



## AmaWaterways Press Kit 2018

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## Uniquely Authentic Experiences on the World's Most Legendary Rivers

### *Company Overview*

AmaWaterways provides all-encompassing river cruise vacations on the most breathtaking waterways of Europe, Africa and Southeast Asia. World-renowned for the unparalleled quality of its rapidly-growing fleet – which includes 23 custom-designed ships boasting impeccable itineraries, services and amenities – AmaWaterways has earned a reputation for transforming the river cruise industry, 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 to include bicycles on board its European fleet. The company consistently outranks competition in the areas of accommodations, service and other onboard features in the industry recognized *Berlitz: River Cruising In Europe* travel guide.

Founded in 2002 by river cruise pioneers Rudi Schreiner, Kristin Karst and Jimmy Murphy, AmaWaterways is the premier river cruise line on Europe's Danube, Douro, Main, Moselle, Rhine, Rhône, Garonne, Dordogne and Seine rivers, and the Dutch and Belgian Waterways. Its ships feature sparkling glass elevators; 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; spacious staterooms and suites with configurations ranging from 160 to 710 sq. ft. and connecting staterooms on its newer ships. Many of AmaWaterways' staterooms feature a French Balcony or unique "Twin Balcony," consisting of a French Balcony and a full-size step-out balcony – providing breathtaking panoramic views. All onboard meals are 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 organizations.

2019 will be another remarkable year for AmaWaterways with three new ships joining the fleet, including the *AmaMagna*, offering a new dimension in river cruising along the legendary Danube. Nearly twice the width of traditional European river ships, *AmaMagna* is a distinctive evolution of AmaWaterways' European river fleet, with a daring design that transcends her grand dimensions. *AmaMagna's* contemporary staterooms are reminiscent of those on ocean ships, with most 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 and Southeast Asia, delivering the highest standards available for travel in these destinations. Through these unique sailings, travelers can delve into the heart of these destination with knowledgeable guides who share personal insights into the local history, people and cuisine.

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AmaWaterways' European fleet with the most recent additions, includes: *AmaCello*, *AmaCerto*, *AmaDante*, *AmaDolce*, *AmaDouro* (2019), *AmaKristina*, *AmaLea*, *AmaLyra*, *AmaMagna* (2019), *AmaMora* (2019), *AmaPrima*, *AmaReina*, *AmaSerena*, *AmaSonata*, *AmaStella*, *AmaVenita*, *AmaVerde*, *AmaVida*, and *AmaViola*. AmaWaterways' fleet in Southeast Asia and Africa consists of *AmaLotus* and *AmaDara* on the Mekong in Vietnam and Cambodia, and *Zambezi Queen* on the Chobe in Africa.

AmaWaterways has more than 200 people worldwide, including headquarter in Calabasas, California, Basel, Switzerland and the U.K.

AmaWaterways river cruises and pre-and post-cruise programs visit more than 24 countries in Europe, Africa and Southeast Asia, including Austria, Belgium, Botswana, Bulgaria, Cambodia, Croatia, Czech Republic, France, Germany, Hungary, Iceland (2019), Luxembourg, The Netherlands, Portugal, Rwanda, Romania, Serbia, Slovakia, South Africa, Spain, Switzerland, Tanzania, Vietnam and Zimbabwe.

For more information, visit [www.AmaWaterways.com](http://www.AmaWaterways.com).

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### ***Executive Biographies***



#### **Rudi Schreiner, President and Co-Owner**

Visionary river cruise line executive Rudi Schreiner is a native of Vienna, Austria. After graduating with a degree in architecture, Schreiner spent seven months doing research on a river raft in Peru, on the Amazon, 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 Jimmy Murphy and Kristin Karst to found AmaWaterways. Combining his passions and coinciding with the completion of the Rhine-Main-Danube Canal in 1992, Rudi became a driving force for river cruise travel—and for these efforts has been recognized as the “Most Innovative Cruise Executive” and was presented with the prestigious “Lifetime Achievement Award” by Cruise Lines International Association (CLIA).



