

FRANCE RIVER CRUISES

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AmaWaterways

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France Toolkit

Introduction

We are delighted to share our France Content toolkit. As France basks in the afterglow of its global spotlight, we have witnessed increased interest in the country as a travel destination. We invite you to use our most up-to-date marketing pieces and resources to engage your clients. Explore and share these helpful tools we have gathered for you to become even more familiar with AmaWaterways' France river cruise and land journeys on the Seine, Rhône, Saône, Garonne and Dordogne rivers.

Sailing Through France

From the legendary wine regions of Bordeaux, Burgundy and Côtes du Rhône to historic châteaux to the exceptional worlds of artists such as Monet and Van Gogh, AmaWaterways' river cruises on the Seine, Rhône, Saône, Garonne and Dordogne rivers will help you discover your joie de vivre. Say bonjour to France on one of eight incredible itineraries.

Learn more with our latest AmaAcademy course, Course 5: The Rivers of France. Plus, make a reservation within 90 days of completing this course and you'll receive a \$50 digital gift card reward!

Eight Itineraries on French Rivers

- [Grand Seine & Rhône](#) – 14-night cruise from Paris to Arles
- [Grand Seine & Bordeaux](#) – 14-night cruise from Paris to Bordeaux
- [Flavors of Burgundy](#) – 7-night cruise on the Rhône and Saône rivers between the Port of Dijon and Lyon
- [Taste of Bordeaux](#) – 7-night cruise on the Garonne and Dordogne rivers and the Gironde Estuary, Bordeaux roundtrip
- [Paris & Normandy](#) – 7-night cruise on the Seine River, Paris roundtrip
- [Impressions of the Seine & Paris](#) – 7-night cruise on the Seine River between Paris and Le Havre
- [Colors of Provence](#) – 7-night cruise on the Rhône River between Lyon and Arles
- [Essence of Burgundy & Provence](#) – 7-night cruise between Port of Dijon and Arles

Optional Land Packages

With our optional land packages, your clients can extend their journeys while adding extra cities or countries to their French river journey.

What's Included?

- Stays at 4- and 5-star hotels conveniently located near the major sites
- Daily breakfast at the hotel
- Enriching excursions such as tasting tours and visits to city centers, medieval villages, historic landmarks, castles and museums led by knowledgeable local guides
- Convenient transfers to and from the ship
- The services of one of our extraordinary Cruise Managers throughout the journey – unique in the industry Plus, Travel Advisors earn up to 12% commission on pre- and post-cruise land packages!

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Extend The Journey

• French Riviera (Nice & Monaco)

- Add 3 nights pre- or post-cruise to Essence of Burgundy & Provence sailings. Enjoy the French Riviera in Nice, which rests on the banks of the Mediterranean Sea. Then visit the hilltop town of Eze before indulging in the luxury of Monte Carlo.

• Brittany, France

- Add 3 nights pre- or post-cruise to Impressions of the Seine & Paris itinerary. Explore the walled city of St. Malo. Venture to Dinard and Dinan in Brittany and to the magical island monastery of Mont St. Michel.

• Bilbao & San Sebastián, Spain

- Add 2 nights in Bilbao and 2 nights in San Sebastián pre-cruise to Taste of Bordeaux sailings. Travel to Bilbao, where you will visit the world-famous Guggenheim Museum. Take an evening stroll through San Sebastián, which boasts the second highest number of Michelin stars in the world.

• Madrid & San Sebastián, Spain

- Add 2 nights in Madrid and 2 nights in San Sebastián pre-cruise to Taste of Bordeaux* sailings. Immerse yourself in the stunning architecture and bustling atmosphere of Madrid as you stroll through its Old Town and Plaza Mayor. Then, enjoy a comfortable coach transfer to San Sebastián and enjoy the charms and flavors of “City by the Bay of Biscay.”

