



AmaWaterways Press Kit

Table of Contents

Company Overview	2 – 3
Executive Profiles... ..	4 – 6
Points of Distinction	7 – 9
Story Angles.....	10 – 18
Recent Awards.....	19 – 21

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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, Asia and South America. World-renowned for the unparalleled quality of its rapidly growing fleet – which includes 29 custom-designed ships – AmaWaterways has earned a reputation for transforming the river cruise industry and creating authentic travel experiences for its guests.

AmaWaterways was founded by river cruise pioneers Rudi Schreiner, Kristin Karst and the late Jimmy Murphy in 2002. The company has been renowned for its extraordinarily warm and welcoming crew, its innovative ships featuring contemporary décor inspired by the destination, spacious staterooms and suites, and extensive amenities such as stunning Main Lounges with panoramic views, wellness activities, hair and massage salons and Sun Deck walking tracks with a heated swimming pool or whirlpool. Nearly all 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. With its exceptional, locally sourced cuisine, AmaWaterways is proud to be the first river cruise line inducted into *La Chaîne des Rôtisseurs* and *Tables et Auberges* – two of the world's most prestigious culinary organizations.

AmaWaterways leads the river cruise industry in innovation highlighted with the launch of the revolutionary *AmaMagna* on the Danube in 2019. Twice the width of traditional European river ships yet welcoming only 196 guests, *AmaMagna* redefines the river cruise experience with luxurious accommodations consisting 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 and luxurious bathrooms complete with bathtubs.

In addition to its impressive European fleet, AmaWaterways features incredible exotic itineraries in Africa, Asia and South America, delivering the highest standards available for travel in these destinations. Through these unique sailings on the Mekong, Chobe, Nile and Magdalena rivers and the immersive pre- and post-cruise land packages associated with them, travelers can delve into the heart of these destinations with knowledgeable guides who share personal insights into the local history, people and cuisine. In March 2024, AmaWaterways will further expand its exotic offerings with a second ship, *AmaLilia*, sailing an 11-night cruise and land journey on the Nile River. In addition, in November 2024, AmaWaterways will become the first luxury river cruise line to sail Colombia's Magdalena River.

AmaWaterways' European fleet, with its most recent additions, includes: *AmaBella*, *AmaCello*, *AmaCerto*, *AmaDante*, *AmaDolce*, *AmaDouro*, *AmaKristina*, *AmaLea*, *AmaLucia*, *AmaLyra*, *AmaMagna*, *AmaMora*, *AmaPrima*, *AmaReina*, *AmaSerena*, *AmaSiena*, *AmaSintra* (2025), *AmaSonata*, *AmaStella*, *AmaVenita*, *AmaVerde*, *AmaVida*, and *AmaViola*. AmaWaterways' fleet in Asia, Africa and South America consists of *AmaDara* on the Mekong in Vietnam and Cambodia, *AmaDahlia* and *AmaLilia* (2024) on the Nile in Egypt, *Zambezi Queen* on the Chobe in Africa and *AmaMagdalena* (2024) and *AmaMelodia* (2025) on the Magdalena in Colombia.



AmaWaterways offers a wide range of included small group shore excursions – at gentle, regular and active paces – and was the first river cruise line to include bicycles on board and introduce a Wellness Program on its European fleet. The company consistently outranks the competition in the areas of accommodations, service and culinary experiences as recognized by *Insight Guide: River Cruising in Europe & The USA*.

AmaWaterways' river cruises and pre-and post-cruise land packages visit 32 countries in Europe, Africa, Asia and South America, including Austria, Belgium, Botswana, Bulgaria, Cambodia, Colombia, Croatia, Czech Republic, Egypt, France, Germany, Hungary, Italy, Israel, Jordan, Luxembourg, Namibia, The Netherlands, Panama, Portugal, Rwanda, Romania, Serbia, Slovakia, South Africa, Spain, Switzerland, Tanzania, Turkey, United Arab Emirates, 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 personalized service and support of the travel advisor 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 and Schreiner 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 organization, offering the best place for people to work and the most luxurious, welcoming vacations for guests to enjoy.

AmaWaterways has more than 250 employees worldwide, with headquarters in Calabasas, California, operations in Basel, Switzerland and a U.K. sales office. More than 1,400 crew members of all nationalities provide a genuinely warm welcome and exemplary service on board 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, travel partners and guests.

For more information, visit www.AmaWaterways.com. To view AmaWaterways' 2023 brochure, see below.



