

# Make the Most of Your FAM

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AmaWaterways

# FAM TOOLKIT

## Make the Most of Your AmaWaterways Familiarization (FAM) Sailing

Familiarization (FAM) river cruises are the best way to gain firsthand knowledge of the unparalleled experiences AmaWaterways offers – but they can also be an incredibly valuable time for you to enhance your social media engagement and inspire your clients' future travels, sharing your story as it unfolds.

## FAM Opportunities with AmaWaterways

There's no better way to stay on top of the latest travel products and trends than to evaluate them in-person on an AmaWaterways river cruise.

Take advantage of special river cruise FAM rates for you and your travel companion on any Europe sailing within 60 days prior to departure (based on availability). Learn more about our FAM Opportunities [here](#).

- Visit AmaAcademy [here](#).
- Submit your FAM application [here](#).

### Why Reserve a FAM?

- Become an expert and deepen your product knowledge
- Experience river cruising with AmaWaterways firsthand
- Create confidence for your clients
- Build credibility
- Produce personalized marketing content to increase engagement and build your business!

## Seminars on the River

Join one of our Seminar on the River hosted FAM cruises and experience the "AmaWaterways Difference." Gain valuable insight and sales guidance from members of AmaWaterways' dedicated Sales Team. Plus, enjoy your luxurious river cruise ship with breathtaking views, exquisite dining and so much more.

- Experience AmaWaterways' river cruise ships firsthand
- Hear all about new product updates and features
- Strategize with your host to increase your sales

## **FAM Pricing and Eligibility**

In order to qualify for our special Certified FAM rates, you must complete all courses currently available within AmaWaterways' [AmaAcademy travel advisor training program](#). Travel advisors must be registered with AmaWaterways and have already completed all existing AmaAcademy courses prior to booking a FAM.

Rates are applicable to the following departures:

- Any European or Mekong sailing within 60 days of departure date
- Advertised FAM sailings in Europe, Mekong and Egypt
- Seminar on the River sailings

### **Certified FAM Rates**

- Starting from \$1,140 for Travel Advisor and \$1,340 for Traveling Companion.
- Egypt rates starting from \$3,545 per person for 11-night cruise and land package (includes intra-Egypt Airfare).

### **AmaMagna Certified FAM Rates**

- Starting from \$1,240 for Travel Advisor and \$1,440 for Travelling Companion.

### **Stateroom Upgrade Pricing**

- Category upgrades available for 50% of the currently listed upgrade amount.

### **FAM Rate Reimbursement**

- If you book 20 or more guests within two years of your FAM cruise, we will reimburse your cruise only fare.

Travel advisors may apply for one FAM per year, and they must agree to and adhere to the AmaWaterways Code of Conduct outlined in the [FAM application](#).

## **Preparing For Your Journey**

Consider the insider tips and insightful advice below to help you prepare and make the most of your upcoming FAM journey.

### **Questions to Ask Yourself Before Your Cruise**

- What will help me sell AmaWaterways river cruises?
- What are my sales goals?
- What do I need to capture and experience to position myself as an expert?
- What type of content will help me the most (i.e. videos, photos, testimonials, etc.)

## Connect with Your Local Business Development Manager

Your local Business Development Manager (BDM) is eager to support you as you build your business with AmaWaterways.

Interested in growing your group business? Your BDM is available to help you every step of the way.

- Schedule a “Discover Call” and get to know your BDM. [Click here](#) to find your local BDM.
- Work together to create your perfect sales plan.
- Block your group and start promoting. Did you know that AmaWaterways provides a complimentary group flyer personalized to your group?
- Host a Cruise Event. Cruise events are a wonderful way to generate excitement for your group. Your BDM can help you plan a Cruise Event – they’ll even lead your presentation!

**Insider Tip:** Take our [AmaAcademy](#) Course 3: Group Business with AmaWaterways and learn everything you need to know about growing your group business with AmaWaterways. Plus, download our [Group Toolkit](#) and have all of our group resources in one place!

