

AmaWaterways Press Kit

Table of Contents

Company Overview.....	2 – 3
Executive Profiles.....	4 – 6
Points of Distinction.....	7 – 9
Story Angles.....	10 – 19
Recent Awards.....	20 – 21

COVID-19 Update: *As of October 16, AmaWaterways has announced the suspension for river cruise sailings embarking through December 31, 2020. For the most up-to-date information, please visit the [“Travel Update”](#) section of its website.*

As of July 5, 2020, AmaWaterways is sailing a series of five-night cruises on the Rhine with a reduced capacity of 100 local guests in collaboration with e-hoi, a respected German tour operator.

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Uniquely Authentic Experiences on the World's Most Legendary Rivers

Company Overview

AmaWaterways provides all-encompassing river cruise vacations along the most breathtaking waterways of Europe, Africa and Asia. World-renowned for the unparalleled quality of its rapidly growing fleet – which includes 25 custom-designed ships boasting impeccable itineraries, services and amenities – AmaWaterways has earned a reputation for transforming the river cruise industry and creating authentic and inspiring travel experiences. AmaWaterways offers a wide range of included excursions – at gentle, regular and active paces – and was the first river cruise line to include bicycles on board its European fleet. The company consistently outranks the competition in the areas of accommodations, service and other onboard features in the industry as recognised by *Berlitz: River Cruising in Europe* travel guide.

Founded in 2002 by river cruise pioneers Rudi Schreiner, Kristin Karst and the late Jimmy Murphy, AmaWaterways is the premier river cruise line on Europe's Danube, Douro, Main, Moselle, Rhine, Rhône, Garonne, Dordogne, Saône and Seine rivers, and the Dutch and Belgian Waterways. Its ships feature contemporary décor inspired by the destination; extensive amenities; lounges with panoramic views; a fitness room; heated swimming pool or whirlpool; complimentary in-room Entertainment-On-Demand systems; complimentary Wi-Fi on board; sparkling glass elevators; spacious staterooms and suites with configurations ranging from 160 to 710 sq. ft. and connecting staterooms on eight of its newer ships. Many of AmaWaterways' staterooms feature a French balcony or an AmaWaterways signature innovation: a "twin-balcony," consisting of a French balcony and a full-size step-out balcony – providing breathtaking panoramic views. Fine dining during all onboard meals is included, along with a wide selection of complimentary regional wine, beer and soft drinks at every lunch and dinner. Renowned for its exceptional cuisine, AmaWaterways is proud to be the first river cruise line inducted into *La Chaîne des Rôtisseurs*, one of the world's most prestigious culinary organisations.

In 2019, AmaWaterways introduced a new dimension in river cruising with the debut of *AmaMagna* on the Danube River. Twice the width of traditional European river ships, *AmaMagna* is redefining the river cruise experience. *AmaMagna's* luxurious accommodations consist of more than 50 percent suites that are reminiscent of those on ocean ships, with 44 suites measuring 355 sq. ft. and featuring full outside balconies. Six Grand Suites at 474 sq. ft. and an Owner's Suite at 710 sq. ft. provide even more amenities with spacious seating areas, luxurious bathrooms complete with bathtubs and a mobile Wi-Fi device for use ashore.

In addition to its impressive European fleet, AmaWaterways features incredible exotic itineraries in Africa and Asia, delivering the highest standards available for travel in these destinations. Through these unique sailings and the immersive pre- and post-cruise land programmes associated with them, travellers can delve into the heart of these destinations with knowledgeable guides who share personal insights into the local history, people and cuisine. In 2021, AmaWaterways will expand its exotic offerings to Egypt with the debut of the newly designed *AmaDahlia* sailing The Nile roundtrip from Luxor.

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AmaWaterways' European fleet, with its most recent additions, includes: *AmaBella*, *AmaCello*, *AmaCerto*, *AmaDante*, *AmaDolce*, *AmaDouro*, *AmaKristina*, *AmaLea*, *AmaLucia* (2021), *AmaLyra*, *AmaMagna*, *AmaMora*, *AmaPrima*, *AmaReina*, *AmaSerena*, *AmaSiena* (2021), *AmaSonata*, *AmaStella*, *AmaVenita*, *AmaVerde*, *AmaVida*, and *AmaViola*. AmaWaterways' fleet in Asia and Africa consists of *AmaDara* on the Mekong in Vietnam and Cambodia, *AmaDahlia* (2021) on the Nile in Egypt and *Zambezi Queen* on the Chobe in Africa.

AmaWaterways' river cruises and pre-and post-cruise land programmes visit more than 25 countries in Europe, Africa and Asia, including Austria, Belgium, Botswana, Bulgaria, Cambodia, Croatia, Czech Republic, Egypt (2021), France, Germany, Hungary, Italy, Israel (2021), Jordan (2021), Luxembourg, Namibia, The Netherlands, Portugal, Rwanda, Romania, Serbia, Slovakia, South Africa, Spain, Switzerland, Tanzania, Turkey, United Arab Emirates (Abu Dhabi & Dubai) (2021), Vietnam and Zimbabwe.

