

PROMOTIONAL OFFERS

UPDATED: DECEMBER 3, 2025

MARKETING TOOLKIT



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Brochures!**





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Introduction

In order to grow your business with AmaWaterways, we design our promotional offers to give you, our travel advisors, a competitive advantage that helps you grow your river cruise sales. With a wide variety of offers available, this toolkit was designed to help you understand the combinability across these offers when marketing our river cruises as well as to better determine which offers to use to close the sale. If you are part of a hosted consortia agency, we have consortia-specific offers available as well – please refer to your specific consortia agency for information and details regarding these offers.

We will update this toolkit as each new offer is released, extended or expired as well as quarterly. Please refer to the “last updated” date on the cover of this document to ensure you have the latest details or contact your local [Business Development Manager](#) if you have any questions or concerns

Promotional offers apply to new reservations only unless otherwise noted.

Limited-Time Retail Offers

We have various types of retail offers to help you market our river cruise experiences. The majority of these have a time constraint, which could range from 30 days to up to a year. These offers may have combinability restrictions; please refer to the terms and conditions for each offer and our [Offer Combinability Chart](#).

For special saving highlights on specific departures, please see our [Hot Dates \(December 2025\)](#) list.

Anniversary Sale

New FIT and Group reservations on select 2025 and 2026 departures through Europe, Asia, Egypt and Colombia can receive up to \$2,500 in cruise fare savings per stateroom. Combinable with AirPlus fixed rates, \$100 Loyalty Savings and Benefits, Referral Savings, Enhanced Group Offer and Future Cruise Benefits.

- **Expires: December 31, 2025**
- [Offer Landing Page](#)
- [Offer Flyer](#)
- [Eligible Sailings Spreadsheet](#)



Complimentary Airfare to Egypt

Your clients can receive complimentary roundtrip economy airfare from all US gateways* when they reserve select *Secrets of Egypt & the Nile* departures.

Your clients may choose from the following alternative offers in lieu of complimentary airfare:

- Premium Economy Airfare for only \$1,999 per person
- Business Class Airfare for only \$2,999 per person
- Up to \$2,000 in cruise fare savings per stateroom on their 11-night itinerary

Complimentary Roundtrip Airfare also applicable if they reserve our optional extensions in Dubai, Alexandria and Jordan pre- or post-cruise. [Learn more](#) about our Egypt extensions.

**Excludes regional airports due to limited airlift and scheduling. View landing page for terms & conditions.*

- **Expires: December 31, 2025**
- [Offer Landing Page](#)
- [Offer Flyer](#)

2027 Early Booking Rewards

Reservations for our 2027 sailing season are now available. With our Early Booking Rewards, you can reserve select 2027 river cruises for your clients and offer exclusive savings on all stateroom categories, including suites.

7- to 11-night cruises	14-night cruises	21-night cruises
up to \$2,500 savings per stateroom	up to \$5,000 savings per stateroom	up to \$7,000 savings per stateroom

- **Expires: December 31, 2025**
- [Offer Landing Page](#)
- [Offer Flyer](#)

AirPlus

With our AirPlus promotion, offer your clients fixed rate airfare to Europe on select sailings within 330 days prior to departure with a current retail promotion and on select sailings outside of 330 days of departure. These fixed rates also include scheduled transfers. Air schedules are provided no later than 30 days before the travel start date. See offer [terms & conditions](#) for details.

- **Economy** Air at a fixed rate of **\$999** per person
- **Premium Economy** Air at **\$2,299** per person
- **Business Class** Air for **\$4,299** per person

- **Expires: December 31, 2025**
- [Offer Landing Page](#)
- [Offer Flyer](#)



Combination Cruise Savings

Longer journeys are a travel trend we are seeing more and more of. To encourage longer journeys and help you earn double the commission, we are delighted to offer our Combination Cruise Savings. When your clients reserve combination river cruises in Europe (back-to-back sailings with or without brief hotel stays in between) they will save 10% on their second sailing. With thousands of river cruise combinations, they can save 10% on EVERY consecutive sailing after their first, with no limit to the number of cruises they can add.