## Why Should Your FAM Become a Content FAM?

*Social media is where travelers find inspiration.*

Did you know that 67% of users use social media to help plan their vacations, and 80% follow content creators for travel tips? By sharing your AmaWaterways experience on social, you establish yourself as the go-to expert, keeping your audience engaged and ready to reserve their dream cruise with you.

## Did you know that social media is becoming the newest Search Engine?

It’s true! Social media platforms like Facebook and Instagram are evolving into powerful discovery engines like Google, favoring engaging, high-quality travel content. This means that your content should not only inspire wanderlust but also answer key questions about river cruising and AmaWaterways.

## Tips for Social Media Growth

Make the most of your social media presence with these tips and turn your FAM into a powerful marketing tool.

## Supercharge Your Platform for Success

- To ensure your posts are seen by as many people as possible, it's recommended that you change your account from a Personal/Business Account to a Creator/Professional Account on Facebook and Instagram.

## Use These Winning Formats for Content Success

- Reels & Stories: short, engaging, vertical videos (15–60 sec) with music and text
- Carousels: multi-image or video posts ideal for storytelling
- Static Posts: single-image posts with strong captions
- Live Videos: real-time interactions with followers

### What Posts Should I Share?

Start by posting about topics that people (like you) are searching through social media:

- Focus on your AmaWaterways cruise, experiences, itineraries, destinations or anything related.
- Share helpful information, tips, and insights that answer common questions or spark curiosity.

This will not only keep your content relevant but also help your audience find exactly what they're looking for when planning their next vacation.

For more content ideas check out our **Content Planning Examples**.

## Maximize Your Engagement with These Tips

### 1. Take lots of videos and photos

Don't worry about getting the perfect shot while you're enjoying your river cruise and excursions. Take as many videos and photos as possible then sort through them to find the best content once you return to your stateroom for the evening. Ahead of your cruise, please feel free to share one of videos on our YouTube channel to help promote your upcoming journey.

- Visit our YouTube channel [here](#)

### 2. Before you begin your cruise, download and enable push notifications on our myAmaCruise app

Our mobile app, myAmaCruise, allows you to share your location with friends and family, upload geotagged pictures so you'll always know exactly where your photos were taken, view your electronic travel documents, and even send e-postcards to friends, family and clients. The *myAmaCruise* app is available on the [App Store](#) and [Google Play](#).

### **3. Tag @amawaterways and use hashtags like #AmaWaterways and #RiverCruising**

Be sure to tag @amawaterways on your posts so your clients can follow along with the latest announcements on new itineraries, experiences and more. Use hashtags so interested users can find your content more easily as they research their next vacation.

### **4. Capture content but it's okay to stay in the moment**

It is okay to share your photos and content after your experience. Remember, your clients are at least a few time zones behind you, so it is perfectly all right to share your highlights before you retire to bed for the evening or in the morning while you enjoy breakfast. Take lots of photos and videos but remember to use all five of your senses during your journey so that you can share stories with interested clients.

### **5. The more specific content you can share with your clients, the better**

Your clients are the people you're trying to sell an AmaWaterways experience to; therefore, it can be beneficial to ask your clients what they would like to see during your cruise. Perhaps you have a client who wants to know what the dining is like during lunch or the route our bike tour takes in a particular city.

### **6. Save some content for later**

When you return home, you should have at least three months of 'new' content to share with your friends and followers. Sprinkle in a new photo or video each week on social media and be sure to create an online photo album (Facebook or Google can both host photo albums) of your river cruise journey so that you can introduce your clients to AmaWaterways' experiences.

### **7. Start a blog**

You cannot fit everything on social media. Write detailed travel stories on your blog or website and encourage your social media followers to 'read more' about your experience on your blog. Be sure to add photos and vivid details on your experience – the more content on your website, the better!

### **8. Do your research**

Before posting, take a moment to review your itinerary on our website to find relevant information on the experiences you will enjoy which you can use to further promote your sailing.

### **9. Include a CTA (Call to Action)**

Don't forget to add your contact information and/or a link to your website so that potential clients can easily reach you.