#### **Kristin Karst, Executive Vice President and Co-Owner**

A native of Dresden, Germany, Kristin Karst has a degree in the Economics of Tourism & Business Management, as well as a Master of Business Administration from the University of Dresden. After working at American Express for eight years, Karst moved to the United States and entered the river cruise segment. Three years later, she leapt at the opportunity to team up with Rudi Schreiner and Jimmy Murphy, co-founding AmaWaterways. Karst’s extensive knowledge of Europe’s culture and traditions, as well as providing top-notch customer service, enable her to effectively shape the products and services of the company and communicate all the benefits of river cruising with travel agents, group leaders and diverse educational and business organizations.



#### **Gary Murphy, Vice President, Sales and Co-Owner**

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, and in 2013, was appointed to vice president, sales.

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**Michelle Renee Liechty, Chief Financial Officer**

Michelle started her accounting career in international banking after graduating with a BA from Purdue University, Fort Wayne Indiana and Accounting Certification from UCLA Extension. Having a father as a pilot, instilled in her a great love of travel. In 2005, she accepted a position of controller within the travel industry, and six years later, took on a new challenge by joining AmaWaterways as chief financial officer. Her team of talented and dedicated accountants manage payments and financial reporting for both the U.S. and Canadian sales units, as well as AmaWaterways' European operations. Michelle continues to pursue her love of travel with recent trips to Africa and the Mekong.



**Jon Burrows, Vice President, Operations**

Jon Burrows hails from southern England and studied electrical engineering at the University of Herfordshire and the Guildford College of Technology. Burrows began his travel career as a tour guide for Contiki and Insight Vacations. An intrepid world traveler, his many adventures abroad include eating guinea pig in Peru, touring Thailand by motorbike, driving the ancient caravan route to Timbuktu, taking a mud bath in an active volcano, bungee jumping in three different countries, floating in the Dead Sea and flying in a plane engulfed in flames. Burrows joined AmaWaterways in 2005.



**Ron Santangelo, Vice President, Business Development**

Ron Santangelo has been with AmaWaterways since 2009, helping plan the company's sales strategies and negotiating major sales contracts. Santangelo operates from offices in Washington, D.C., and Calabasas, California. Previously, Santangelo served as President of Peter Deilmann River Cruises for 13 years and President of Regency Cruises. Santangelo also held several positions with Cunard Line over a 22-year period, including Senior Vice President of Worldwide Marketing & Sales and a seat on the Board of Directors. He holds a BS degree in Management and a MBA in Marketing Management, both from St. John's University, New York.



**Brenda Kylo, Vice President, Strategic Alliances**

Brenda Kylo brings more than 30 years of travel experience to AmaWaterways. Kylo is responsible for developing new markets for AmaWaterways and expanding the company's relationships with the travel agent community globally. Prior to joining AmaWaterways, Kylo held leadership positions for Merit Travel Group in Toronto and served as vice president of travel for the national office of the Canadian Automobile Association. She also spent 26 years with Club Med in senior positions in France, Australia and Singapore before becoming president of Club Med Canada. AmaWaterways has a long-standing relationship with Kylo, who served as the godmother of the *AmaSonata* in 2014.

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**Khanh Santos, Vice President, Marketing**

Born in Vietnam and raised in California, Santos completed her BA Degree at University of California, Irvine. Her early travel industry career focused on customer relations and communications in the hotel space, but it wasn't long before her strong project management skills led her into the marketing field specializing in tactical marketing. Recently celebrating 12 years with AmaWaterways, she currently manages a diverse team of creative, technical and analytical people. Her team is responsible for communicating AmaWaterways' exceptional product message and promotional offers on a timely basis via digital and print mediums.