Co-founders Schreiner and Karst continue their active leadership in all areas of the company – inspiring innovation in ship design, focus on personalised service and support of the travel agent community – all of which continues to set the company apart from the competition. Destinations, ships, rivers and excursions will change over the years, but that human connection is essential and will always remain the top priority at AmaWaterways. To guarantee the exceptional service for which AmaWaterways has become renowned, co-owners Karst, Schreiner and Murphy invest significant personal time overseeing the ways that the company selects, trains and provides guest feedback to the Cruise Managers and onboard teams. As AmaWaterways – and the industry itself – grow, the executive team is committed to ensuring that the company remains like a family organisation, offering the best place for people to work and the most luxurious, welcoming holidays for guests to enjoy.

AmaWaterways has more than 250 employees worldwide, with headquarters in Calabasas, California, operations Basel, Switzerland and the U.K. sales office. More than 1,000 crew members of all nationalities provide a genuinely warm welcome and exemplary service onboard the ships.

Since the start, AmaWaterways has pursued a conservative growth plan, investing all money back into the business and building new ships while keeping the company debt-free. The financial strength of AmaWaterways has allowed the company to adapt to change while keeping the confidence of their employees and travel partners and guests.

For more information, visit www.AmaWaterways.co.uk.

Executive Profiles



Rudi Schreiner, Co-Founder and President

Visionary river cruise line executive Rudi Schreiner is a native of Vienna, Austria. After graduating with his MBA, Schreiner spent seven months doing research on a river raft on the Amazon River in Peru, his first experience with river cruising. Throughout the years, Schreiner has helped shape what is today one of the most thriving segments of travel – river cruising – serving in founding and leadership positions for virtually every modern river cruise company. In 2002, he teamed up with Kristin Karst and Jimmy Murphy to found AmaWaterways. Combining his passions and coinciding with the completion of the Rhine-Main-Danube Canal in 1992, Schreiner became a driving force for river cruise travel— and for these efforts has been recognised with the “Lifetime Achievement Award” from *Travel Weekly*, honoured with the prestigious “Travel Vanguard Award” by AFAR Media and

presented with the prestigious “Lifetime Achievement Award” by Cruise Lines International Association (CLIA).



Kristin Karst, Co-Founder and Executive Vice President

A native of Dresden, Germany, Kristin Karst has become one of the leading executives in the river cruise industry. After obtaining her degrees in the Economics of Tourism & Business Management and an MBA from the University of Dresden, Karst worked for American Express for eight years. Karst relocated to the United States and, in 1999, entered the river cruise segment. Three years later, she co-founded AmaWaterways with Rudi Schreiner and Jimmy Murphy. Karst’s extensive knowledge of Europe’s rivers, culture and traditions, as well as commitment to providing top-notch customer service, enable her to effectively shape the products and services of the company and communicate the benefits of river cruising to travel agents, group leaders and diverse educational and business organisations.

She has been profiled in several top-tier travel trade and consumer publications and received the prestigious “Travel Vanguard Award” by AFAR Media and the “Lifetime Achievement Award” from *Travel Weekly*.



Gary Murphy, Co-Owner and Senior Vice President, Sales

Gary Murphy’s experience in the travel industry spans more than 30 years. After completing his Business Degree at California State University, Northridge, Murphy’s early business experience involved positions with IBM, Group Voyagers in Europe and Brendan Vacations, before becoming Vice President of Marketing and Sales for the rapidly expanding Miami Air International. From there, Murphy returned to one of the country’s leading tour operators, Brendan Vacations, where he served as Vice President of Marketing and Sales, and in 2000, took over the role of President. In 2009, Murphy left Brendan to become Vice President of National Accounts for AmaWaterways. In 2013, Murphy was appointed to Vice President of Sales and has continued to grow with the company becoming Senior Vice President of Sales in 2019.

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21/10/2020



Kevin Duffin, Chief Financial Officer

Kevin Duffin has more than two decades of experience in the hospitality and cruise finance industries. After obtaining his bachelor's degree from Baylor University, Duffin held several financial leadership positions with Brinker International, KinderCare Education and Royal Caribbean Cruises Ltd. Before joining AmaWaterways in 2018, he served as Vice President of Finance and Strategy for Celebrity Cruises, overseeing the brand's financial planning, analysis and strategy. As AmaWaterways' Chief Financial Officer, Duffin is responsible for overseeing all aspects of the company's global financial strategy.



Janet Bava, Chief Marketing Officer

A skilled professional with more than 15 years of customer-centric marketing experience, Janet Bava has a proven track record of driving business results through innovative campaigns and developing a highly personalised approach to customer relationship management. Prior to joining AmaWaterways in 2018, she held senior marketing positions with Silversea Cruises, NBCUniversal and Royal Caribbean. In her role at AmaWaterways, Bava is responsible for the company's strategic and tactical marketing areas, placing a special focus on working with the company's travel partners and developing a customised approach to guest communications and lead generation.