### **10. Execute post-cruise strategy with your BDM**

## Social Media Resources

Here are some best practices and tips to help you create the best content while you are on a FAM to market and sell AmaWaterways cruises. [Click here](#) to discover more in our Social Media Resources page on your TA Portal.

AmaWaterways' Social Media Channels:

### **@amawaterways**

Facebook: <https://www.facebook.com/AmaWaterways/>

Instagram: <https://www.instagram.com/amawaterways/>

YouTube: <https://www.youtube.com/amawaterways>

X (formerly Twitter): <https://x.com/AmaWaterways>

Pinterest: <https://www.pinterest.com/amawaterways/>

LinkedIn: <https://www.linkedin.com/company/amawaterways>

## Post Templates

Feel free to use these social media post templates to help promote your AmaWaterways FAM to your clients. Suggested posts and assets are included. Please **personalize the posts below with your appropriate FAM information** so they relate to your journey and your audience. We have highlighted places where you will need to add your FAM information **in red**.

### Before Your Cruise

- Join me on an unforgettable river cruise journey as I explore **[country/river/itinerary/ship]** with AmaWaterways! Departing on **[date/time of year]** from **[embarkation city]**, we'll enjoy unparalleled breathtaking scenery, indulge in delicious cuisine, and make memories to last a lifetime as we head towards **[disembarkation city]**. Don't miss out on this opportunity - send me a private message or call me at **[phone number]** to learn more!

### During Your Cruise

- The journey begins! I've officially embarked on my river cruise aboard the luxurious **[ship]** with AmaWaterways. Over the next **[number of days you'll be traveling]** days, I'll be sharing all the incredible sights, sounds, and flavors I encounter along the **[river]** on the **[name of itinerary]** river cruise. If you plan to post on your Facebook/Instagram story during your journey, you may consider taking this opportunity to encourage your followers to watch your stories

- Good morning from [city]! Today's itinerary includes a visit to [point of interest/city center/bike tour]. I can't wait to share all the exciting things I'll be experiencing today, so make sure to follow along with me! Do you have any recommendations for must-see places in [city]? Let me know in the comments, I'd love to hear your suggestions.

### After Your Cruise

- My recent river cruise with AmaWaterways was phenomenal! Check out my photo album linked below, including some I took at my favorite destination, [favorite port city you visited], the wonderful [favorite food] served on board, and the warm and welcoming crew. Where should we travel together next? I would love to welcome you on board an AmaWaterways river cruise.
- Would you like to take the same AmaWaterways river cruise that I took? Send me [a private message, phone call, email, visit my website, etc.] to learn more about their [itinerary] where you can [describe a favorite experience, excursion, meal, or any memory of your river cruise].

### Instagram

- Posts:
  - We recommend posting hashtags as the first comment in your post rather than within your post caption.
  - At the end of each post, remember to add your contact info or to refer clients to a link in your Instagram bio. Instagram does not allow you to put live hyperlinks in the captions of your posts. (Please note: Twitter and Facebook allow you to put live links in your posts)
  - Before publishing your post, it will ask you if you would like to add a location. This is highly recommended as it gives your content more exposure.
  - Add Alt text to your post to boost SEO. On Instagram alt text works just like alt text on the web: it provides a text description of what's in the image or photo.
- Reels:
  - Compile a couple of photos or videos (preferably vertical videos) with trending sound for greater exposure.
  - We recommend using other creators' templates so all you need to do is drag and drop.
  - If your reel has audio, or if it benefits the viewer, include captions or text on the screen. Most social media users watch reels with the sound off, so it helps keep them more engaged if you have captions for the audio.
  - Include a caption and relevant hashtags to your reel to help viewers discover your video.
  - Add a visual call-to-action at the end of your reel or in your caption.
  - If possible, limit your reel to less than 30 seconds.

- If you plan on reposting this reel onto other platforms such as Facebook or TikTok, save the video to your phone before publishing. This eliminates an Instagram watermark appearing on your video.
- Instagram stories:
  - Add the location of the destination for geo-tagging for your content to be exposed across a greater audience.
  - Hashtag the location of topic you are publishing about.
  - Get your audience to engage with you. Add polls, questions, quiz, links, etc.
  - Be sure to include our hashtag (#AmaWaterways) in your Instagram story so more people can find your content.