USA QR CODE



CANADA QR CODE

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 recognized with the “Lifetime Achievement Award” from *Travel Weekly*, honored 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 organizations. She has been profiled in several top-tier travel trade and consumer publications including most recently being honored with a 2022 “Inspirational Women Leadership Award” by the *Los Angeles Times*.

Gary Murphy, Co-Owner and Board Member



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 startup airline Miami Air International. After 5 successful years with Miami Air, 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, a company co-founded in 2002 by his father Jimmy Murphy, Rudi Schreiner and Kristin Karst. In 2013, Murphy was appointed to Vice President of Sales and continued to grow with the company becoming Senior Vice President of Sales in 2019. In 2022, Gary stepped down from his senior vice president role to focus on industry relations, development of the UK market and opening of a new commercial office for the Australian market.



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.



Michal Maguire, Vice President, Marketing

A highly accomplished specialist in digital marketing, Michal Maguire joined AmaWaterways in 2019 bringing with her nearly 20 years of experience successfully leading top performing marketing teams within the cruise and theme park sector for some of the world's leading travel brands. Prior to her current role as Vice President, Marketing, Maguire led AmaWaterways' Integrated Marketing Team responsible for the personalization and optimization of travel advisor and guest communication across all digital channels including email, website, mobile app and social media. Maguire is now responsible for the company's strategic and tactical marketing areas, maintaining a special focus on cultivating strong relationships with travel partners and developing a customized approach to guest communications and lead generation.



Jon Burrows, Chief Operations Officer

Jon Burrows hails from southern England and studied electrical engineering at the University of Herfordshire and the Guildford College of Technology. An intrepid world traveler, Burrows chose to pursue his passion for travel and began his career as a tour guide in Europe. After settling in Los Angeles in 2002, Burrows began creating experiential tours related to river cruising which led him to joining AmaWaterways in 2005 where his responsibilities grew to include all aspects of itinerary and tour planning and logistics. Working closely with our nautical and hotel service teams, he is assisted by an operations team made up of ship coordinators based in Calabasas, California and Basel, Switzerland.



Leadership Team



Alex Pinelo
Senior Vice President, Sales



Joemar Dacanay
Vice President,
Information Technology



Ron Santangelo
Vice President, Business
Development



Brenda Kylo
Vice President, Strategic
Alliances



Bronwyn McKindley
Vice President, Reservations



Jamie Loizou
Managing Director, UK

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 travelers. 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, personalized service. Renowned for its professional and caring onboard crew, exquisite cuisine, enriching themed cruises and luxurious onboard amenities, an AmaWaterways river cruise is much more than a vacation...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 20 rankings in the latest edition of Insight Guides, securing the coveted No. 1 spot with *AmaMagna* 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, Rhine and Rhône rivers however they wish.
- In 2016, AmaWaterways launched the first river cruise ship with connecting staterooms. There are now eight sister ships with this feature designed to meet the growing demand from multi-generational families.
- The revolutionary *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 March 2022, 20 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*, *AmaLucia*, *AmaLyra*, *AmaMagna*, *AmaMora*, *AmaPrima*, *AmaReina*, *AmaSerena*, *AmaSonata*, *AmaStella*, *AmaSiena*, *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.





- *AmaDahlia*, the newly designed 72-passenger ship sailing Egypt's Nile River began operations in September 2021. The ship offers luxurious accommodations and *The Chef's Al Fresco Restaurant* for guests to unwind and revel at the ancient wonders of Egypt. In addition, AmaWaterways' will launch a second ship, *AmaLilia*, sailing Egypt's Nile River in 2024.
- *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.
- *AmaMagdalena* and *AmaMelodia* will be two new custom-built, all-suite, eco-friendly river cruise ships specifically designed to sail Colombia's Magdalena River beginning in 2024 and 2025, respectively.

