



AmaWaterways Press Kit 2019

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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 by *Berlitz: River Cruising in Europe* travel guide.

Founded in 2002 by river cruise pioneers Rudi Schreiner, Kristin Karst and the late Jimmy Murphy, AmaWaterways is the premier river cruise line on Europe's Danube, Douro, Main, Moselle, Rhine, Rhône, Garonne, Dordogne 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 has been another remarkable year for AmaWaterways with three new ships joining the fleet, including *AmaMagna*, offering a new dimension in river cruising along the legendary Danube. 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 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 and Southeast Asia, delivering the highest standards available for travel in these destinations. Through these unique sailings and the immersive pre- and post-cruise land programs associated with them, 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*, *AmaSiena* (2020), *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 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, Luxembourg, The Netherlands, Portugal, Rwanda, Romania, Serbia, Slovakia, South Africa, Spain, Switzerland, Tanzania, Turkey (2020), Vietnam and Zimbabwe.

AmaWaterways prides itself on personalized service and believes that's what continues to set the company apart from the competition. Destinations, ships, rivers and tours 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 that AmaWaterways has become known, co-owners Karst, Schreiner and Murphy invest a lot of their personal time overseeing the ways that the company selects, trains and provides guest feedback to the Cruise Managers and onboard teams. As AmaWaterways grows and the industry itself grows, 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, working from headquarters in Calabasas, California, operations in Basel, Switzerland and the U.K. sales office. Over 1000 crew members of all nationalities provide exemplary service onboard the ships.

For more information, visit www.AmaWaterways.com.

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Executive Profiles



Rudi Schreiner, President and Co-Owner

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 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 become one of the leading executives in the river cruise industry. After obtaining her degree in the Economics of Tourism & Business Management and 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 and received the prestigious “Person of the Year” award from the Family Travel Association in 2018.



Gary Murphy, Senior 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. In 2013, Murphy was appointed to vice president, sales and has continued to grow with the company becoming Senior Vice President Sales in 2019.

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Kevin Duffin, Chief Financial Officer

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



Janet Bava, Chief Marketing Officer

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

Leadership Team



Ron Santangelo
Vice President, Business Development



Khanh Santos
Vice President, Marketing

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Joemar Dacanay
Vice President, Information Technology



Jon Burrows
Vice President, Operations



Bronwyn McKindley
Vice President, Reservations



Alex Pinelo
Vice President, Sales



Brenda Kylo
Vice President, Strategic Alliances



Stuart Perl
Managing Director, UK Office



Wade Korzan
Managing Director, European Operations



Leo Starico
Manager, European Operations

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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, second and third edition of the *Berlitz: River Cruising in Europe* travel guide. The company's European fleet also dominated the top ten rankings in the latest edition, securing the coveted No. 1 spot with *AmaKristina* and underscoring its position as an innovative industry pioneer and provider of unparalleled river cruise experiences.

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.
- Four sister ships launched since 2016, feature the river cruise industry's first connecting staterooms designed to meet the needs of multigenerational families.
- In 2019, three new ships have launched, including *AmaDouro*, *AmaMora* and *AmaMagna*, offering a new dimension in river cruising at 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 Boutique 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

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- Ships offering lounges with panoramic windows to view the ever-changing scenery; multiple dining venues, including the exclusive Chef's Table specialty restaurant; Sun Deck with swim-up bar; whirlpools; 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)
- 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 complimentary onboard all ships
- Plus, exclusive to *AmaMagna*, alternative dining venues include *Jimmy's* and *Al Fresco*
- Hand-selected complimentary unlimited wine chosen daily 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, 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, cooking demonstrations and onboard performances tailored to the destination
- Wide choice of included expertly guided shore excursions with personal audio headsets
- Complimentary high-speed Wi-Fi on board and Entertainment-On-Demand center in all staterooms
- Exclusive Special Interest Tours, expanded guided bicycle and hiking tours (bicycles and helmets provided) as well as walking tours geared for different activity levels (regular, active and gentle walkers)
- Optional pre- and post-cruise land extension for every cruise, with new ways to explore fascinating cities such as Paris, Prague, Madrid, Lisbon, Bucharest, Amsterdam, Budapest, Munich and Zurich and new for 2020, Istanbul

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Story Angles

- **First-Ever TV Commercials** – In May, AmaWaterways launched a new multi-platform, multi-phased advertising campaign across NBC stations in New York (WNBC), Los Angeles (KNBC) and Miami (WTVJ). For the campaign, AmaWaterways teamed up with LX.TV and Skycastle, in-house production teams that serve NBC owned television stations, to create customized spots and specialized segments about AmaWaterways’ ships that showcase the luxury cruise line’s experiential appeal of cruising along the world’s most iconic rivers. AmaWaterways also will be integrated into NBC Owned Stations Lifestyle programming with a national integration in Open House and a fully devoted episode of nationally distributed 1st Look. In 2020, AmaWaterways will expand its linear/digital advertising campaign to NBC owned stations in Philadelphia, Dallas/Fort Worth and San Diego.
- **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 bringing together enthusiasts who share the same values of quality, fine dining, the 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 a recently inducted 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 ensuring 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
 - Bratwurst and beer tasting at the oldest brewery in Nuremberg
- **A New Dimension in River Cruising, The Incomparable *AmaMagna*** – No stranger to innovation, AmaWaterways expanded its fleet this year by introducing *AmaMagna*, the newest and most luxurious ship on the Danube. *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.