### Facebook

- Invite your clients to join our AmaWaterways Loyal Guests (Official) Facebook group for first-hand testimonials from guests who have sailed with AmaWaterways in an environment where they will not be solicited by other travel advisors.
  - Join our AmaWaterways Advisor Forum (Official) Group among 4k other travel advisors where you are free to ask and provide any questions and/or answers.
  - Save some time and link your Facebook account to your Instagram so whenever you post on Instagram, it will post on Facebook as well.
- New: Facebook Reels
  - Share your reel from Instagram for a wider reach

### X (formerly Twitter)

- 280 characters
- We recommend using no more than three hashtags per tweet
- Content on this channel should be short and simple: more destination-focused posts encouraging people to travel.

## **Next Steps: Following Up and Taking Action**

Follow-up is key! When you return home from your FAM sailing be sure to stay top-of-mind by following up with your clients about your recent travels.

### **1. Curate your content to match your goals**

Personalize your content by including your own personal photos from your past travels with AmaWaterways! Our [Marketing Toolkits](#) have tools, social media resources and marketing collateral by topic, from videos to flyers you can share with your clients.

### **2. Email your database announcing your return**

Send an email out to your database letting them know that you have returned home.

- Reach out to those who engaged with your social media content during your sailing.
- Follow up with clients interested in the same destination or any AmaWaterways river cruise.

### 3. Connect with your Business Development Manager and host a Cruise Event

Whether in person or virtual, cruise events are a great way for you and your Business Development Manager (BDM) to convert strong customer leads into reservations. View our Sales Team Flyer [here](#).

### 4. Promote the Future Cruise Benefits purchased during your FAM

#### Future Cruise Benefit (FCB) Program

While on board, our guests have the opportunity to put down a reduced deposit towards their next AmaWaterways river cruise at an exceptional value. To show our appreciation, we offer our guests a 5% Future Cruise Credit towards any itinerary they select. They can combine this with their \$100 Loyalty Savings and as well as current promotions.

#### Travel Advisor Exclusive

While on board your FAM cruise, take advantage of our Future Cruise Benefit Program on behalf of your clients and pass the savings on to them. Travel Advisors can purchase up to 20 Future Cruise Credits (maximum of 10 staterooms, double occupancy) while on their FAM sailing. Best of all, you get your money back once your client pays their reduced deposit!

#### Virtual Events

Watch these Webinar Wednesday recordings for sales and marketing tips, social media insights

and more.

[Click Here](#) for **Making the Most of Your FAM River Cruise**

[Click Here](#) for **Groups with AmaWaterways: Easy, Rewarding & Lucrative**

[Click Here](#) for **Growing Your Business: Sales & Marketing Tips**

#### Amalnsider Tips

Did you know every AmaWaterways ship has **complimentary postcards** on board? Even better, we cover the postage fee! Send hand-written postcards to your clients for that extra personal touch. Print out a list of your clients and their addresses or create address labels for your most important clients before your journey so that all the information you need is ready to go.

- Reserve a group with AmaWaterways and invite your clients to join you on your next river cruise! **“Come Sail with Me” groups** are a great way to build relationships with your clients and further establish yourself as an AmaWaterways expert. Did you know that you can accompany your group with no cost for your river cruise fare?
  - Receive Upfront TA Stateroom with minimum of 5 Staterooms on same sailing (*Terms & Conditions apply*).

- Travel Advisors may earn ONE (1) Tour Conductor (TC) Credit for every NINE (9) guests reserved; the credit applies to the 10 th guest. *(Terms & conditions apply).*
- On eligible sailings, apply Group Amenity Points to secure your place as a confirmed Travel Advisor escort at a Travel Advisor rate. *(Terms & conditions apply).*

***If there is something you need that you do not see here, please email [askmarketing@amawaterways.com](mailto:askmarketing@amawaterways.com) and we will be happy to provide it. Thank you for supporting AmaWaterways.***