- **Geneva, Switzerland**
 - Add 3 nights pre- or post-cruise to Essence of Burgundy & Provence and Flavors of Burgundy sailings. Often described as the “Peace Capital,” Geneva offers a perfect view of the Swiss Alps and Jura mountains. Visit Chillon Castle, majestically perched on glistening Lake Geneva.
 - **Loire Valley, France**
 - Add 2 nights in the Loire Valley and 1 night in Paris post-cruise to Taste of Bordeaux and Grand Seine & Bordeaux sailings. Experience the idyllic Loire Valley. Visit the Château de Chenonceau, the only Renaissance castle built by women, and the Château d’Amboise, the final resting place of Leonardo da Vinci.
 - **Paris, France**
 - Add 2 nights pre- or post-cruise to Impressions of the Seine & Paris and Paris & Normandy sailings.
 - Add 3 nights pre- or post-cruise to Flavors of Burgundy; post-cruise to Taste of Bordeaux*. Take in all the famed sites of the romantic “City of Lights,” from the iconic Eiffel Tower to the artists’ enclave of Montmartre.
 - **Barcelona, Spain**
 - Add 3 nights pre- or post-cruise to Colors of Provence A gem on the edge of the Sea of Sardinia, Barcelona displays brilliant works of Gothic architecture such as the unfinished Sagrada Família Cathedral. A haven for artists, foodies, historians and culturists alike, Barcelona is certain to inspire you.
- *Beginning with 2026 cruise dates***

Reserving Flights with AmaAir

Ensure peace of mind and great fares for your clients when you reserve their flights through our dedicated Air Team, including complimentary transfers between the airport and their ship or land package hotel. You also receive 5% commission on the cost of your clients’ airfare. Plus, with our limited-time AirPlus promotion, they can enjoy fixed rates as low as \$899 per person on all Europe sailings within 330 days prior to departure with a current retail promotion and on all Europe sailings outside of 330 days of departure.

Why should your clients reserve their flights through AmaWaterways?

- They will enjoy the most comfortable, trusted airlines
- Included transfers between the airport and their hotel or ship
- Our dedicated Air Team provides peace of mind as they proactively handle unforeseen events
- And more!

[Click Here](#) to visit our AmaAir webpage

Celebration of Wine River Cruises through France

Each of our [Celebration of Wine River Cruises](#) is hosted by an enthusiastic wine professional who leads tastings and interactive discussions, accompanies your clients on select shore excursions to vineyards and cellars, and helps curate a special food and wine pairing dinner on board. These enhanced epicurean experiences are included in the river cruise fare!

Embark on a Celebration of Wine River Cruise on one of our French itineraries and sail through famous wine regions such as Bordeaux, Provence and Champagne.

NEW! Concierge Golf Program on the Seine

Having originally launched a dedicated Concierge Golf Program on our *AmaMagna* on the Danube River, we are delighted to introduce golf and river cruising to a second destination: France! Invite your clients to join AmaWaterways on our Impressions of the Seine & Paris itinerary and cruise down the Seine River, perfecting their swing on up to five championship golf courses throughout their journey. Plus, they will enjoy luxury Mercedes transportation to and from the courses, a round of golf and golf cart as well as lunch with beer and wine at the course, concierge club care and cleaning and even a special welcome gift.

When you reserve this optional experience for your clients, you will **receive 10% commission** as well!

- [Golf Landing Page](#)

Marketing Collateral

Download our customizable marketing resources and tools that can help to inspire your clients, generate both group and FIT reservations and grow your river cruise business.

- [Click here](#): 2026 Celebration of Wine flyer
- [Click here](#): 2027 Celebration of Wine flyer

Virtual Events & Videos

Webinar Wednesday (for advisors)

- [What's New: Seine & Bordeaux](#)
- [What's New: The Rhône & Saône](#)

[Click here](#) to view the AmaWaterways Video Gallery

Social Media Resources

Please feel free to use our handy approved "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 don't see here, please reach out to social@amawaterways.com, and we will be happy to provide it.

AmaWaterways' Social Media Channels:

@amawaterways

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

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

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

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

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

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

Social Media Posts

Below are some social media sample captions you are welcome to use for your France content.

1. Bordeaux

Join AmaWaterways on a 7-night river cruise through France's spectacular Bordeaux region on Taste of Bordeaux. Cycle through awe-inspiring landscapes on guided bike tours and sample sumptuous wines at world-renowned wineries.

2. Culinary Experiences in Provence

AmaWaterways' Colors of Provence itinerary includes not-to-be-missed gourmet experiences. Search for coveted 'Black Diamond' truffles, pair chocolates with local wines and sample your way through Lyon's famed Les Halles Market.

