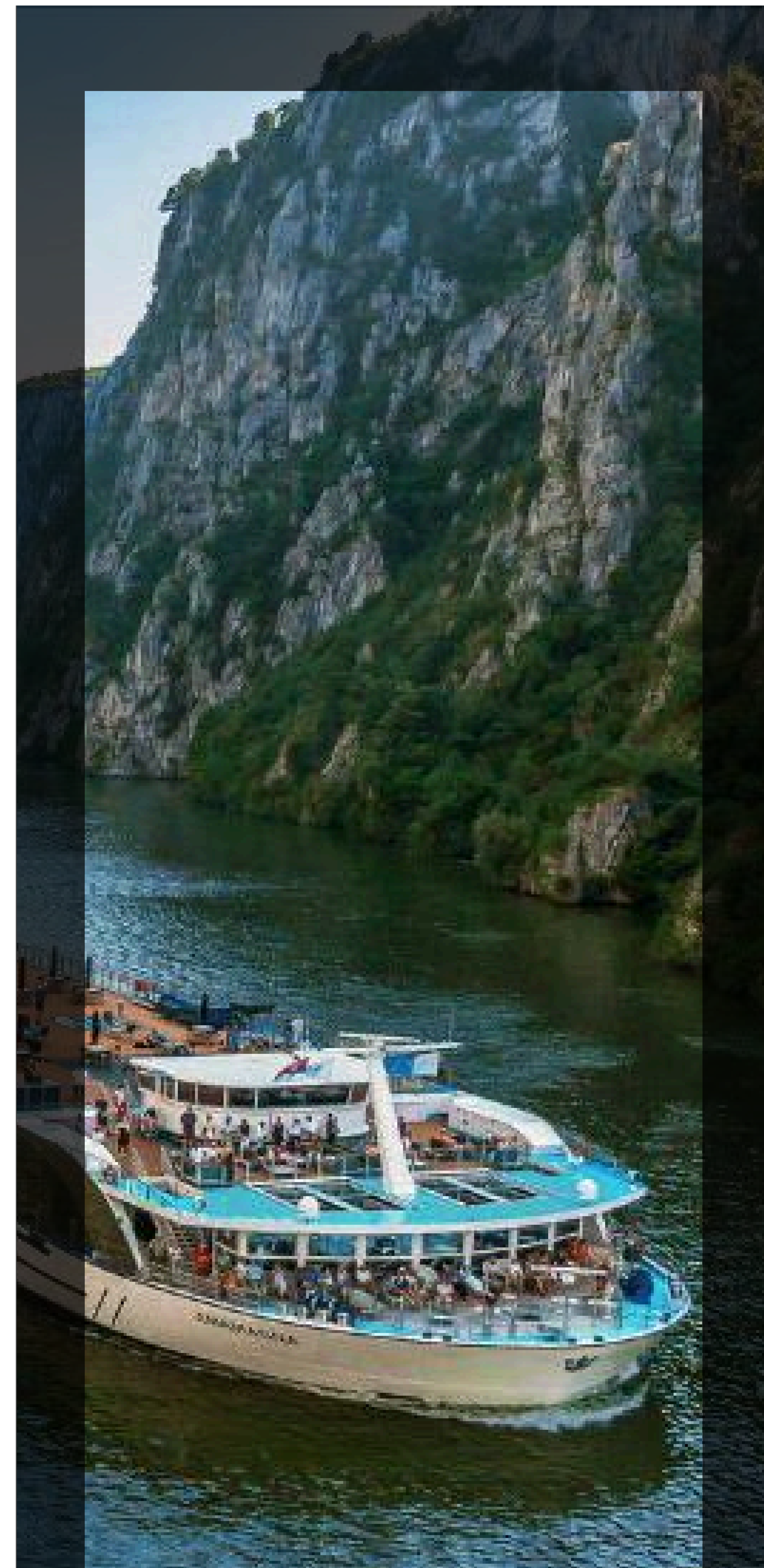
- Cultural Immersion
- Active Exploration hiking, biking, and wellness programming
- Luxury Without Pretension
- Flexibility in Activities –choice of tours and pace
 - All-Inclusive Comfort upfront pricing without surprises

VALUE & BENEFITS

- Up to 18% Commission
- No NCFs – Commissionable on total package price.
- Strong Group Programs
- Marketing & Co-op Support
- Advisor Recognition & Rewards Loyalty incentives
- Excellent Air Programs

EXCLUSIVE ONBOARD BENEFITS FOR GUESTS

- Spacious River Ships – Modern, award-winning ships
- Locally Inspired Cuisine Chef's Table; fine wines and beer included
- Wellness Program
- Excursions Included
- Complimentary Bicycles
- Innovative Fleet Custom-built including twin-balcony staterooms.
- Wine & Food Lovers regional wine pairings, and culinary excursions.



FOR MORE INFO, VISIT:
AMAWATERWAYS.COM