Leadership Team



Ron Santangelo

Vice President, Business Development



Khanh Santos

Vice President, Marketing



Joemar Dacanay

Vice President, Information Technology

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21/10/2020



Jamie Loizou
Managing Director, UK



Brenda Kylo
Vice President, Strategic Alliances



Bronwyn McKindley
Vice President, Reservations



John Burrows
Vice President, Operations



Alex Pinelo
Vice President, Sales



Marnie Whipple
Director of International Sales

Points of Distinction

AmaWaterways' dedicated team is immensely proud of the many elements that set the company apart and allow it to deliver the finest river cruise experience to travellers. Family-owned and -operated, AmaWaterways prides itself on its passion for river cruising and ensuring every guest is welcomed on board as family, with a high staff-to-guest ratio offering genuine, personalised service. Renowned for its professional and caring onboard staff, exquisite cuisine, enriching themed cruises and luxurious onboard amenities, an AmaWaterways river cruise is much more than a holiday... it's a collection of unforgettable travel experiences.

AmaWaterways received the highest rating in the first, second and third editions of the *Berlitz: River Cruising in Europe* travel guide. The company's European fleet also dominated the top ten rankings in the latest edition, securing the coveted No. 1 spot with *AmaKristina* and underscoring its position as an innovative industry pioneer and provider of unparalleled river cruise experiences. AmaWaterways ships have consistently outranked the competition based on accommodations, dining, service and other onboard features.

Custom-Designed Ships:

- Since 2012, AmaWaterways has continued to lead the industry in innovation by launching ships featuring twin-balcony staterooms, with both French and outside balconies, so guests can enjoy the views of the Danube, Main, Moselle and Rhine rivers however they wish.
- Eight sister ships have launched since 2016, featuring the river cruise industry's first connecting staterooms designed to meet the needs of multi-generational families.
- *AmaMagna* launched in 2019, redefining the river cruise experience at twice the width of traditional river ships, while accommodating just 196 guests along the Danube River. She showcases spacious suites, five bars, four unique dining experiences and an expansive Zen Wellness Studio.
- As of May 2020, all 18 river cruise ships in AmaWaterways' European fleet have earned the Green Award certification for their quality, safety and environmental performance, including *AmaBella*, *AmaCello*, *AmaCerto*, *AmaDante*, *AmaDolce*, *AmaKristina*, *AmaLea*, *AmaLyra*, *AmaMagna*, *AmaMora*, *AmaPrima*, *AmaReina*, *AmaSerena*, *AmaSonata*, *AmaStella*, *AmaVenita*, *AmaVerde* and *AmaViola*.
- *AmaDara*, the most elegant ship sailing Vietnam and Cambodia's Mekong River, features French Colonial décor and richly carved wood furniture inspired by the history of the region.



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- *AmaDahlia*, the newly designed 68-passenger ship sailing Africa's Nile River beginning in 2021, will provide luxurious accommodations for guests to unwind and revel at the ancient wonders of Egypt.
- *Zambezi Queen*, sailing Africa's Chobe River, is an intimate 28-passenger, eco-designed ship specifically created for wildlife viewing. The top deck features an open-air Sun Deck and the suites are complete with private balconies where guests can view unobstructed views of the African landscape.

"Floating Boutique Hotel" Amenities:

- Extra spacious staterooms and suites (160 - 710 sq. ft.) with French balconies, signature twin-balconies or full balconies
- An average of about 156 guests on each twin-balcony ship, providing a more intimate onboard experience while offering guests the luxury of personal space
- Connecting staterooms, as well as triple and quad accommodations on its newest generation of ships
- All staterooms and public areas have a view- from terraced vineyards to fairytale castles and towering spires, there is always something to see on the river
- Ships offering lounges with panoramic windows to view the ever-changing scenery; multiple dining venues, including the exclusive Chef's Table specialty restaurant; Sun Deck with swim-up bar; whirlpools on select ships; walking tracks; fitness centres; and massage and hair services
- Entertainment-On-Demand centre in all staterooms and suites with complimentary high-speed internet access, movies, extensive music library and English-language TV stations (European fleet)
- Stylish décor inspired by the destination, luxurious marble-appointed bathrooms, multi-jet showerheads and plush linens
- Hair salon and massage services on board its European and Asian fleets. *AmaMagna* also features manicure and pedicure services.

Award-Winning Cuisine:

- Traditional and regionally inspired cuisine that is locally sourced and made with only the freshest ingredients, prepared by expert chefs
- Exclusive *La Chaîne des Rôtisseurs* dining experience
- *The Chef's Table* specialty restaurant, the only venue of its kind on the rivers, featuring a multi-course tasting menu, complimentary on board all ships
- Plus, exclusive to *AmaMagna*, additional choices of dining venues include *Jimmy's* and vegetable-forward *Al Fresco*

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- Hand-selected complimentary unlimited fine wine chosen daily by acclaimed European sommeliers; beer and soft drinks during lunch and dinner and specialty coffee and tea stations available 24/7(European fleet)
- Complimentary unlimited sparkling wine and fresh juices with breakfast, tea time and all-day tapas (European fleet)
- *Sip & Sail* daily cocktail hour with complimentary wine, beer and spirits (European fleet)
- Private Riverview Dining Options available for guests that would like to enjoy delicious cuisine in their own stateroom

Value-Added Features:

- Lectures, theme dinners and onboard performances tailored to the destination
- Wide choice of included expertly guided shore excursions in every port with Quietvox personal audio headsets
- Complimentary high-speed Wi-Fi on board and Entertainment-On-Demand centre in all staterooms
- Well-equipped fitness centres and rejuvenating fleetwide wellness activities throughout Europe and the Mekong River
- Exclusive culinary-themed Special Interest Tours, expanded guided bicycle and hiking tours (bicycles and helmets provided) as well as walking tours geared for different activity levels (regular, active and gentle walkers)
- Knowledgeable Cruise Managers, crew members and guides that are often local to the regions visited, ensuring a high level of destination expertise.
- Optional pre- and post-cruise land extension for every cruise. Led by the Cruise Managers, these two- or three-day programmes offer new ways to explore fascinating cities such as Paris, Prague, Madrid, Lisbon, Bucharest, Amsterdam, Budapest, Istanbul, Nice, Munich and Zurich; and for 2021, Istanbul, Nice, Dubai, Jerusalem, Amman, Petra, Lake Como, Geneva, St. Malo and the Champagne region of France.

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Story Angles

New Ships and New Destinations:

- In 2021, AmaWaterways will welcome *AmaSiena* and *AmaLucia* to the European fleet. The 156-guest sister ships will sail the Danube, Rhine, Main and Moselle rivers, and like sister ships, *AmaMora* (2019), *AmaLea* (2018) and *AmaKristina* (2017), will feature connecting staterooms, generous personal space, luxury amenities and award-winning dining choices such as AmaWaterways' signature regionally inspired cuisine in the Main Restaurant and The Chef's Table specialty restaurant.
- AmaWaterways will also return to Egypt in 2021 with the newly designed *AmaDahlia* on the Nile River. Designed to accommodate 68 guests, the luxurious ship will sail to the heart of Egypt for unforgettable experiences, such as exclusive private access to the tomb of Queen Nefertari and a Nubian Village. *AmaDahlia* features 10 standard staterooms, 24 balcony suites and a wealth of amenities, from a heated sun deck swimming pool to The Chef's Table specialty restaurant.



New Itineraries:

- In 2021, AmaWaterways will debut four new itineraries in Europe. These exciting itineraries will sail through the idyllic towns of France, Holland and Belgium and take guests to some of Europe's most sought-after destinations. The new itineraries include *Impressions of the Seine & Paris*, *Essence of Burgundy & Provence*, *Rhine Castles & Swiss Alps* and *Best of Holland & Belgium*.
- Additionally, AmaWaterways will debut the new *Secrets of Egypt & The Nile* itinerary on the Nile River in September 2021 taking guests through the enchanting lands of Egypt to experience the ancient mysteries and secrets that have shaped the country. The remarkable 11-night land and cruise experience includes three nights in Cairo before setting sail from Luxor on the Nile for seven nights, with the trip ending with one more final night in Cairo. Throughout the trip guests will visit the cities of Cairo, Luxor, Edfu, Aswan and Qena, experiencing unforgettable landmarks including the three Pyramids of Giza and the Abdeen Presidential Palace.

New In-Demand Land Extensions:

- In 2021, AmaWaterways will enhance its pre- and post-cruise land programmes with the following immersive visits to landmark cities, escorted by its Cruise Managers and including accommodations in top-rated hotels:
 - Three nights in Istanbul, Turkey for the *Gems of Southeast Europe* and *Grand Danube* itineraries, featuring excursions to the most iconic and historical sites of the city including the legendary Topkapi Palace

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- Three nights in Nice, France for the *Colours of Provence* itinerary, inviting guests to explore the French Riviera with visits to Aix-en-Provence, Monaco and Monte Carlo
- Three nights in Bangkok, Thailand for the *Riches of the Mekong* and *Charms of the Mekong* itineraries, allowing guests to discover architectural riches such as the Grand Palace and Temple of the Emerald Buddha
- Three nights in St. Malo for the *Impressions of the Seine & Paris* itinerary, with a visit to the magical island monastery of Mont St. Michel
- Three nights in Lake Como, Italy for the *Rhine Castles & Swiss Alps* itinerary, including a visit to Bellagio, the “Pearl of Lake Como”
- Three nights in Geneva, Switzerland for the *Essence of Burgundy & Provence* itinerary, with excursions to Chillon Castle, Annecy, Dijon and Bourg-en-Bresse
- Two nights in France’s Champagne region on cruises beginning or ending in Luxembourg, where guests can experience visits to Hautvillers, Epernay and Champagne makers of Veuve Clicquot and Moët et Chandon
- Three nights in Dubai or four nights in Jordan (Amman and Petra) pre-programme and four nights in Israel (Jerusalem) post-programme for the *Secrets of Egypt & The Nile* itinerary

18th Anniversary:

- Founded in 2002 by Rudi Schreiner, Kristin Karst and the late Jimmy Murphy, AmaWaterways is celebrating 18 years of leading the way in river cruising in 2020. Over the past 18 years, AmaWaterways has emerged as a category leader, paving the way in innovation, forming valuable partnerships and creating cruising experiences for all types of travellers.
- As a strong debt-free company, AmaWaterways will continue to build industry-leading sustainable ships and curate immersive itineraries that will entice more people to experience a magical river cruise as the demand for intimate travel experiences increases.

