



AMA WATERWAYS™

Beyond

SUMMER / FALL 2019

THE RIVER BANKS

An Exclusive Magazine for Guests

INSIDE:

AMAMAGNA:
SHE'S FINALLY
HERE

CHRISTMAS
MARKETS
CRUISES

MEKONG
MEMENTOS
AND BEYOND



DEAR VALUED TRAVELER,

What an exciting summer we have had! First, we christened our new AmaMagna on the Danube River, followed by the christening of the AmaMora on the Rhine River one week later. We're thrilled to share photos from their Christening Ceremonies, as well as an inside look at AmaMagna and her brand new 2020 itinerary, in the pages to come.

We are very much looking forward to celebrating you, our valued past guests, this November during our first-ever Loyalty Appreciation Month, so read more about the festivities in this issue. Plus, find out which European Christmas Markets are Kristin's favorites in our special section on Holiday Cruises.

Whether we had the pleasure of welcoming you on board this season already or we're awaiting your return on a future cruise, we look forward to you joining us again soon.

Warm regards,

RUDI SCHREINER
Co-Founder and President

KRISTIN KARST
Co-Founder and EVP

GARY MURPHY
Co-Owner and SVP, Sales



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FROM THE BRIDGE

AN EXCLUSIVE INTERVIEW
WITH AMALYRA'S BELOVED
CAPTAIN GEOFFREY



In a rare pre-season moment of repose, we had the opportunity to interview our own Captain Geoffrey about his experience and what he loves the most about cruising with AmaWaterways.

“In the end, a ship is just material – the crew gives the ship a heart.”

You’ve been an esteemed member of our family for seven years. What inspired you to become a river ship Captain?

I come from the sea. I served eight years on the west coast of Africa on a landing craft ship following some political conflict. Later, I spent two years on a supplier tanker ship in the Persian Gulf. When my first daughter was born, I came back to France and started working as a sailor aboard beautiful river ships on the Rhône River. I passed my license to become a Captain. This summer I am celebrating my 22nd anniversary on river ships. I am very proud.

What do you love about river cruising?

I like visiting different cities without unpacking multiple times. We stop at beautiful locations along the river, but my favorite moments are when we are cruising along, enjoying the incredible scenery.

Guests love our family atmosphere. How do you accomplish this on board?

A strong relationship between our offices, the Captain, Hotel Manager and Cruise Manager sets the tone on board. That family feeling we cherish is passed on to our guests. Everyone has the same mission, to create magical moments for every guest — and each crew member plays an equal role in accomplishing that.

What makes the AmaLyra feel like your second home?

It’s a family reunion at the start of each season. We spend a lot of time together and our friendships on board



Opposite and below: Captain Geoffrey **Above:** Captain Geoffrey with Leo Starico, Manager of European Operations, and Wade Korzan, Director of European Operations, at Monet’s Gardens in Giverny, France

continue on land. Being a crew member with AmaWaterways means you are part of something very special. And our guests become part of the AmaLyra family as soon as they step on board.

What is your favorite moment of every cruise?

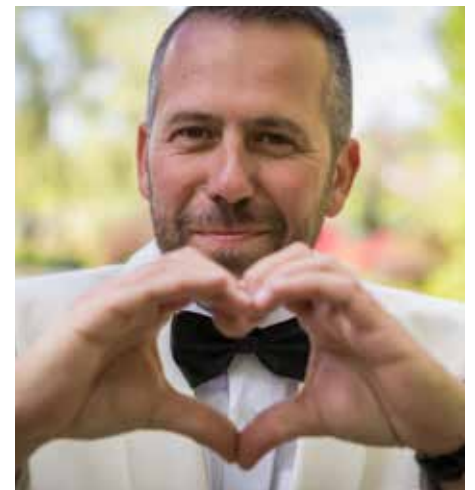
The crew farewell on the last night when the guests get to see all the people from behind the scenes who take care of them every day. To see the positive reaction from the guests and the smiling faces of the crew is very special. In the end, a ship is just material — the crew gives the ship a heart.

What inspires you the most about the AmaLyra?

When you walk on board you can feel the positive energy that comes from the crew. Walking across the Sun Deck in the morning is the best moment of the day for me — and I get to do that every day!

As Captain of the AmaLyra, you exclusively sail on the Seine River. Do you discover something new each time you return?