"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
- Ships offer relaxing 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 centers; and massage and hair services
- Entertainment-On-Demand center 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, Asian and South American fleets. *AmaMagna*, *AmaMagdalena* and *AmaMelodia* also feature 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 complimentary multi-course tasting menu
- A new *Bistro Breakfast* debuting in 2024, providing guests a grab-and-go breakfast alternative to the full-service restaurant
- Plus, exclusive to *AmaMagna*, additional choices of dining venues include *Jimmy's* and vegetable forward *Al Fresco*
- 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)

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 center in all staterooms
- Well-equipped fitness centers and rejuvenating fleetwide wellness activities throughout Europe and the Mekong River
- Exclusive culinary-themed Special Interest Tours, choice of 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 packages for every cruise. Led by the Cruise Managers, these two- or three-day programs offer new ways to explore fascinating cities such as Paris, Prague, Madrid, Barcelona, Nice, Lisbon, Bucharest, Amsterdam, Budapest, Istanbul, Munich, Zurich, Lucerne, Dubai, Jerusalem, Amman, Petra, Panama City, Lake Como, Geneva, St. Malo and the Champagne region of France

Story Angles

New Ships and New Destinations:

- After successfully returning to Egypt in 2021 with the newly designed *AmaDahlia* on the Nile River, AmaWaterways has announced a second ship in Egypt, *AmaLilia*. Named after the sacred blue water lily flower of ancient Egypt, the ship will set sail in 2024 to meet the growing demand for this exotic offering. Like *AmaDahlia*, *AmaLilia* will sail the immersive *Secrets of Egypt & Nile* itinerary, offering an unparalleled 11-night cruise and land experience. The *AmaLilia* will be thoughtfully designed with regionally inspired décor, spacious staterooms and suites, and a specialty restaurant included in the river cruise fare.
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- Beginning in November 2024, AmaWaterways will introduce guests to an all new river cruise experience as the first river cruise line to sail the Magdalena River in the beautiful country of Colombia. Two state-of-the-art, custom designed ships offering luxurious accommodations will grace Colombia's waterways sailing two seven-night itineraries. The 64-guest *AmaMelodia* and 60-guest *AmaMagdalena* will sail between Cartagena and Barranquilla on either the *Magic of Colombia* or *Wonders of Colombia* itineraries. Both itineraries provide curated experiences and unforgettable excursions like a special Carnaval celebration in Barranquilla featuring vibrant live performances, riding an authentic paola, jazz performances, historical walking tours, and more. While in Colombia, travelers will be able to extend their journey with optional pre- and post-cruise land packages to Medellin and Cartagena, which will further delve into Colombia's vibrant cultural and natural heritage or Panama City. Both the *AmaMelodia* and *AmaMagdalena* will feature spacious amenity-filled staterooms with AmaWaterways' signature twin balcony design of both a French balcony and outside balcony, as well as a sun deck pool, fitness room, massage rooms, and two restaurants.

New Itineraries:

- In response to continued guest interest in delving into famed culinary and wine regions, AmaWaterways will debut its newest French itinerary, [*Flavors of Burgundy*](#), in 2024. Sailing between the Port of Dijon and Lyon, guests can savor a palate-pleasing journey that highlights the essence of France's Burgundy region. Throughout this seven-night river cruise, travelers will explore Lyon's famous Les Halles Market, pedal along the scenic Saône River, and indulge in the region's best Mâconnais and Chalonaise wines, among many other activities.
- To celebrate the African and Black diaspora on the rivers, AmaWaterways has announced three new 2024 dates for its *Soulful Epicurean Experience* taking place during the *Colors of Provence* (June 13, 2024 and June 17, 2024) and *Secrets of Egypt & The Nile* (May 17, 2024) river cruises. These curated cruise and land packages will highlight Black history and culture while guests enjoy a variety of experiences designed to shine a light on Black heritage.

New In-Demand Land Packages:

- In 2022, AmaWaterways enhanced its pre- and post-cruise land packages with the following immersive visits to landmark cities, escorted by its Cruise Managers and including accommodations in top-rated hotels:
 - Three nights in Kraków, Poland for the *Celebration of Classical Music: The Danube*, and *Majestic Capitals of the Danube* itineraries, featuring excursions to the UNESCO-designated Wawel Royal Castle, the factory of Oskar Schindler and the hourly call of St. Mary's bugler, plus a moving visit to Auschwitz
 - Two nights in Salzburg, Austria for the *Majestic Capitals of the Danube* itinerary for a historic walking tour, a stop in the breathtaking Austrian Lake District, and either sites featured in The Sound of Music or Salzburg's Red Bull Hangar 7
 - Three nights in Nice, France for the *Essence of Burgundy and Provence* itinerary, which includes visits to Aix-en-Provence, Eze, Monaco-Ville, and Monte Carlo

Travel Advisor Support:

- The foundation of AmaWaterways is its travel advisor partners. The company treats these advisors as an extension of its sales and marketing arm, and in order to remain connected with travel advisors and provide them with the resources they need, AmaWaterways continues to launch a variety of marketing tools including:
 - AmaAcademy online product training Courses 1, 2 and 3 with booking rewards and access to reduced FAM rates
 - Weekly *Webinar Wednesdays* featuring AmaWaterways' executives providing training and marketing tips for travel advisors
 - Virtual Marketing Toolkits providing travel advisors with the tools, training and support they need to sell river cruises
 - Virtual Sip & Sail Events for past guests, travel advisors and their clients showcasing the experiences that guests can have on AmaWaterways' river cruises
 - [YouTube videos](#) helping travel advisors tell the story of AmaWaterways' itineraries and excursions
 - Business Development Managers have hosted over 4,000 virtual events either providing training for travel advisors or hosting virtual Cruise Nights for travel advisors 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. In 2021, Chef Robert and AmaWaterways European ships were inducted into the French culinary association, *Tables et Auberges*, becoming the first river cruise line to be listed in their International Guide.




- 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 recognized 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 recognizes ships for their quality, safety and environmental performance. Currently, all 20 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 minimize 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 uses tetra-pak water containers to replace plastic water bottles during excursions. Individual single-use toiletries were replaced by generous sized containers. Additionally, AmaWaterways has eliminated buffets at lunch which helped in reducing food waste by 30%, while enhancing guest service levels.
 - 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.
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- *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 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, and new in 2023, a full-sized pickleball court.
 - Exclusive to *AmaMagna*, guests may also take advantage of a Concierge Golf Program, 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 package in Prague.
 - Additionally, whether guests wish to honor a significant anniversary or simply celebrate their love, the ship's Renewal of Vows package 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 vacation experience that encompasses physical, mental and spiritual wellness. The company's onboard fitness centers and open-air walking tracks offer an opportunity for guests to continue with their exercise routines, even while on vacation.
- In 2023, AmaWaterways catered to the growing trend for pickleball, known as the fastest growing sport in the U.S., and became the first river cruise ship to add a full-sized pickleball court to its fleet. As pickleball provides a fast learning curve and is extremely social, AmaWaterways' new pickleball court aboard its wellness-centric ship, *AmaMagna*, allows guests of all ages and abilities the opportunity to play.
- 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, travelers 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:
 - 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
 - Variety of Breakfast Bowls high in fiber, grains and fruit
 - 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 and Proud Diversity:

- AmaWaterways recruits resourceful, personable, English-speaking Cruise Managers and personnel from around the world, hand-selecting the *crème de la crème* of the travel and hospitality industry who genuinely enjoy creating cherished travel memories for guests.
- Cruise Managers represent 21 different nationalities, and this diversity brings a richness to our guests' river cruise experience. 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 travelers, 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 23 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 travelers 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*** – 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. Each year, AmaWaterways offers more than 60 Celebration of Wine River Cruises 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 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 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 savor 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 recognize and celebrate returning guests. In addition to the benefits received as part of AmaWaterways’ Privilege Rewards Loyalty Program, 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 program, AmaWaterways has announced new dates for Loyalty Appreciation Cruises for 2023, once again honoring 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. The complimentary *Sip & Sail* cocktail hour on European ships provides a wonderful opportunity for guests to enjoy pre-dinner drinks while socializing with others on board.



- **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.
- **Bistro Breakfast** – On each of its ships, AmaWaterways will introduce a new Bistro Breakfast dining option in 2024. Intended to give travelers a grab-and-go breakfast alternative to the full-service restaurant, each ship will offer a morning time menu ranging from pastries to heartier options like scrambled eggs, bacon and sausage, over a four-hour period in the lounge area. This new enhancement will cater to both late and early risers, and all other guests who wish to access a quick breakfast after an onboard workout or before an early excursion departure.
- **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 its guests to enhance their vacation experience. Travelers sailing on board one of the line's European vessels have access to incredible in-room Entertainment-On-Demand center 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.
- AmaWaterways further enhanced its app called *myAmaCruise* that combines itinerary and excursion information, daily cruise updates, access to the guest's Electronic Travel Documents, a photo library, social media sharing and more.

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 TV series including *Plates & Places* with Joanne Weir, *Places to Love* with Samantha Brown, *Traveling with Denella Ri'chard* with Denella Richards and *Travel in Style with Tomeka* with Tomeka Jones.

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.

