



Festive Delights, Christmas Markets, and New Year's Cruises

Marketing Toolkit

Updated August 15, 2025



Festive Delights, Christmas Markets, and New Year's Cruises Toolkit

It's not too late for your clients to experience the magic of the festive season along Europe's most iconic rivers. Limited space remains on our 2025 Festive Delights, Christmas Markets, and New Year's sailings, each brimming with seasonal traditions, sparkling lights, and festive flavours, both on board and ashore.

With itineraries spanning the Netherlands, France, Portugal, Belgium, and along the scenic Rhine and Danube Rivers, there's a perfect festive escape for every client. Make the most of your Festive Toolkit, filled with ready-to-use social media posts, holiday recipes, videos, and shareable articles to inspire bookings.

And with savings of up to €2.100 per couple plus fantastic agent incentives, there's never been a better time to secure these unforgettable holiday experiences. To learn more about our Festive Delights, Christmas Markets, and New Year's cruises, please visit AmaWaterways.eu/Holiday-Cruises.

✧ Festive Delights

Gift your clients a new tradition with our "Festive Delights" river cruises. These take place throughout Europe either in November before the height of the Christmas season as the cities along the rivers begin their seasonal celebrations, or late in December as they begin wrapping up, with select Christmas Markets* open for your clients to enjoy. On board our ships, the cheer is plentiful, with elegant décor and a complete roster of regionally inspired festive activities for the whole family.

*Note: Select Christmas Markets will be open during select departures and may vary. For full details and dates, visit the tourism website for each city.

✧ Christmas Markets Cruises

Your clients can cruise through the heart of Europe during the most festive time of year and experience the timeless tradition of its magical Christmas Markets. Colourful market stalls brim with whimsical handicrafts and the aromas of seasonal delights fill the air. From the legendary Danube River to the fairytale Rhine and even along the Rhône River in Provence, we offer unparalleled experiences for guests of all ages.

✧ New Year's Cruises

When your clients join AmaWaterways for a New Year's cruise, they will find there are so many wonderful ways to count down to the new year. If their ship docks in a vibrant city like Vienna or Linz, they can grab a glass of champagne and head up to the Sun Deck where our crew will be ready and waiting with blankets to keep them warm as they are treated to front-row views of awe-inspiring fireworks.

❄ Agent Incentive

Book your clients on any 2025 Festive Delights, Christmas Markets, or New Year's departure between 15 August – 30 September, 2025 and you'll be entered into the draw to win your own Festive Delights, Christmas Markets or New Year cruise in 2025 or 2026. Every booking counts as an entry – the more you book, the more chances you have to win.

T&Cs apply.

❄ Experience a Festive Cruise with our Exclusive Agent Rates!

Experiencing an AmaWaterways River Cruise first hand is key to increasing your future sales. With exclusive Travel Agent Rates available throughout 2025, you can cruise through Europe from just €975 for agents and €1.149 for travelling companions.

Click [here](#) for more details.

T&Cs apply.

❄ AmaInsider: Festive Delights River Cruises

Every Friday at 10am, we share bite-sized 5-minute videos packed with top tips and selling advice from the team on our trade social channels, Facebook and X. In one recent video, our UK & Europe Sales Director, Andrea Stafford, shared her expert tips for selling our magical Festive Delights river cruises to your customers.

Watch the video [here](#).

❄ Image Galley

Click [here](#) to access our Christmas Markets and Festive cruises Image Gallery.

Disclaimer: The photos provided in this toolkit's image gallery are only to be used in promoting AmaWaterways and AmaWaterways products. These images may not be used for any other purpose. Cropping the photos to remove our logo is also strictly prohibited.

❄ Festive Videos & Reels

View, download, and share our videos and reels on social media, in targeted emails, or even during virtual cruise events to inspire clients to come aboard.

Click [here](#) to view and download.

✳ Christmas Markets Blogs

From guest testimonials to in-depth overviews of specific markets in Vienna, Cologne, Strasbourg and beyond, our [Christmas Markets Blogs](#) will enrich your holiday email campaigns and social media posts and inspire your clients to book.