Travel Agent Support:

- The foundation of AmaWaterways is its travel agent partners. The company treats these agents as an extension of its sales and marketing arm, and in order to remain connected with travel agents and provide them with the resources they need, AmaWaterways has launched a variety of new virtual marketing tools in 2020 including:
 - AmaAcademy online product training courses with access to reduced FAM rates
 - Weekly *Webinar Wednesdays* featuring AmaWaterways’ executives providing training and marketing tips for travel advisors
 - Virtual Marketing Suitcase providing travel agents with the tools, training and support they need to sell river cruises
 - Virtual Sip & Sail Events for past guests, travel agents and their clients showcasing the experiences that guests can have on AmaWaterways’ river cruises

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21/10/2020

- YouTube videos helping travel agents tell the story of AmaWaterways' itineraries and excursions
- Business Development Managers have hosted close to 1,000 virtual events either providing training for travel advisors or hosting virtual Cruise Nights for travel agents and their clients

Food and Wine:

- Collaborating closely with Rudi Schreiner, AmaWaterways' Culinary Director Robert Kellerhals works with a team of five corporate chefs to constantly evolve and innovate the culinary experience onboard AmaWaterways' ships.
- AmaWaterways was the first river cruise line member of the invitation-only *La Chaîne des Rôtisseurs*, one of the world's most prestigious international societies bringing together enthusiasts who share the same values of quality, fine dining, encouragement of the culinary arts and the pleasures of the table. All the ships in Europe are members. AmaWaterways' team of chefs is united by their desire to share their expert knowledge with guests, a delectable tribute to the river cruise line being recognised for its award-winning dining.



AmaWaterways is also a member of La Connétablie de Guyenne – the third oldest vinous brotherhood in Bordeaux. Along with Rudi Schreiner, the award-winning team of corporate chefs oversee all menus (including vegetarian and gluten-free menu options), pairing them with regional wines and incorporating only the very freshest locally sourced ingredients.

- AmaWaterways also offers unique culinary experiences to guests such as:
 - Learning how to knot a *bretzel* (German for pretzel) at a German bakery
 - Sampling regional specialties at the Les Halles market in Lyon, France
 - Bratwurst and beer tasting at the oldest brewery in Nuremberg, Germany
 - Banitsa pastry making with a home-chef in Bulgaria

Sustainability:

- Responsibility towards the environment forms the foundation on which AmaWaterways' ships are built, and eco-tourism is one of the top priorities that drives AmaWaterways' engineering by Co-Founder and President, Rudi Schreiner. In 2019, AmaWaterways' *AmaKristina* became the first-ever river cruise ship to receive the [Green Award](#), a prestigious certification that recognises ships for their quality, safety and environmental performance. As of May 2020, all 18 river cruise ships in AmaWaterways' European fleet have earned the **Green Award certification**.

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- AmaWaterways adheres to a very strict environmental protection code as determined by the European River Authorities. These authorities have developed detailed river basin management plans that oversee and monitor all economic activity related to the rivers (industrial, agricultural, commercial and recreational) including regular testing of the water quality around all ships.
- Additionally, AmaWaterways continues to evaluate and implement new measures across its fleet to minimise its impact on the environment. In efforts to reduce overall plastic consumption on board its ships, the river cruise line replaced plastic straws with paper ones, added glass water bottles in all staterooms and continues to test the use of tetra-pak water containers to replace plastic water bottles during excursions. Plans to replace individual single-use toiletries with soap/shampoo dispensers will be rolled out in 2021.
- The revolutionary *AmaMagna* operates on a 10-engine diesel/electronic hybrid system that allows for less fuel usage and noise. Even though the revolutionary ship is twice the width of traditional river cruise ships, the new configuration of the engines has reduced fuel consumption by 20 percent, depending on river conditions. This is a first for the river cruise industry, one that AmaWaterways is proud to introduce.
- Additional environmentally conscious design elements in the European fleet include:
 - LED lights throughout the ship
 - Special insulated windows that reduce energy needs for heating and cooling
 - Power locks to plug into a port's power supply instead of running generators
 - A new freshwater storage system to reduce chemical usage
 - A water purification plant using a membrane technology that provides microfiltration to recycle all water used on board
 - Solar heating system
 - Fan coil heating and cooling units in each stateroom and public areas eliminating recirculation of air throughout the ship.

AmaMagna: Redefining the River Cruise Experience:

- No stranger to innovation, AmaWaterways expanded its fleet in 2019 by introducing *AmaMagna*, the most luxurious ship on the Danube River. *AmaMagna* is twice the width of traditional river cruise ships, yet welcomes only 20 percent more guests, allowing generous personal space - with more than half of the 98 staterooms designated as suites measuring between 355 and 710 sq. ft.
- *AmaMagna* also gives guests the luxury of choice in where they dine each day with four unique restaurants on board. There is the Main Restaurant and The Chef's Table specialty restaurant, as



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well as two new dining venues: Al Fresco Restaurant, which features a vegetable-forward menu with retractable windows for stunning views of the Danube, and Jimmy's wine bar and restaurant named after AmaWaterways' beloved late Co-Founder, Jimmy Murphy.