Guests can combine on the same ship but if the second cruise is on a different ship, additional fees will apply for the transfer services which can be purchased via AmaWaterways.

- [Offer Landing Page](#)

Mekong 2-for-1 Land

For a limited time, your clients can add our incredible pre- and post-cruise land packages in Vietnam and Cambodia to their 7-night [Charms of the Mekong](#) or [Riches of the Mekong](#) river cruise at a special 2-FOR-1 price on select land packages and sailings. This offer is combinable with Loyalty benefits for past guests and our Future Cruise Benefit Program.

- **Expires: December 31, 2025**
- [Offer Landing Page](#)
- [Offer Flyer](#)



Offer Combinability Chart

In order to present your clients with the greatest value on their upcoming river cruise vacation upfront, we have provided you with a table that will be updated as each offer is released, extended or expired. Below is a quick reference to some of our most frequently asked about offers' combinability.

[Click Here](#) for a complete list of combinable offers for your clients

For individual expiration dates and select sailings applicable, please see the link to the webpage or flyer for each offer.



Targeted Promotions for Distinct Client Profiles

Whether your guest is new to AmaWaterways, a past guest or has served in the military, we have created special offers to help you close the sale and enhance your clients' loyalty.

AmaWaterways Loyalty Members

- [View Landing Page](#)

Table of Benefits:

Welcome To AMAWATERWAYS LOYALTY BENEFITS			
REWARD LEVEL	BLUE 2nd Cruise	SILVER 3rd Cruise	GOLD 4th (or more) Cruise
\$100 Per Person Discount on Cruise Price	✓	✓	✓
AmaFamily Reunion Reception	✓	✓	✓
Complimentary Welcome Amenity		✓	✓
Complimentary Airport Transfers		✓	✓
\$100 Per Person Discount on a 1-Category Upgrade		✓	
Complimentary 1-Category Upgrade			✓

Terms & Conditions: AmaWaterways Loyalty Benefits apply to new cruise bookings and are non-transferable. All listed benefits are applicable during the noted cruise for each level and are per stateroom unless stated otherwise. Complimentary airport transfers are applicable to arrival/departures as per brochure itinerary only. Stateroom upgrades applies to one category upgrade only (i.e. booked in Cat. E can only upgrade to Cat. D), are based on availability, are for like-to-like categories, and exclude all suites, except in Africa. Our Loyalty Benefits Program and its benefits are subject to change without notice.

- Loyalty Appreciation Cruises

Our loyal past guests receive exclusive offers on select 2026 sailings. Best of all, friends and family can also receive these exclusive offers when they join the same sailing.

- **2026 Loyalty Appreciation Cruises**

Clients receive \$1,500 cruise savings per person, a complimentary stateroom upgrade and \$100 onboard credit per person*. Plus, Double Future Cruise Benefits (FCB) if your clients reserve with any current FCB Credits. Combinable with Loyalty Benefits.

- **Expires: Based on capacity**
 - [Landing Page](#)
 - [Flyer](#)

**Solo travelers are eligible for a reduced single supplement of 10% on these departures in lieu of the cruise savings, upgrade and onboard credit. Not combinable with other offers.*



Future Cruise Benefit Program

While your clients are on board, or within 30 days of their disembarkation date, they are eligible to purchase a Future Cruise Benefit (FCB) for \$200 per person, which enables them to apply 5% cruise savings on a future sailing. This is combinable with their \$100 Loyalty Savings. In addition, there is a space on their Future Cruise Benefit form for them to list their travel advisor and ensure you are contacted to receive credit for and help them with their future reservation.