3. Sights Along the Seine

Join AmaWaterways on France's Seine River from Paris to Normandy. Visit the charming harbor town of Honfleur, Monet's magnificent Giverny gardens, and the beaches of Normandy where Allied forces bravely landed during the 1944 D-Day invasion.

Add an optional land package in Brittany, France to AmaWaterways' Impressions of the Seine and Paris river journey. Explore the beauty of France's Emerald Coast and visit the awe-inspiring Mont Saint-Michel.

4. Burgundy & Provence

With magnificent gardens and historic French châteaux, AmaWaterways' Essence of Burgundy & Provence river journey is a quintessential French experience featuring guided city tours, exciting biking and hiking tours, and experiences that will linger in your heart for a lifetime.

5. Grand River Cruises through France

Embark on an unforgettable 14-night journey through France with AmaWaterways' Grand Seine & Bordeaux and Grand Seine & Rhône cruises. Explore iconic rivers, savor delectable cuisine, and immerse yourself in the rich history and culture of France.

6. Burgundy & Dijon

Visit the charming Port of Dijon, France on AmaWaterways' Flavors of Burgundy river journey. Dijon, the capital of Burgundy, is a hidden culinary gem boasting picturesque architecture and a rich cultural history.

Social Media Best Practices

Instagram

- **Posts:**
 - We recommend posting hashtags as the first comment in your post rather than within your post caption.
 - At the end of each post, remember to add your contact info or to refer clients to a link in your Instagram bio. Instagram does not allow you to put live hyperlinks in the captions of your posts. (Please note: Twitter and Facebook allow you to put live links in your posts)
 - Before publishing your post, it will ask you if you would like to add a location. This is highly recommended as it gives your content more exposure.
- **Reels:**
 - Compile a couple of photos or videos (preferably vertical videos) with trending sound for greater exposure.
 - We recommend using other creators' templates so all you need to do is drag and drop.
 - If your reel has audio, or if it benefits the viewer, include captions or text on the screen. Most social media users watch reels with the sound off, so it helps keep them more engaged if you have captions for the audio.

- Include a caption and relevant hashtags to your reel to help viewers discover your video.
 - Add a visual call-to-action at the end of your reel or in your caption.
 - If possible, limit your reel to less than 30 seconds.
 - If you plan on reposting this reel onto other platforms such as Facebook or TikTok, save the video to your phone before publishing. This eliminates an Instagram watermark appearing on your video.
- Instagram stories:
 - Add the location of the destination for geo-tagging for your content to be exposed across a greater audience.
 - Hashtag the location of topic you are publishing about.
 - Get your audience to engage with you. Add polls, questions, quiz, links, etc.
 - Be sure to include our hashtag (#AmaWaterways) in your Instagram story so more people can find your content.

Facebook

- Invite your clients to join our [**AmaWaterways Loyal Guests \(Official\)**](#) Facebook group for first-hand testimonials from guests who have sailed with AmaWaterways in an environment where they will not be solicited by other travel advisors.
- Join our [**AmaWaterways Advisor Forum \(Official\)**](#) Group, where you are free to ask and provide any questions and/or answers to over 8k fellow travel advisors.
- Save some time and link your Facebook account to your Instagram so whenever you post on Instagram, it will post on Facebook as well.
- New: Facebook Reels
 - Share your reel from Instagram for a wider reach

X (formerly Twitter)

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

Image Gallery

[**Click Here**](#) to access the AmaWaterways Media Library.

Insider Tips

- Clients looking for a uniquely French holiday season will enjoy [*Colors of Provence \(Taste of Christmas\)*](#) and [*Taste of Bordeaux \(Taste of Christmas\)*](#). From romantic cities decked in garlands and lights, to foodie havens and artistic epicenters, these cruises aboard our elegantly decorated ships will enliven all the senses. Review our [**Holiday & Christmas Markets Toolkit**](#) for more resources.
- France attracts food and wine lovers from all around the world. Review our [**Food & Wine Enthusiast Toolkit**](#) and learn about the epicurean experiences that await your clients aboard our ships, such as our interactive macaron workshop.
- Our popular 10-night *Colors of Provence Soulful Experience* cruise is now available. Invite clients on a river cruise and land journey that highlights Black heritage throughout France. [**Click here**](#) for more information, or access our dedicated [**Soulful Experiences Toolkit**](#).