**Bronwyn McKindley, Vice President, Reservations**

Raised in a small town in Northern NSW Australia, Bronwyn's love for travel was sparked as a teenager following her very first trip to the United States. Upon graduating from AFTA Travel College in Brisbane, Bronwyn spent three years working for a consolidator in Australia before making California her new home in 2000. Since that time, she has gained extensive experience in all areas of call center sales, service and management, most notably with Brendan Vacations, where she served as director of reservations from 2009 - 2012. Bronwyn joined AmaWaterways in 2012 and her extensive product knowledge, experience in supporting the company's travel agency partners, and strong people skills led to her promotion to vice president of reservations in 2016.



**Joemar Dacanay, Vice President, Information Technology**

A native of Philippines, with a bachelor's degree in Computer Science from the Institute College of Technology Los Angeles, Dacanay was one of the first employees to join the AmaWaterways team in 2002. Named vice president of information technology in 2011, Dacanay now oversees a team of professionals who develop and maintain all operational and business support systems including a dynamic reservations system and responsive consumer website.

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## ***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. Renowned for its professional and caring onboard staff, exquisite cuisine, enriching themed cruises and deluxe onboard amenities, an AmaWaterways cruise is much more than a vacation...it's a collection of unforgettable travel experiences.

AmaWaterways received the highest rating in the first and second edition of the *Berlitz: River Cruising In Europe* travel guide. The company's European fleet also swept the top ten rankings in the latest edition, underscoring its position as an innovative industry pioneer and provider of unparalleled river cruise experiences.

Known for its international travel and language expertise, Berlitz has published cruise guides for 30 years. Author Douglas Ward, a leading authority on cruising, has over 40 years of experience and has spent more than 6,000 days on board covering more than 1,000 voyages. 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.
- In 2019, three new ships will be launched, including *AmaDouro*, *AmaMora* and *AmaMagna*, a new dimension in river cruising at nearly twice the width of traditional river ships
- *AmaDara*, the most elegant ship sailing Vietnam and Cambodia's Mekong River
- *Zambezi Queen* sailing Africa's Chobe River



### **“Floating Hotel” Amenities:**

- Extra spacious staterooms and suites (160 - 710 sq. ft.)
- Connecting staterooms, as well as triple and quad accommodations on its newest generation of ships
- Staterooms with French balconies, signature twin balconies or full balconies
- Ships offering lounges with panoramic windows to view the ever-changing scenery; multiple dining venues, including the exclusive Chef's Table specialty restaurant; sundeck with swim-up bar; whirlpools; walking tracks; fitness rooms 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)

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- Stylish décor inspired by the destination, luxurious marble-appointed bathrooms, multi-jet showerheads and plush linens

### **Award-Winning Cuisine:**

- Traditional and regionally-inspired cuisine prepared by expert chefs
- Exclusive La Chaîne des Rôtisseurs dining experience
- The Chef's Table specialty restaurant featuring a true tasting menu
- Daily hand-selected complimentary unlimited wine chosen by acclaimed European sommeliers; beer and soft drinks during lunch and dinner and specialty coffee and tea stations (European fleet)
- Complimentary unlimited sparkling wine and fresh juices with breakfast (European fleet)
- Sip & Sail daily cocktail hour with complimentary wine, beer and spirits (European fleet)



### **Value-Added Features**

- Lectures, theme dinners, cooking demonstration and onboard performances tailored to the destination
- Wide choice of included expertly guided shore excursions with personal audio headsets
- Exclusive Special Interest Tours, expanded guided bicycle and hiking tours as well as walking tours geared for different activity levels (regular, active and gentle walkers)

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## Story Angles

- **Food and Wine** – AmaWaterways was the first river cruise line member of the invitation-only La Chaîne des Rôtisseurs, one of the world’s most prestigious international society for the culinary elite. Extensions of membership are by invitation only and are offered only to those possessing world-class culinary acumen. All the ships in Europe are members. Our team of chefs is united by their desire to share their expert knowledge with you, a delectable tribute to our river cruise line being recognized for its award-winning dining.