- **Must be reserved:** Within two years of purchase
- **Must be purchased:** On board or within 30 days of your client's disembarkation date

- **Double Future Cruise Benefits**
We are extending an extra 5% FCB savings to your esteemed clients for even greater cruise savings when they reserve select sailings from our [Hot Dates](#)! View flyer for dates and details.
 - **Expires: December 31, 2025**
 - [View flyer](#)

- **Future Cruise Benefits through Travel Advisors**
During your FAM sailing, you may purchase up to 20 Future Cruise Benefits (FCBs) for half the river cruise deposit amount (\$200 per person) while you are on board (maximum of 10 staterooms, double occupancy). With these FCBs that you purchase, you have the ability to extend an additional 5% savings (valid on new reservations only) to your clients. Best of all, once your client reserves and pays their full deposit, you will be reimbursed for your original deposit!
 - **Expires:** No expiration date on the offer itself; two years from date of purchase to redeem purchased Future Cruise Credits
 - [Program Flyer \(Travel Advisors Only\)](#)

Solo Travelers

We proudly welcome solo travelers on board. Use these special offers to help you secure reservations with clients who are solo travelers:

Limited-Time Offers

- 10% Single Supplement on select 2025 and 2026 Europe sailings. This offer is applicable to all stateroom categories (excluding A+, AA+, suites). Promo Code: **SOLO10**
 - **Expires: December 31, 2025**
 - [Offer Landing Page](#)
 - [2025 Offer Flyer](#)

View offer landing page and flyer for complete details and dates. These offers are only available through our Reservations team. Please call 1-800-626-0126 to secure these offers.



AmaInsider Tips: Always Available for Solo Travelers

- 25% Single Supplement available on fixed window staterooms on all Europe sailings as well as category C staterooms on all Mekong sailings (based on availability). Promo code: **SOLO25**



- Select ships in Europe feature single occupancy French balcony staterooms (*AmaCello*, *AmaDante*, *AmaDolce* and *AmaLyra*) available at our standard per-person cruise fare with no supplement.

Military Service Members

As a family company, we understand how important it is for service members to spend quality time with their loved ones. In thanks for their service, we are delighted to offer a special discount for both active service members and veterans.

- All your clients who are active military service members OR veterans save \$250 per member on our river cruises (excluding Africa Safaris & Wildlife Cruises) when mentioning promo code **MIL250** at time of reservation. These savings are combinable with most of our retail promotions.

- **Military 2-for-1 Offer**

We are offering military members these additional cruise fare savings. Not combinable with other retail promotions. See offer flyer for dates and details.

- 2-for-1 cruise fare on select 2025 river cruises.
- 10% Single Supplement for solo travelers on select departures.
 - [Offer Landing Page](#)
 - [Offer Flyer](#)



Offers Exclusively Available Through Travel Advisors

We have designed these special offers available through you and your agency. These offers are not available to the general public and are not promoted by AmaWaterways directly to guests in our marketing. We do, however, produce customizable flyers that you can share with your clients.

Standard Group Offer

AmaWaterways limits the number of groups that can be reserved on each river cruise departure. Contact our Groups department to see if your desired itinerary and date is available.

- **Europe, Wine and Christmas Markets Group Sales Policy:** [Click Here](#)
 - **Group Discount:**
 - \$250 per person for 7-night river cruise
 - \$500 per person for 10-, 11- and 14-night river cruises
- **Egypt Group Sales Policy:** [Click Here](#)
 - **Group Discount:** \$500 per stateroom (\$250 per person) for 7-night cruise plus 4 nights Cairo
- **Africa Group Sales Policy:** [Click Here](#)
 - **Group Discount:** \$500 per stateroom (\$250 per person)
- **Mekong (Vietnam and Cambodia) Group Sales Policy:** [Click Here](#)
 - **Group Discount:** \$500 per stateroom (\$250 per person) for 7-night river cruise
- **Colombia Group Sales Policy:** [Click Here](#)
 - **Group Discount:** \$500 per stateroom (\$250 per person) for 7-night cruise



Enhanced Group Offer

Combine our Standard Group Discount with current retail promotional offers on select Europe, Asia and Egypt cruises in 2025 and 2026.