Recent Notable Awards

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

- *USA TODAY* 10Best 2023 Readers' Choice Award for "Best River Cruise Line For Solo Travelers," "Best River Cruise Line" and "Best River Cruise Ship" (*AmaMagna*)
- *Travel + Leisure* 2023 World's Best Award
- 2023 Baxter Media Agents' Choice Awards for "Favourite Cruise Line - River"
- 2023 ASTA (American Society of Travel Advisors) "Partner Company of the Year"; "River Cruise Partner of the Year"; "Supplier Partner Representative of the Year as well as Supplier Medal of Excellence" (Kristin Karst)
- 2023 *TravelAge West* WAVE Award for "Best River Cruise Line With the Highest Client Satisfaction"; "Best River Cruise Line for Families"; "Best River Cruise Line for Luxury"
- *Food & Wine's* 2023 Global Tastemakers List for "The Best 10 Cruises for Food"
- 2023 Leisure Lifestyle Awards for "Best River Cruise Line" and "Cruise Line of the Year"
- AAA Travel National 2022 Award for "Best in Member Services" and "River Cruise Partner of the Year"
- 2022 ASTA (American Society of Travel Advisors) "River Cruise Line Partner of the Year"
- 2022 Nexion "Partner of the Year" and "River Cruise Partner of the Year"
- *Porthole Magazine's* 2022 Readers' Choice Award for "Best River Cruise Line"
- *Travel Weekly's* 2022 Readers' Choice Awards for "Best River Cruise – Cuisine" and "Best River Cruise Ship – AmaMagna"
- *TravelPulse* Canada's 2022 Readers' Choice Award for "Top River Cruise Line of the Year"

- *Los Angeles Times* 2022 Inspirational Women Leadership Award (Kristin Karst)
- 2022 *TravelAge West* WAVE Award for “River Cruise Line with the Highest Client Satisfaction”; “Best Onboard Dining”; “Best River Cruise Line for Families”
- *Recommend’s* 2022 Readers’ Choice Award for “Best Travel Advisor Support- Best Cruise Line (River)”; “Best Cruise Line- Overall River Cruise”; “Best Cruise Line- River Cruise Itineraries”
- *Prevue Meetings + Incentive’s* 2022 Visionary Gold Award for “Best River Cruise Line Experience”
- *Travel Weekly* 2022 Magellan Gold Award for “Overall-Luxury Ship (*AmaMagna*)”; “Cruise Marketing- Weekly Webinar Wednesdays for Travel Advisors”; “Cruise Marketing- Diversity, Equity & Inclusion Marketing Initiative” and Silver Award for “Overall- River Cruising: Celebrating 20 Years of Innovation on the River”
- TRAVVY Awards 2022 Gold Winner for “Best Cruise Line– Africa/Egypt”; “Best River Cruise Line–Overall”; “Best River Cruise Ship– Overall: *AmaMagna*” and Silver Winner for “Best River Cruise Line– Europe”; “Best River Cruise Ship– New: *AmaLucia*”
- *Condé Nast Traveler* 2022 Readers’ Choice Award for “Best River Cruise Lines”
- Virtuoso’s 2022 “Best River Cruise Line”
- *USA TODAY* 10Best 2022 Readers’ Choice Award for “Best River Cruise Line” and “Best River Cruise Ship” (*AmaMagna*)
- *Travel + Leisure* 2022 World’s Best Award
- 2021 ASTA “Partner Company of the Year,” “River Cruise Line Partner of the Year”
- 2021 *Travel Weekly UK* Aspire Awards “Luxury River Cruise Line of the Year”
- 2021 *TravelAge West* WAVE Award for “River Cruise Line Providing the Best Travel Advisor Support,” “Most Anticipated New River Cruise Ship – *AmaLucia*” and “Best Travel Advisor Engagement Program by a River Cruise Line”
- 2021 *Cruise Advisor Magazine* “Best Overall Cruise Line (River)”
- 2021 *Elite Traveler Magazine* “Most Innovative Cruise Lines of the 21st Century”
- *Tables et Auberges de France’s* 2021 White Guide (Culinary Director and 20 Ships)
- *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 Magazine’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”
- 2019 *TravelAge West* WAVE Award 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 Readers’ Choice Awards for “Best River Cruise Ship, *AmaKristina*”
- 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 Readers’ Choice Award for “Best River Cruise Ship, *AmaCerto*”
- *Recommend’s* 2018 Readers’ 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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