Everybody knows Paris is the world’s most romantic city. When the ship returns at the end of the week and we slowly cruise toward the Eiffel Tower —



that moment is still magical to me, even though I have experienced it thousands of times.

What makes your heart sing outside of the nautical world?

I’m French, so French food and cooking are my big passions. When I’m at home, I change out of my Captain’s uniform and put on my “father uniform.” I have two beautiful daughters.

Sail with Captain Geoffrey on our 7-night *Paris & Normandy* cruise!

LIGHTS, CAMERA, ACTION!

BY BRENDA KYLLO

AmaWaterways' Vice President of Strategic Alliances and proud Godmother of AmaSonata

As the AmaWaterways family grows, we are always looking to collaborate with special people who love our brand and can help tell our story to new travelers.

Early this summer, I was excited to sail with Chef Joanne Weir aboard the AmaMagna. It was fascinating watching her film cooking segments in interesting locations as we made our way from Vilshofen, Germany to Budapest, Hungary. All the footage will be combined into several episodes for Season 3 of *Plates & Places* launching January 2020. It was such a pleasure for her to cook in the new AmaMagna's Chef's Table restaurant with its perfect open "show kitchen" that allows you to see the culinary magic being prepared and interact with our talented chefs.

Filming on board may look easy but it involves a lot of heavy equipment and hours of preparation just to catch that right moment! During this cruise, guests were invited to join the filming of the cooking segments and many stayed behind to chat with Joanne about her cooking experiences,



From top: Brenda Kyлло with Chef Joanne Weir on board AmaMagna; Chef Joanne Weir films *Plates & Places* at The Chef's Table specialty restaurant aboard AmaMagna; Chef Weir attends the Captain's Farewell Reception aboard AmaMagna

“I love preparing food and teaching cooking classes, but my favorite part is sharing whatever I prepare with friends and family.”

including the time spent with Alice Waters at the famed Chez Panisse Restaurant in Berkeley, California. Our own Hungarian-born Corporate Chef Jozsef proudly shared his recipe for Chicken Paprikash (see side panel) which will be included in one of the new episodes.

This was Joanne’s third cruise with us and, as always, she was joined by some friends and family who helped her try out all the new restaurants. While she loved the fresh, light, vegetable-forward menu of the Al Fresco restaurant, she was particularly fond of Jimmy’s. “I love preparing food and teaching cooking classes, but my favorite part is sharing whatever I prepare with friends and family. The relaxed family-style dining in Jimmy’s encourages the sharing of stories and laughs at the same time as the plates of delicious food are passed around. With the attentive personalized service from head waiter Bain and his team, we really felt part of the AmaFamily.”

A big thank you to our guests who graciously agreed to participate in all our onboard filming. We encourage you to continue sharing your special AmaMemories with friends and family — especially over good food and wine!



Corporate Chef Jozsef with Chef Joanne Weir on board the AmaMagna

CHICKEN PAPRIKASH RECIPE

- 2 tablespoons sunflower or other neutral oil
- 1 large yellow onion, finely chopped
- 3 bay leaves
- 4 cloves garlic, minced
- 4 tablespoons sweet paprika
- 3/4 teaspoon hot paprika
- 1 cup diced tomatoes, fresh or canned
- 1 cup diced Hungarian peppers
- 12 skinless, boneless chicken thighs, about 2 pounds, cut into 1-inch pieces
- 2 cups chicken stock, preferably homemade
- Kosher salt and freshly ground black pepper
- 1/4 cup Greek yogurt
- 1/4 cup sour cream
- 1 pound store-bought egg noodles
- 1 tablespoon unsalted butter
- Flat leaf parsley leaves as a garnish

Heat a large heavy Dutch oven over medium high heat. Add the oil and heat until it begins to smoke. Add the onions and bay leaves and cook for 5 to 7 minutes until golden brown. Add the garlic and cook for 10 seconds. Add the sweet and hot paprika, tomatoes and peppers and cook for 1 minute.

Add the chicken pieces and enough chicken stock to cover the vegetables and simmer for 10 to 15 minutes. Season with salt and pepper.

In the meantime, bring a pot of salted water to a boil. Add the noodles and cook until tender. Toss with butter and salt.

In a small bowl, stir the yogurt and sour cream together.

To serve, place the noodles in a bowl. Make a well in the center of the noodles and spoon some of the chicken paprikash into the well. Place a dollop of the sour cream/yogurt onto the top. Garnish with parsley.