AmaWaterways is a recently inducted member of La Connétablie de Guyenne – the third oldest vinous brotherhood in Bordeaux. The award-winning Executive Chef Primus Perchtold oversees all menus (including vegetarian and gluten-free menu options), incorporating regional wines and locally sourced ingredients. AmaWaterways also offers unique culinary experiences 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
- Bratwurst and beer tasting at the oldest brewery in Nuremberg

- **A New Dimension in River Cruising, The Incomparable *AmaMagna*** – No stranger to innovation, AmaWaterways will expand its fleet in 2019 by introducing *AmaMagna*, the newest and most luxurious ship on the Danube. At twice the width of traditional river ships, *AmaMagna* offers its 196 guests so much more to love—all while delivering the same intimate ambiance and friendly, personalized service guests have come to know with AmaWaterways.

More unique dining venues, more evening entertainment, more health and wellness amenities and more leisure activities, like water sports onboard and golf ashore. With most full-balcony suites measuring an incredible 355 sq. ft. to 710 sq. ft., guests will be treated to more personal space and ways to indulge. Starting in May 2019, discerning guests are invited on board the ultra-spacious and elegantly-appointed *AmaMagna*, where they’ll discover a redefined level of luxury on the legendary Danube.

- **Wellness** – AmaWaterways prides itself on embracing the newest trend in wellness and active travel and provides a vacation experience that encompasses physical, mental and spiritual wellness. The company’s onboard fitness rooms and open air running track offer an opportunity for guests to continue with their exercise routine, even while on vacation.

AmaWaterways’ new Wellness Program was expanded to on six ships in 2018 - *AmaLyra*, *AmaCerto*, *AmaPrima*, *AmaSonata*, *AmaDante* and *AmaDolce* - and will be rolled out fleetwide in Europe in 2019. The program involves daily group exercise sessions including stretching, core strengthening, resistance band workouts and nutritional information sessions with a professionally trained and qualified Wellness Host. AmaWaterways also offers healthy food options and can accommodate dietary restrictions and preferences. Options include:

- Gluten-free and vegetarian options

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- Vitamin shots and smoothies at breakfast
- Hydration Station – featuring infused detox and gemstone waters
- Daily fresh baked bread - whole grain and brown varieties
  
- **Salon and Massage** – AmaWaterways features hair salon and massage services onboard its European and Asian fleets, where travelers can relax, unwind and rejuvenate so that they return home refreshed in every way. *AmaMagna's* expanded Wellness Center will also offer manicures and pedicures.
  
- **Bicycle, Walking and Hiking** – AmaWaterways continues to enhance their active adventures by curating unique biking and hiking excursions, responding to the demand for more active tours. Some examples of tours combining fitness and leisure include:
  - Biking tours:
    - along the Rhine Valley and riverfront in Rudesheim, Germany
    - to Klosterneuberg Abbey in Vienna, Austria
    - 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
    - Chateau Gaillard in Les Andelys, France
    - Budapest Castle Hill Hike
    - Bratislava Castle Hike
    - Philosopher's Hike in Heidelberg

Additionally, 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 and in 2018 and 2019 will offer over 100 sailings on the Danube, Seine, Rhine, and Douro rivers.

- **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

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travel and hospitality industry. The company prides itself on making customer service its top priority, getting to know its guests on a first-name basis and creating lasting relationships.

- **Themed Cruises** – AmaWaterways offers travelers unique themed cruises unlike anything they have experienced before.
  - *Wine Cruises* – AmaWaterways will offer 50 hosted Wine Cruises in 2018 and 64 in 2019 in some of the Europe’s most beautiful destinations, including Austria’s UNESCO-designated Wachau Valley; France’s celebrated Bordeaux area and equally distinguished Côtes du Rhône region; Portugal’s Douro Valley, the oldest demarcated wine region in the world; and Germany’s breathtaking Rheingau, Franconia and Moselle regions. Each Wine Cruise is hosted by an expert wine hosts and features complimentary lectures, wine tastings and excursions to historic vineyards and cellars.
  - *Christmas Markets Cruises* – AmaWaterways’ magical holiday cruises on the Rhine and Danube from the third week of November until the end of December are a perfect way for people to 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 a lifetime.
  