- **Expires: December 31, 2025**

Contact your local [Business Development Manager](#) (BDM) or your Group Specialist for more information and eligible dates.

Consortia-Specific Offers

Contact your local [Business Development Manager](#) (BDM) for more information and full details on the offers that are available exclusively through your consortia!

Incentives Just for You

- **Hot Dates**

- Receive a \$100 gift card for each new FIT booking made on our [Hot Dates](#) departures.

- **Expires: December 31, 2025**

- **2025 & 2026 Travel Advisor Upfront Stateroom – Group Incentive**

When you create a new group contract for 2025 or 2026, and you successfully reserve five double-occupancy staterooms on select Europe, Egypt or Mekong sailings between Dec. 1, 2024 – December 31, 2025, you will receive a complimentary stateroom for two on the same sailing as your group. Minimum of 5 double occupancy staterooms required to earn 1 upfront stateroom (per standard group policy). Subject to group space availability. Earned upfront stateroom in Category E (Europe & Egypt) and Category C (Mekong), cruise only. Egypt applies to cruise only; Cairo pre/post land package and intra-Egypt air are additional at full fare.

- **Expires: December 31, 2025**
- [Offer Flyer](#)
- [Eligible Sailings](#)

- **NEW! 2027 Travel Advisor Upfront Stateroom – Group Incentive**

For a limited time, when you create a new group contract on select 2027 Europe sailings in February, March, July, August or November and reserve five double-occupancy staterooms, you'll receive a complimentary stateroom for two on the same sailing as your group. This is in addition to earning 1 Tour Conductor (TC) credit for every 9 full fare paying guests reserved with the credit applied to the 10th guest – TC's applicable to cruise, land, and air.

- **Expires: December 31, 2025**
- [Offer Flyer](#)
- [Eligible Sailings](#)



- **Sell Five, Sail Free**

Make a total of 5 new FIT bookings on any sailing between August 1, 2024 - December 31, 2025 and you will receive a complimentary 7-night cruise on a 2025 departure: either an advertised FAM cruise or any Europe or Mekong cruise departing within 60 days (based on availability). See flyer for complete terms & conditions.

- **Expires: December 31, 2025**
- [Offer Flyer](#)

- **AmaAcademy Booking Incentive**

Earn a \$50 gift card when you make a reservation within 90 days of completion of each AmaAcademy course. Visit your Travel Advisor Portal at AmaWaterways.com/agent-home for more information and to complete your courses today!

- **FAM (Familiarization Cruise) Rates**

Standard rates on a Familiarization Cruise (FAM) start from \$1,114 for travel advisors and \$1,334 for traveling companions on Europe sailings within 60 days of departure. FAM rates are NOT combinable with any other promotional offers. Outside of the 60-day window, you can reserve a FAM cruise with our Advance FAM Rates, also called “Extended FAM Cruises.” (Prices are inclusive of port charges)

- [Online FAM Application](#)
- [View Flyer](#)
- [Advance FAM Rates/Extended FAM Cruise info](#)
- We also offer **Seminars on the River**, which are FAM cruises hosted by members of our Sales Team who will share their in-depth product knowledge and key sales tips as you experience the “AmaWaterways Difference.”
 - [Click here](#) to view available Seminars on the River

Social Media General Offer Banners

As AmaWaterways has many combinable offers, we have created general offer banners for you to use, in various sizes, on your social media channels to entice both loyal clients and prospects to contact you for assistance in planning their river cruise vacation with AmaWaterways. [CLICK HERE](#) to access the banner gallery.



Terms and Conditions

All of these offers are based on double occupancy, have specific terms and conditions, and are subject to change at any time. In addition, AmaWaterways reserves the right to pull any sailings from any promotion at any time. We will be continuously updating current retail offer terms and conditions on [this page](#). Travel advisor booking incentive terms and conditions can be found on the flyers associated with those offers.

Do you have questions or concerns about any information listed within this toolkit? Please reach out to askmarketing@amawaterways.com and we will be more than happy to assist you.