✳ Festive Recipes

Bring a taste of Europe to your kitchen this holiday season. Share the recipes below with your clients, or try them yourself, and inspire future travels through delicious festive flavours.

- [Romanian Sweet Walnut Bread](#)
- [Hot Mulled Wine](#)
- [Traditional Challah Bread](#)
- [Kristin's Favourite Christmas Stollen](#)
- [Reibekuchen](#)

Click [here](#) to view all our shareable recipes.

✳ Downloadable Postcards

Download and share our beautifully designed postcards - perfect for handing out in store, mailing to clients, and showcasing on social media or within your emails.

Download [here](#).

✳ Social Media Resources

Please feel free to use our "copy and post" content below to engage, connect with and inspire your clients and to help promote your brand's partnership with AmaWaterways. Posts and assets are included. If there is something you need that you do not see here, please reach out to marketingsupport@amawaterways.com, and we will be happy to provide it.

Click [here](#) for access to imagery for Facebook, X and Instagram.

Disclaimer: The photos provided in social gallery are only to be used in promoting AmaWaterways and AmaWaterways products. These images may not be used for any other purpose. Cropping the photos to remove our logo is also strictly prohibited.

Social Media Posts



1. Generic Christmas Markets

Step into a European winter wonderland this festive season with AmaWaterways. Wander through twinkling Christmas Markets, sip warm glühwein, and explore charming streets alive with festive lights, before heading back onboard to indulge in luxury, comfort, and award-winning service.

#AmaWaterways #ChristmasMarkets #RiverCruises #WinterWonderland

2. Rhine River Christmas Markets

Embark on AmaWaterways' unforgettable Christmas Markets itineraries along the captivating Rhine, where treasured festive traditions meet the magic of the world's most timeless markets. Sip glühwein beneath the gondolas of Rüdesheim, Germany, wander the streets of Strasbourg, France, the 'Capital of Noël,' and discover even more delights on a merry and bright holiday river journey.

#AmaWaterways #RhineRiver #ChristmasMarkets #RiverCruises

3. Danube River Christmas Markets

Celebrate the season along the Danube with AmaWaterways, where historic cities transform into twinkling winter wonderlands. Explore Vienna's grand squares, sample Hungarian specialties in Budapest, and soak up the charm of markets that have delighted visitors for centuries. Every stop is a festive memory waiting to be made.

#AmaWaterways #DanubeRiver #ChristmasMarkets #RiverCruises

4. Festive Delights

Experience Europe's charm on AmaWaterways' Festive Delights cruises. From November's early celebrations to December's final markets, enjoy mulled wine, seasonal delicacies, and twinkling streets ashore. Onboard, the cheer continues with elegant décor, tree trimming, carolling, and festive activities for the whole family.

#AmaWaterways #FestiveDelightsCruise #ChristmasMarkets #RiverCruises

5. Christmas Onboard

Experience a truly elegant Christmas with AmaWaterways aboard one of the most elegantly decorated ships along Europe's iconic rivers. From twinkling lights and festive décor to award-winning dining and seasonal activities, your river holiday becomes a warm and unforgettable celebration afloat.

#AmaWaterways #FestiveCruise #WinterEscape #RiverCruises #Christmas

6. New Year's River Cruises

Ring in the New Year in style with AmaWaterways' New Year river cruises. Glide past illuminated cityscapes, toast with champagne, and enjoy live music and award-winning dining as Europe welcomes the year ahead. There's no better place to make your New Year sparkle than on the rivers of Europe.

#AmaWaterways #NewYearsCruise #NewYear #RiverCruises

7. Save up to €2.100 per couple

Experience the magic of Europe's Christmas Markets with AmaWaterways, and save up to €2.100 per couple. Explore Europe's iconic rivers and their enchanting festive markets, while enjoying luxurious onboard experiences, sparkling décor, award-winning cuisine, seasonal entertainment, and onboard celebrations for all to enjoy.

#AmaWaterways #FestiveSavings #ChristmasMarkets #RiverCruises

If you have any questions, please email MarketingSupport@AmaWaterways.com.