- The ship also provides enhanced entertainment offerings with an onboard cinema and amenities, including a large boutique; an expansive Zen Wellness Studio, complete with a large exercise area offering group classes led by a professionally trained Wellness Host, a juice bar and two massage rooms, along with manicure, pedicure and hair services; and a Sun Deck with a large heated pool, relaxing whirlpool and sky bar. All Sun Deck facilities are easily accessible via an innovative pop-up elevator serving all four decks.
- Exclusive to *AmaMagna*, guests may also take advantage of a new Concierge Golf Programme, providing the opportunity to experience up to five prestigious golf courses in Hungary, Slovakia, Austria, Germany and the Czech Republic, for those guests who add a land programme in Prague. Additionally, whether guests wish to honor a significant anniversary or simply celebrate their love, the Renewal of Vows package on board the ship provides a variety of romantic features for guests to add to an already unforgettable journey.

Wellness:

- AmaWaterways prides itself on embracing the newest trends in wellness and active travel and provides a holiday experience that encompasses physical, mental and spiritual wellness. The company's onboard fitness centres and open-air walking track offer an opportunity for guests to continue with their exercise routines, even while on holiday.
- From core strengthening, resistance band workouts and sunrise stretching classes to guided biking and hiking tours, guests on board AmaWaterways' luxury river cruise ships can enjoy a variety of wellness activities each day. AmaWaterways' ships in Europe (excluding Portugal) offer the guidance of a professionally trained and passionate Wellness Host to help guests achieve their wellness goals during their journey – and beyond. In addition to group fitness classes, travellers are invited to join their Wellness Host for active excursions and informative presentations on how to incorporate wellness into everyday life.
- In 2019, AmaWaterways debuted new guided wellness activities on board *AmaDara*, each inspired by the rich culture and heritage of Vietnam and Cambodia. Guests will be inspired by the beauty of the Mekong River as they participate in the following classes, offered based on their Wellness Host's expertise:



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- An introduction to the traditional way of making 100% organic teas for detoxifying, healing and reenergizing
 - A beginner's guide to yoga
 - Tai Chi, an art originating in ancient China that embraces the mind, body and spirit
 - Guided meditations, incorporating a healing bowl to focus on breathing techniques and center one's thoughts.
- AmaWaterways also offers healthy cuisine and can accommodate dietary restrictions and preferences. Choices include:
 - Gluten-free, low-sodium and vegetarian options
 - Vitamin shots and smoothies at breakfast
 - Hydration stations with infused citrus and gemstone water
 - Daily fresh baked bread - whole grain and brown varieties

Biking, Walking and Hiking:

- AmaWaterways continues to enhance its active adventures by curating unique guided biking and hiking excursions, responding to the demand for more active excursions. Some examples of excursions combining fitness and leisure include:
 - Biking tours:
 - along the Rhine Valley and riverfront in Rüdesheim, Germany
 - through the scenic Wachau Valley in Austria
 - through Rouen, the historical capital city of Normandy in France
 - through the famous wine estates and vineyards of Saint-Émilion and Pomerol
 - through Antwerp visiting a fortress, museums and hidden quarters
 - along the river Sava and through Kalemegdan Park in Belgrade
 - through the historic town of Bamberg, Germany (a UNESCO World Heritage Site), seeing its famous breweries and market gardens
 - through wooded hills and beaches of poplars along the scenic shores of the Inn River in Passau
 - Hiking tours:
 - Passau Castle
 - Mount Pipet in Vienne, France
 - Château Gaillard in Les Andelys, France
 - Budapest Castle Hill Hike
 - Bratislava Castle Hike
 - Philosopher's Hike in Heidelberg

Unparalleled Service:

- AmaWaterways recruits resourceful, personable, English-speaking Cruise Managers and personnel from Europe and North America, hand-selecting the *crème de la crème* of the travel

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21/10/2020

and hospitality industry who genuinely enjoy creating cherished travel memories for guests. The company prides itself on making unparalleled service its top priority, getting to know its guests on a first-name basis and creating those personal “surprise and delight” moments that make every guest feel like a valued member of the “AmaFamily.”

Multi-Generational Family Travel:

- AmaWaterways is committed to welcoming multi-generational families on board to experience the magic of river cruising. To accommodate the need of multi-and skip-generational travellers, many ships offer connecting staterooms with triple and quadruple occupancy, making it a great choice for multi-generational travel. In addition, AmaWaterways’ curated itineraries with a choice of up to 20 excursions included during the week cater to all three generations, from the active to the slower-paced traveler. *AmaMagna* - with her generous personal space - offers special amenities that appeal to older children including a cinema, two libraries with games and child-sized bikes for on-shore active excursions.