Serves 6



THE BIG ADVENTURE CONTINUES

PART TWO OF A TWO-PART STORY



READ PART ONE: *The Big Adventure is Not Dead*
at amawaterways.com/magazines/spring-2019

“It was the realization of a lifelong dream to both build my own river ship and show people the world from a unique perspective.”

In July 2002, our Co-Founders Rudi Schreiner, Kristin Karst and the late Jimmy Murphy sat together in a one-room office. With passion in their hearts and a vision to show people the world one river at a time, they formed their river cruise company. “Our roles were clearly defined,” said Kristin. “Rudi would design and build the ships, I would fill them, and Jimmy would provide both of us the guidance and wisdom we would need to turn this dream into a reality.”

From the beginning, our dynamic leaders wanted to create a river cruise experience they, themselves, would love. That meant excellent food and wine, comfortable and tasteful decor, ample space in which to relax, and staterooms with maximum views to enjoy the ever-changing countryside.

Similarly, it meant listening to guest feedback and taking it to heart, creating enhancements and innovations, from a fleet of complimentary bicycles to The Chef’s Table specialty restaurant.

Timeline: A Trio Grows

By 2005, AmaWaterways opened another office in Vienna, Austria, to handle our operations; and in



Top, from left: Gary Murphy, Kristin Karst, Jimmy Murphy and Rudi Schreiner **Above, from left:** Jimmy Murphy; Marian and Koert Kamphuisen, shipbuilding partners; Kristin Karst; Rudi Schreiner; and Sheila Murphy

2006, we had our first fully-owned and operated ship, the AmaDagio, designed by Rudi, whose previous ship design credits included the raft he sailed down the Amazon River some three decades earlier. “It was the realization of a lifelong dream to both build my own river ship and show people the world from a unique perspective,” said Rudi.

AmaWaterways started to gain a following. With a small group of employees in our intimate office in Chatsworth, California, Rudi, Kristin and Jimmy recognized the need to expand accommodations for growth, so in 2013, we moved to the top floor of our current office in Calabasas.

THE BIG ADVENTURE CONTINUES

A Legacy of Love

Jimmy, known lovingly around the California office as Mr. Murphy, passed away in 2014. The legacy he left was one of greatness, and although the heart of the AmaWaterways family mourned, it also continued to grow in his memory. With the help of Jimmy's son, Gary Murphy, who now finds success in his role as Senior Vice President of Sales, the U.S. team expanded, taking over the entire Calabasas office building by 2017 and accounting for approximately 300 employees worldwide. "It's been inspiring to see employees who worked with Dad at the very beginning still working with AmaWaterways and continuing on his legacy today. He would be touched that so many of them are still a part of our AmaWaterways family," said Gary.

Though oceans separate AmaWaterways' teams in Europe and the U.S., our leaders maintain a close connection with the people who make up our diverse family-owned and-operated company.

"Dining aboard the new AmaMagna with Rudi and Kristin was deeply moving to me," said Leo Starico, Manager of European Operations. "It made me remember dining together in 2005 and that we are still as much a family company today as we were back then."

"Working for AmaWaterways since 2003 has meant the world to me," said Wade Korzan, Director of European Operations. "It's changed and shaped my life in so many ways and my enthusiasm and passion only grow each season."



Top: Co-Founders Kristin Karst and Rudi Schreiner **Above:** Leo Starico, Rudi Schreiner, Wade Korzan and Leo's nephew Augustus Starico celebrate the holidays, 2006

The Innovations Continue — Another Dream Realized

In 2019, another of Rudi's dreams came true — the AmaMagna. Twice the width of traditional European river cruise ships, the AmaMagna is a distinctive evolution of AmaWaterways' fleet.

Real innovation was thought to be virtually impossible because river ships couldn't be any wider than the locks in which they travel through on the rivers and other inland waterways. However, the mighty Danube is exceptional as many of the locks on the Danube are twice as wide as any of the other rivers in Europe. So, Rudi seized this opportunity to design a prototypical river ship — the AmaMagna.