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

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whirlpool and sky bar. All sun deck facilities are easily accessible via an innovative pop-up elevator serving all four decks.

- **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 walking track offer an opportunity for guests to continue with their exercise routine, even while on vacation.

From core strengthening, resistance band workouts and sunrise stretching classes to guided biking and hiking tours, guests onboard AmaWaterways’ luxury river cruises 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 lectures on how to incorporate wellness into everyday life.

AmaWaterways also offers healthy food options and can accommodate dietary restrictions and preferences. Options include:

- Gluten-free, low-sodium and vegetarian options
 - Vitamin shots and smoothies at breakfast
 - Hydration stations with infused citrus and gemstone water
 - Daily fresh baked bread - whole grain and brown varieties
- **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. The new *AmaMagna’s* expanded Zen Wellness Studio also offers manicures and pedicures.
 - **Biking, 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

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- 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 2019 and 2020 will offer more than 120 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 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, such as:
 - *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. AmaWaterways welcomes children as young as 4 years old, making it a great choice for multi-generational travel.
 - *Jazz Cruise* – AmaWaterways is debuting a special holiday cruise hosted by Smooth Jazz Artist of the Year, world renowned trumpeter and record producer Rick Braun departing December 13, 2019. On this one-of-a-kind *Magical Christmas Markets* cruise onboard *AmaSonata*, Braun will enchant guests with holiday favorites, standards, and some of his award-winning jazz hits during four evening performances as they travel from Vienna to Nuremberg and visit Central Europe's unforgettable Christmas Markets.

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- *Wine Cruises* – AmaWaterways will offer 64 hosted Wine Cruises in 2019 and 70 in 2020 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.
- *Loyalty Appreciation Cruises* – AmaWaterways will be celebrating its first-ever Loyalty Appreciation Month in November with a series of cruises enhanced with exclusive events planned to recognize and celebrate returning guests. Five ships, *AmaLea*, *AmaStella*, *AmaKristina*, *AmaMora* and *AmaMagna* will welcome guests on six special cruises on the Danube and Rhine during the month of November – including a Christmas Markets cruise. In addition to the benefits received as part of AmaWaterways Loyalty Program, returning guests on these designated cruises will be offered a choice of one of four Loyalty Offers, exclusive events and unique experiences in different ports as well as many unexpected surprise and delight touches that AmaWaterways is known for.
- **New Ships and New Destinations** – AmaWaterways welcomed *AmaLea* in 2018 and has welcomed three additional ships this year. These include:
 - *AmaDouro* (2019) on the Douro, offering seven-night *Enticing Douro* cruises through one of Europe’s most unspoiled areas.
 - *AmaMagna* (2019) on the Danube, offering seven-night round trip *Melodies of the Danube*, seven-night *Romantic Danube* cruises and seven-night *Christmas Markets on the Danube* cruises.
 - *AmaMora* (2019) on the Rhine, offering seven-night *Enchanting Rhine*, seven-night *Captivating Rhine* cruises and seven-night *Christmas Markets on the Rhine* cruises.

In 2020, AmaWaterways will welcome *AmaSiena* to the European fleet. The 156-passenger ship will sail the Rhine, Main and Moselle rivers, and like her sister ships, *AmaMora* (2019), *AmaLea* (2018) and *AmaKristina* (2017), *AmaSiena* will feature connecting staterooms, generous personal space, luxury amenities and award-winning dining choices such as AmaWaterways’ signature regionally-inspired cuisine in the Main Restaurant and The Chef’s Table Restaurant.

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- **New Trip Extensions** –
 - AmaWaterways offers an optional pre-cruise extension for every cruise, with new ways to experience landmark cities like Paris, Prague, Madrid, Lisbon, Bucharest, Amsterdam, Budapest, Munich and Zurich and new for 2020, Istanbul.
 - New pre-cruise extensions, including destinations such as Bilbao and San Sebastian, Spain prior to embarkation on its *Taste of Bordeaux* itinerary.
 - New post-cruise option in Rwanda for all five African itineraries, giving guests the chance experience Kigali and Volcanoes National Park, which is home to rare Silverback Mountain Gorillas and Golden Monkeys.
- **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.
 - 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 providing access to five of Europe’s most prestigious courses.
 - Vow Renewal Program – Guests sailing on board *AmaMagna* on the *Romantic Danube* and *Melodies of the Danube* cruises can reserve a new Vow Renewal celebration package.
- **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.