- **New Ships and New Destinations** – AmaWaterways welcomed a new ship to its fleet in 2017 and one in 2018. The company will welcome three additional ships in 2019. These include:
  - *AmaKristina (2017)* on the Rhine, including stops at Europe’s world-famous Christmas Markets
  - *AmaLea (2018)* on the Danube, including AmaWaterways’ seasonal Tulip Time itinerary
  - *AmaDouro (2019)* on the Douro
  - *AmaMagna (2019)* on the Danube
  - *AmaMora (2019)* on the Rhine
  
- **New Itineraries and Trip Features**
  - Europe 2018:
    - *Rhine & Moselle Splendors* – seven-night cruise from Luxembourg to Basel with optional three-night land extension in Paris and Zurich
    - *Rhine & Moselle Delights* – ten-night cruise from Basel to Amsterdam with optional three-night land extension in Zurich
    - *Rhine & Moselle Fairytales* – eleven-night cruise from Amsterdam to Basel with optional three-night land extension in Zurich
    - *Danube Serenade* – seven-night cruise between Nuremberg and Vienna with optional three-night land extension in Prague and two-night land extension in Vienna



*AmaLea Stateroom*

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- *Medieval Treasures* – seven-night cruise from Basel to Nuremberg with optional three-night land extension in Zurich and Prague
    - *Magical Christmas Markets* – seven-night cruise between Nuremberg and Vienna with optional two-night land extension in Prague and Vienna
  - Africa 2018:
    - *Discover Africa* – Three nights in Cape Town, four-night wildlife cruise, two nights Victoria Falls
    - *Rivers & Rails of Africa* – Three nights in Cape Town, four-night wildlife cruise, two nights in Victoria Falls, two nights on the Rovos Rail train and one night in Johannesburg
    - *Stars of South Africa* – Three nights in Cape Town, four-night wildlife cruise, two nights in Victoria Falls, one night in Johannesburg and three nights in Kruger National Park
    - *Golden Trails of East Africa* – Two nights in Johannesburg or three nights Cape Town, four-night wildlife cruise, two nights in Victoria Falls and seven nights in East Africa
    - *Wildlife and the Falls* – One night in Johannesburg, a four-night African river safari, two nights in Victoria Falls, two nights in Johannesburg and three nights at a luxury safari lodge in greater Kruger National Park
  - Asia 2018:
    - *Charms of the Mekong - Upstream* - seven-night cruise from Ho Chi Minh City direction Siem Reap
      - 15-night cruise and land program: two nights in Ho Chi Minh City, seven-night cruise, two nights in Siem Reap, three nights in Hanoi and one night in Ha Long Bay
      - Ten-night cruise and land program: seven-night cruise from Ho Chi Minh City followed by three nights in Siem Reap
    - *Riches of the Mekong - Downstream* - seven-night cruise from Siem Reap to Ho Chi Minh City
      - 15-night cruise and land program: two nights in Hanoi, one night in Ha Long Bay, three nights in Siem Reap, seven-night cruise and two nights in Ho Chi Minh City
      - Ten-night cruise and land program: three nights in Siem Reap followed by a seven-night cruise to Ho Chi Minh City
  - Europe 2019:
    - Iceland Land Extension – Three-night Iceland land extension available starting in 2019 on select departures: Tulip Time, Paris & Normandy, Captivating Rhine, Rhine & Moselle Delights and Rhine & Moselle Fairytales. cruises and all Amsterdam to Basel departures on seven-, ten- and eleven-night itineraries.
- **Amenities and Excursions** – AmaWaterways offers a variety of complimentary amenities and excursions, including:
  - Wine, beer and soft drinks – Served on an unlimited and complimentary basis with every lunch and dinner on all AmaWaterways’ ships.