The Godfather of River Cruising

Without Rudi's vision and passion, river cruising may not exist as we know it today. Recognized as the "Most Innovative Cruise Executive" and presented with the prestigious "Lifetime Achievement Award" by Cruise Lines International Association (CLIA), our kind-hearted patriarch, the so-called "Godfather of River Cruising," always looks toward the future. Together, our leaders Rudi, Kristin and Gary have never lost sight of what is important: the warm, inviting atmosphere that welcomes our guests, dedicated travel advisors, staff and crew into our extraordinary AmaWaterways family.

Discover what makes AmaWaterways' latest innovation, AmaMagna, so unique and special on the pages to come!



From top: Rudi receiving his Lifetime Achievement Award at a CLIA event, 2016; AmaWaterways' Global Summit; AmaMagna sailing the Danube River, Bratislava, Slovakia



SHE'S FINALLY HERE!

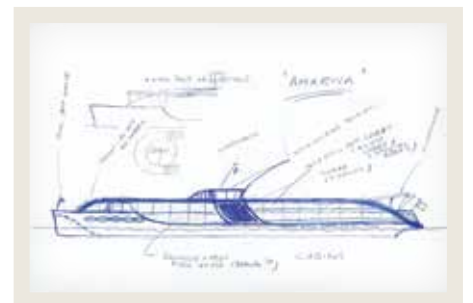
THE CHRISTENING, AN INSIDE LOOK, JIMMY'S RESTAURANT AND FIRST IMPRESSIONS FROM SOME OF AMAMAGNA'S PREMIER GUESTS. PLUS, NEW ITINERARY ALERT: *MAGNA ON THE DANUBE*.





*“I’ve had
this unique
ship on my mind
for many years
and am confident
that now is the
time to introduce
my vision.”*

— RUDI SCHREINER,
Co-Founder & President,
AmaWaterways



A sketch of what would later become AmaMagna drawn by Rudi on a cocktail napkin

CHRISTENING

The AmaMagna was christened by our esteemed Godmother Samantha Brown, the Emmy®-winning host of PBS's *Places to Love*, on July 11, 2019 in Grein, Austria. This momentous history-making ceremony was planned to perfection by our European office in Basel, Switzerland, led by Wade Korzan, Director of European Operations, and Leo Starico, Manager of European Operations.



Above from left: Co-Owner & SVP of Sales, Gary Murphy; Senior Managing Director, Certares, Colin Farmer; Co-Founder & President, Rudi Schreiner; Godmother Samantha Brown; Co-Founder & EVP, Kristin Karst; Captain Jan de Bruijn; Godmother of AmaCello, Susan Murphy; Managing Director, APT Group, Chris Hall; and Mayor of Grein, Rainer Barth



1

1 Fireworks illuminate the sky over Grein, Austria 2 Wade Korzan, Director of European Operations, speaks at the Christening Ceremony 3 Leo Starico, Manager of European Operations, with local brass band musicians 4 Aerialists perform on AmaMagna's Sun Deck as part of the celebration 5 Co-Founders Kristin Karst and Rudi Schreiner 6 Godmother Samantha Brown dodges the aftereffects of a successful Champagne bottle break on the ship's hull 7 A local priest in Grein, Austria, blesses the ship 8 AmaMagna sails through Austria's UNESCO-designated Wachau Valley



2



4



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3



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7



8

AN INSIDE LOOK

“The AmaMagna shattered all of our misconceptions about river cruising. We loved our spacious stateroom, the dining options and the delicious food, the small group excursions and the crew. We got to see four countries in a week while traveling in luxury! There was so much to do every day; I never even cracked open the book I brought to read.”

— BECKY T., Guest

“The AmaMagna sparkles from the heart of the house to the head of the house. A truly wonderful experience.”

— RITA D., Guest

“I’d never seen anything like it in my life. I’ve been on ocean cruise ships — they look nothing like AmaMagna. It was beautifully done.”

— LEE S., Guest



Zen Wellness Studio

- Top-of-the-line fitness equipment
- Ample space for group classes led by a professional Wellness Host
- Floor-to-ceiling retractable windows
- Outdoor spin bikes
- Two massage rooms
- Manicure/pedicure services
- Refreshing juice bar



4

Sustainability Facts

AmaMagna was designed with the environment in mind. The ship features 10 fuel-efficient diesel/electric hybrid engines, energy-efficient LED lighting, glass water bottles in the staterooms, tetra-pak water containers for tours and biodegradable paper straws, significantly reducing single-use plastics.