Themed Cruises:

- AmaWaterways offers travellers unique themed cruises such as:
 - *Tulip Time* – Available for a limited number of weeks each spring, AmaWaterways’ popular *Tulip Time* Cruises take guests through springtime in the Netherlands and Belgium when the Floralia is in full bloom. In addition to ambling through Keukenhof, one of the most impressive public gardens in the world, itinerary highlights include a visit to Kinderdijk, which has the country’s greatest concentration of windmills; and the medieval architectural treasures of Bruges, Middleburg and Ghent.
 - *Celebration of Wine River Cruises* – Hosted by expert North American winemakers and winery owners, AmaWaterways’ selection of Celebration of Wine River Cruises adds an extra layer of focus to its European river cruises, immersing guests in the wine culture of the regions toured, such as Austria’s Wachau Valley, France’s Bordeaux region, Portugal’s Douro Valley, and more. AmaWaterways offers more than 60 Celebration of Wine River Cruises in 2021 featuring tastings, winery tours, private cellar tours, visits to iconic vineyards, and first-hand lessons on the nuances of Old World winemaking encapsulate an enriching, educational experience—**all at no additional cost**. Continuing the wine immersion on board, the Wine Hosts recommend hand-selected food and wine pairings, and lead discussions and tastings of their North American varietals throughout the cruise.
 - *Christmas Markets Cruises* – AmaWaterways’ magical Holiday Cruises on the Rhine and Danube rivers from the third week of November until the end of December are a perfect way to celebrate the season and spend quality time with family and friends. With



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21/10/2020

sumptuous feasts, festive décor, onboard entertainment and visits to delightful centuries-old Christmas Markets in places such as Prague, Nuremberg, Vienna and Strasbourg, a river cruise holiday at this time of year promises extra special memories to savour for a lifetime.

- *Loyalty Appreciation Cruises* – In November 2019, AmaWaterways launched its first-ever Loyalty Appreciation Month with a series of cruises enhanced with exclusive events planned to recognise and celebrate returning guests. In addition to the benefits received as part of AmaWaterways' Privilege Rewards Loyalty Programme, returning guests on these designated sailings are offered a choice of Loyalty Cruise Savings opportunities, exclusive events and unique experiences in different ports as well as many unexpected touches that AmaWaterways is known for. With the success and high demand of this programme, AmaWaterways plans to continue their Loyalty Appreciation Cruises in the future, once again honouring returning guests.

Amenities and Excursions:

- AmaWaterways offers a variety of complimentary amenities and excursions, including:
 - Fine Wine, Beer and Soft Drinks – Served on an unlimited and complimentary basis with every lunch and dinner on all AmaWaterways ships. *Sip & Sail* cocktail hour provides a wonderful opportunity for guests to socialise before dinner.
 - The Chef's Table – This popular dining venue offers a unique multi-course tasting menu in an intimate setting (limited seating, reservations required). All guests can choose one night per sailing to dine complimentary in this charming onboard restaurant.
 - Special Interest Tours – Offered as an alternative to AmaWaterways' regularly scheduled tours in select European ports, these shore excursions are ideal for guests already familiar with a particular destination or simply looking for something new. Examples include searching for "Black Diamond" truffles in Avignon, France, or learning first-hand how German Kölsch beer is made.
 - Biking and Hiking Excursions– A proven leader in the active river cruise space, AmaWaterways was the first river cruise line to carry an entire fleet of complimentary bicycles on board. Whether guests feel like joining one of the exclusive guided bike tours or want to go discover on their own, there are many ways for them to explore on a cruise. AmaWaterways also offers a variety of hiking excursions throughout Europe.

Innovative Technology:

- AmaWaterways brings new technology to the fingertips of all their guests to enhance their holiday experience. Travellers sailing on board one of the line's European vessels have access to its incredible in-room Entertainment-On-Demand centre with complimentary high-speed internet, extensive music library, popular new release movies and English-language television programming. Complimentary Wi-Fi is also available in all destinations, allowing guests to stay connected if they so desire.

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21/10/2020

- In 2019, AmaWaterways introduced a new app called *myAmaCruise* that combines itinerary and excursion information, daily cruise updates, a photo library and social media sharing.
- In addition to the launch of the app, those staying in spacious suites on the revolutionary *AmaMagna* can also enjoy mobile Wi-Fi devices that allow complimentary internet connection as they explore the most breathtaking and culturally rich towns and villages throughout Europe.

Partnerships:

- Adventures by Disney Cruises – In partnership with Adventures by Disney, AmaWaterways brings pixie dust to some of Europe's most magnificent destinations along the Rhône, Seine, Rhine and Danube rivers. These family-oriented, luxury river cruises have Disney-trained Adventure Guides, engaging activities for a variety of ages, behind-the-scenes tours and after-hours cultural experiences at Europe's most popular ports.
- Backroads – AmaWaterways recently expanded its partnership with Backroads, a popular adventure travel company. This relationship brings active adventure biking, walking and hiking journeys to the world's most renowned river cruise destinations. Rooted in the shared philosophy of providing best-in-class service and authentic upscale travel experiences, AmaWaterways' relationship with Backroads has continued to grow with sailings on the Danube, Seine, Rhine, and Douro rivers.
- Sponsorships – AmaWaterways is the proud Leading Sponsor of several PBS series including *Plates & Places with Joanne Weir*, *Places to Love with Samantha Brown* and *100 Days, Drinks, Dishes & Destinations with Leslie Sbrocco*.