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- New for 2018 – Sip & Sail daily cocktail hour with complimentary wine, beer and spirits in Europe.
  - The Chef’s Table – This popular dining venue offers a unique 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. AmaWaterways recently launched a true tasting menu as part of the dining experience. The menu features three appetizers, main courses and decadent desserts.
  - 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 joining a French chef in Avignon and preparing a traditional dish together or learning first-hand how German Kölsch beer is made.
  - Biking and Hiking Tours – 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.
  - Exclusive Concierge Golf Program – Guests sailing on board *AmaMagna* on the Romantic Danube and Melodies of the Danube cruises may take advantage of the new exclusive concierge golf program.
- **Technology** – AmaWaterways brings new technology to the fingertips of all their guests. Travelers sailing onboard one of the line’s European vessels have access to its 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.
  - **Special Sales Promotions** – AmaWaterways features special limited-time promotions throughout the year on select sailings. In addition to ongoing sales promotions, AmaWaterways makes solo river cruising even more affordable by waiving the single supplement on selected staterooms for many of its sailings.
  - **Giving Back** – In partnership with Opportunities and Development thru Art (ODA, an established NGO in Cambodia), AmaWaterways provides financial support to a school in Siem Reap, Cambodia that provides young children with free English language instruction. As part of their 16-day Mekong River cruise, guests touring the Angkor Archaeological Park will have an opportunity to visit this school.

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### **Recent Notable Awards**

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

- 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
- 2017 *Recommend* Readers' Choice Awards - Best in River Cruise and Best Cruise Cuisine
- Cruise Critic 2017 Editors' Picks - Best River Cruise Line; Best For Active Cruisers
- *Town & Country* – 2017 Cruise Award Winner for Best Overall; Best Onboard Activities; Best On-Shore Activities; Best Food
- Travel Network Group – 2017 River Cruise Line of the Year
- *Porthole Cruise Magazine* – 2017 Best River Ship: *AmaKristina*
- AFAR 2017 Travelers' Choice Award Winner for Best River Cruise Line; Best Onboard Design
- CAA's 2017 Cruise Partner of the Year
- Nexion's 2017 Partner of the Year and Best River Cruise Line
- NACTA's 2017 River Cruise Line Partner of the Year
- *Virtuoso* – 2017 Cruise Line of the Year
- *Travel Weekly* 2017 Magellan Awards – Luxury Ship Restaurant Design – The Chef's Table – *AmaKristina* (Gold); Luxury Ship Cabin Design – *AmaKristina* (Gold); Cruise Expedition Itinerary – Wine Cruises (Gold); Cruise Expedition Shore Excursions – African Safaris (Silver); Overall River Cruise Ship – *AmaKristina* (Silver)
- ASTA's 2017 River Cruise Line Partner of the Year
- RiverBoatRatings.com - Best on Europe's Rivers Award for Best Value/Quality Ratio on Europe's Rivers; Best Shore Excursions for Foodies; Best River Boat Options for the Active Traveler; Best Riverboat Partnerships and Programs for Families
- *Travel Weekly* UK's 2017 Cool Cruises Award for Best River Cuisine
- *Global Traveler Leisure* – 2017 Lifestyle Award for Best River Cruise Line
- *TravelAge West* 2017 WAVE Award for Best Onboard Dining; Best New Ship, *AmaViola*; Best Shore Excursion; River Cruise Line Providing the Best Travel Agent Support
- 2017 Travvy Award Gold Winner for Best River Cruise Line Overall; Best River Cruise Ship, *AmaStella*; Best River Cruise Line, Europe; Best River Cruise Line, Africa; Best River Cruise Line, Asia

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