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5



7

1 One of AmaMagna's 355 sq. ft. suites 2 Onboard cinema 3 Spin bikes outside the Zen Wellness Studio 4 Sun-deck pool and whirlpool 5 AI Fresco Restaurant 6 Sun-deck herb garden 7 One of two fireside libraries



Jimmy Murphy with children Sharon (left) and Gary (right)



HONORING DAD ABOARD AMAMAGNA:

A TOAST TO JIMMY MURPHY

BY SUSAN MURPHY

AmaWaterways' late Co-Founder, Jimmy Murphy, is the namesake for AmaMagna's new family-style restaurant, Jimmy's. His daughter Susan, Godmother of AmaCello, reflects on this honor as well as a special toast held inside Jimmy's during AmaMagna's Christening Cruise.



After a remarkable life-long career in the travel industry, Dad would be so thrilled AmaMagna is so innovative and AmaWaterways is once again setting the standard. He would take great pride in Rudi, Kristin and Gary being on the cutting edge.



From top: AmaWaterways' late Co-Founder, Jimmy Murphy; Susan Murphy and her daughter Anna at Jimmy's; Neon restaurant sign with Jimmy's silhouette; Gary Murphy speaks from the heart

Setting foot inside Jimmy's Restaurant, in a way, felt like coming home. The photos of Dad and our family up on the wall made Gary and me feel so grateful. The atmosphere was relaxed, friendly and welcoming, with an understated elegance — all traits that would describe Dad. The interior designer knew Dad well and it shows.

A TOAST TO JIMMY MURPHY



Top: Jimmy Murphy with a PanAm aircraft **Above:** The Murphy clan on vacation in Jerusalem, 1977

*"Dad always wanted
to be remembered –
and I'm so appreciative
we have Jimmy's
Restaurant."*

— GARY MURPHY,
Co-Owner and
Senior Vice President, Sales

The tables, lighting, furnishings and fabrics all come together to create a gorgeous welcoming space. The family atmosphere of the restaurant is so fitting to who Dad was.

When he wasn't traveling for work, Dad was home every night for dinner. He would literally be walking in the door when his plate was being put on the table. The six of us had lively conversations — and you couldn't get a word in edgewise with free-flowing conversation around the table. It was the same at Jimmy's! In fact, it was conversations — and curiosity — that kept Dad young. He drove to the office in Calabasas from Pacific Palisades, and on his way, he would pick up day laborers and hitchhikers. We were nervous it would be unsafe, but Dad loved hearing their stories and having someone to talk to on the way to work.

Many of AmaWaterways' staff describe him as kind and the consummate gentleman. He went out to lunch every day and would often walk out into the different office departments and ask somebody to join him, forging relationships that lasted years. He also



loved getting to know everyone involved with creating AmaWaterways' ships — from the designers and builders to the hotel management and nautical engineers to the Cruise Managers. Dad would be so touched the name of the restaurant was chosen by AmaWaterways' staff, and that they'd honor their bond with him this way is very heartwarming to our whole family.

This restaurant is such a lovely honor and keeps him very much a part of the company. Each night the waiter comes by to every table to say a few words about Dad's role as a Co-Founder of AmaWaterways. It makes everyone feel they are somewhere very special.

The food was, of course, delicious and plentiful, but also homier, with guests asking to have plates passed down for seconds. The wine pairings were excellent. The challenge is to keep the waiter from filling the glass the minute one's head is turned!

Finally, it was wonderful having my daughter Anna at the event. It was lovely to have a representative of the next Murphy generation to participate in the toast with so many who respected and cared for "Grandad." Of course, now the rest of the Murphy clan wants to dine at Jimmy's!



Top: A family table set at Jimmy's Restaurant
Above: Susan Murphy gives a toast



NEW ITINERARY ALERT:

MAGNA ON THE DANUBE

There's no doubt about it: the AmaMagna is truly extraordinary — and, as such, she needed her own unique itinerary. That's why our Co-Founder and President Rudi Schreiner personally curated the *Magna on the Danube*, a new 7-night itinerary from Budapest, Hungary to Vilshofen, Germany (or reverse), available in 2020.

This distinctive sailing includes daytime scenic cruising through

the Danube Bend, a magnificent stretch with a dramatic turn between rocky hills in Dunakanyar, Hungary. There's no better way to enjoy the awe-inspiring scenery than from the comfort of one of AmaMagna's full-balcony suites — precisely why Rudi saved them for a special sailing on this equally special ship.