Giving Back:

- In partnership with Opportunities of Development thru Art (ODA, an established NGO in Cambodia), AmaWaterways provides both financial and supplies support to a school in Siem Reap, Cambodia that offers young children free English language instruction and computer education. AmaWaterways also aids in continuing education for teachers at the school.

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21/10/2020

Recent Notable Awards

AmaWaterways continues to be recognised as the pioneer of river cruising and an industry innovator, receiving many notable awards for its efforts, including:

- *Inc.* 2020 Female Founders 100 (Kristin Karst)
- 2020 Nexion “Best Overall Supplier of the Year” and “Best River Cruise Line”
- 2020 Baxter Media Agents’ Choice Award for “River Cruise Company of the Year”
- 2020 ASTA “Partner Company of the Year,” “River Cruise Line Partner of the Year” and recipient of the ASTA “Small Business Network Exemplar Award”
- CCRA Travel Commerce Network 2020 Cruise Line of the Year
- *Travel + Leisure* 2020 World’s Best Award
- *Departures* 2020 Legend Award for “Best Luxury Cruising Experiences This Year” (Wine Cruises)
- TRAVVY Awards 2020 Gold Winner for “Best River Cruise Line Overall;” “Best River Cruise Ship, *AmaMagna*,” “Best River Cruise Line, Europe;” “Best River Cruise Line, Africa/Egypt;” “Best River Cruise Line, Asia”
- *USA TODAY* 10Best 2019 Readers’ Choice Award for “Best River Cruise Ship” (*AmaMagna*)
- AFAR Media’s 2019 Travel Vanguard (Rudi Schreiner and Kristin Karst)
- *Travel Weekly* 2019 Lifetime Achievement Awards (Rudi Schreiner and Kristin Karst)
- Seatrade Cruise 2019 Outstanding Contribution Award (Rudi Schreiner)
- 2019 Cruise Critic’s Editors’ Pick Awards for “Best River Cruise Line,” “Best River Cruise for Active Cruisers” and “Best New River Cruise Ship” (*AmaMagna*)
- *Travel Weekly* 2019 Magellan Gold Award for “Overall – River Cruising,” “Overall – River Cruise Ship (*AmaMagna*) and “Cruise Elements – Luxury Ship-Suite Design” (*AmaMagna* Suites)
- *Porthole Cruise*’s Readers’ Choice Award for “Best River Cruise Ship” (*AmaLea*)
- Port of Amsterdam’s Green Award for *AmaKristina*
- Virtuoso’s 2019 “Best River Cruise Line”
- *TIME* Magazine’s 2019 “World’s Greatest Places (*AmaMagna*)
- American Society of Travel Advisors’ (ASTA) 2019 “Supplier Partner of the Year” and “Cruise Line Partner of the Year”
- *TravelAge West*’s 2019 WAVE Award Winner for “Best River Cruise Line with Highest Guest Satisfaction,” “Best Onboard Dining” (River Cruise), “Best River Cruise Line for Families” and “Best New Ship” (River Cruise: *AmaLea*)
- 2019 *Fodor’s Travel* Award Winner, “Best River Cruise” (Runner-up)
- TRAVVY Awards 2019 Gold Winner for “Best River Cruise Line Overall;” “Best River Cruise Ship, *AmaLea*,” “Best River Cruise Line, Europe;” “Best River Cruise Line, Africa;” “Best River Cruise Line, Asia”
- *Travel Weekly* 2018 Reader’s Choice Awards for “Best River Cruise Ship, *AmaKristina*”

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21/10/2020

- Cruise Critic's 2018 Editor's Pick Award for "Best River Cruise Line for Active Cruisers"
- *Travel Weekly* 2018 Magellan Gold Award for "Overall River Cruising," "Luxury Ship – Restaurant Design" (Chef's Table), "Cruise Expedition Shore Excursions" (Chobe River Safari Game Viewing)
- *Porthole Magazine's* 2018 Reader's Choice Award for "Best River Cruise Ship, *AmaCerto*"
- *Recommend's* 2018 Reader's Choice Award for "Best Overall River Cruise"
- *Prevue Meetings + Incentive's* 2018 Visionary Award for "Best Wellness at Sea Experience/Program"
- Thrillist's 2018 "Best River Cruise"
- Ensemble's River Cruise Partner of 2018
- *AFAR Magazine's* 2018 Traveler's Choice Award for "Best River Cruise Line"
- American Society of Travel Advisor's 2018 "Supplier of the Year" and "River Cruise Line of the Year"
- Virtuoso's 2018 "River Cruise Line of the Year"
- *TravelAge West* WAVE Award for "Best Onboard Dining," "Best River Cruise Line for Families," "River Cruise Line with the Highest Client Satisfaction" and "Best New Ship, *AmaKristina*"
- TTG Luxury Travel Awards for Premium Cruise Line of the Year
- 2018 TRAVVY Award Gold Winner for "Best River Cruise Line Overall;" "Best River Cruise Ship, *AmaKristina*;" "Best River Cruise Line, Europe;" "Best River Cruise Line, Africa;" "Best River Cruise Line, Asia"
- *Condé Nast Traveler* 2018 Gold List for "World's Best Cruises"
- Member of La Confrérie de la Chaîne des Rôtisseurs since 2011
- Member of La Connétablie de Guyenne

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