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- Most recently, AmaWaterways introduced a new app called *myAmaCruise* that combines itinerary and excursion information, daily cruise updates, a photo library and social media sharing.
 - In addition to the launch of the app, those staying in spacious suites on the revolutionary *AmaMagna* can also enjoy mobile Wi-Fi devices that allow complimentary internet connection as they explore the most breathtaking and culturally rich towns and villages throughout Europe.
 - *AmaMagna* also showcases an innovative 10-engine design technology which greatly reduces noise and vibration and could reduce fuel consumption by up to 20%, depending on river conditions.
- **Sponsorships** – AmaWaterways is the proud Leading Sponsor of several PBS’ series including “Plates & Places with Joanne Weir” and “Places to Love with Samantha Brown.” In 2019, guests are invited to join the leading ladies on special *AmaMagna* sailings listed below:
 - **Samantha Brown, *Romantic Danube* July 14 –21, 2019:** TV personality and Godmother to the luxurious *AmaMagna*, Samantha enjoys the authentic side of travel that brings the passion of the people and the soul of a place to life. Onboard this special cruise, Brown will share those experiences with AmaWaterways guests and give insider tips and stories during two engaging presentations on how to appreciate the essence of travel
 - **Leslie Sbrocco, *Melodies of the Danube* November 10-17, 2019:** An award-winning author, speaker, consultant, and television host, Leslie Sbrocco, is known for her entertaining approach to wine and food. Voted as one of the Top 20 most influential people in the American wine business by *intowine.com*, Sbrocco will host an exclusive Wine Cruise leading energetic discussions and special tastings onboard the luxurious *AmaMagna*.
 - **Giving Back** – In partnership with Opportunities and Development thru Art (ODA, an established NGO in Cambodia), AmaWaterways provides both financial and supplies support to a school in Siem Reap, Cambodia that offers young children free English language instruction and computer education. AmaWaterways also aids in continuing education for teachers at the school.

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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:

- *TravelAge West's* 2019 WAVE Award Winner for "Best River Cruise Line with Highest Guest Satisfaction", "Best Onboard Dining" (River Cruise), "Best River Cruise Line for Families" and "Best New Ship" (River Cruise: *AmaLea*)
- 2019 *Fodor's Travel* Award Winner, "Best River Cruise" (Runner-up)
- TRAVVY Awards 2019 Gold Winner for "Best River Cruise Line Overall;" "Best River Cruise Ship, *AmaLea*;" "Best River Cruise Line, Europe;" "Best River Cruise Line, Africa;" "Best River Cruise Line, Asia"
- *Travel Weekly* 2018 Reader's Choice Awards for "Best River Cruise Ship, *AmaKristina*"
- Cruise Critic's 2018 Editor's Pick Award for "Best River Cruise Line for Active Cruisers"
- *Porthole Magazine's* 2018 Reader's Choice Award for "Best River Cruise Ship, *AmaCerto*"
- *Recommend's* 2018 Reader's Choice Award for "Best Overall River Cruise"
- *Prevue Meetings + Incentive's* 2018 Visionary Award for "Best Wellness at Sea Experience/Program"
- Thrillist's 2018 "Best River Cruise"
- Ensemble's River Cruise Partner of 2018
- *AFAR Magazine's* 2018 Traveler's Choice Award for "Best River Cruise Line"
- American Society of Travel Advisor's 2018 "Supplier of the Year" and "River Cruise Line of the Year"
- Virtuoso's 2018 "River Cruise Line of the Year"
- *TravelAge West* WAVE Award for "Best Onboard Dining," "Best River Cruise Line for Families," "River Cruise Line with the Highest Client Satisfaction" and "Best New Ship, *AmaKristina*"
- TTG Luxury Travel Awards for Premium Cruise Line of the Year
- 2018 TRAVVY Award Gold Winner for "Best River Cruise Line Overall;" "Best River Cruise Ship, *AmaKristina*;" "Best River Cruise Line, Europe;" "Best River Cruise Line, Africa;" "Best River Cruise Line, Asia"
- *Condé Nast Traveler* 2018 Gold List for "World's Best Cruises"
- *TravelAge West* 2017 WAVE Award for "Best Onboard Dining"
- *Travel Weekly* 2017 Magellan Gold Award for "Luxury Ship Restaurant Design" (*AmaKristina*: The Chef's Table); "Cruise Expedition Itinerary" (Wine Cruises)
- *AFAR* 2017 Travelers' Choice Award for "Best River Cruise Line;" "Best Onboard Design"
- *Town & Country* 2017 Cruise Award for "Best Food;" "Best Overall;" "Best Onboard Activities;" "Best OnShore Activities"
- *Porthole* 2017 Cruise Readers' Choice Award for "Best River Ship, *AmaKristina*"

MEDIA CONTACTS:

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All other AmaWaterways inquiries please contact:
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678.631.9974
AmaPR@hemsworthcommunications.com



- TRAVVY Awards 2017 Gold Winner of “Best River Cruise Line Overall”; “Best River Cruise Line, Europe /Asia / Africa”; “Best River Cruise Ship, *AmaStella*”
- Cruise Critic 2017 Editors’ Pick “Best River Cruise Line;” “Best For Active Cruisers”
- Member of La Confrérie de la Chaîne des Rôtisseurs since 2011
- Member of La Connétablie de Guyenne

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