In addition, *Magna on the Danube* offers both returning guests and those new to the Danube River

an in-depth glimpse into Vienna's Baroque splendors with an included excursion to the royal Habsburgs' Schönbrunn Palace and Gardens. Built in the 18th century as an imperial summer residence, this magnificent 1,441-room Baroque palace is one of the most important architectural, cultural and historical monuments in Austria. You'll see the living quarters of the emperors, which still contain their original furnishings, as well as a collection of carriages used by the



Opposite page: Spitz, Austria **This page, from top:** Schönbrunn Palace interior; Krems, Austria, docking location for Budapest to Vilshofen departures; Klosterhof, Spitz, Austria

imperial family and Viennese court. Plus, tour the equally impressive gardens, built around an artesian well from which the palace draws its name (Schönbrunn = “beautiful spring”). This attractive outdoor space encompasses a variety of botanical specimens, sculptures of deities and virtues, a maze, an arboretum and even a small zoo popular with local families.

And, while in Austria, you’ll be treated to an intimate wine festival in Spitz — an exclusive AmaWaterways experience that includes the chance to taste the region’s famous Grüner Veltliner and Riesling wines.

We’re so excited to introduce you to these incredible new sites and welcome you on board AmaMagna.

To learn more or to book *Magna on the Danube*, contact your preferred travel advisor or visit AmaWaterways.com today!

CHRISTENING

One week following the christening of AmaMagna, AmaMora was christened on July 18, 2019 in Lahnstein, Germany along the Rhine River. With beautiful Stolzenfels Castle as the backdrop, Godmother Libbie Rice, Co-President of Ensemble Travel Group, was on hand to give our newest ship the warm welcome she deserved.



Above from left: Tom Botts, Rudi Schreiner, Kristin Karst, Lahnstein Mayor Adalbert Dornbusch, Godmother Libbie Rice and Captain Sjaak Van der Weide



1 Co-Founders Kristin Karst and Rudi Schreiner thank Godmother Libbie Rice **2** AmaMora sails through the castle-laden Rhine, Germany **3** A local priest blesses the ship **4** Godmother Libbie Rice celebrates a successful Champagne bottle break **5** Local entertainers dance for the crowd **6** Co-Founder and President Rudi Schreiner gives a speech at the Christening Ceremony **7** Godmother Libbie Rice and Kristin Karst disembark AmaMora **8** Godmother Libbie Rice and Tom Botts

EXPLORING THE CHRISTMAS MARKETS



INSIDE: CO-FOUNDER KRISTIN KARST'S YULETIDE MEMORIES, SPOTLIGHT ON GENGENBACH — A GUEST FAVORITE AT CHRISTMASTIME, AND WHY YOU SHOULD CONSIDER BOOKING AN UNFORGETTABLE CHRISTMAS MARKETS OR NEW YEAR'S CRUISE.



From top left: Guests enjoying the snow in Dürnstein, Austria; Grand Christmas tree, Prague, Czech Republic; Christmas Market, Vienna, Austria



YULETIDE MEMORIES

**AMAWATERWAYS' CO-FOUNDER AND EVP KRISTIN KARST
SHARES WHAT SHE FINDS MOST NOSTALGIC ABOUT THE HOLIDAY SEASON**

For me, Christmastime was always the most magical time of the year. In Dresden, Germany, where I grew up, there was lots of snow falling, which made the holiday feel even more special.

I always particularly loved advent calendars — not the kind sold today with chocolates, but the kind with fairytale pictures. I would create my own homemade advent calendars and give them to my parents. Later, they would return the favor by giving me one of the beautifully imagined store-bought ones.

In the weeks before the holiday, Christmas Markets were open in cities around Germany. There'd be a big Christmas calendar on the town hall, pictures illuminated with snowflakes falling over them and children's choirs singing, making it so festive in town.

On Christmas Eve, my dad, brother and I would go out to buy our tree in the early morning. My mom spent hours in the kitchen and while we decorated the tree, the fantastic scents of the Christmas goose, red cabbage and dumplings would make our mouths water.

The Most Meaningful Gift

After the tree was decorated, we would come together for a festive lunch, and then take a nap, while our mom put the presents around the tree. My brother and I, of course, knew where she hid the presents because, like many children, whenever she wasn't around, we would search for them!

We would also create little handicrafts and give them to our parents. We didn't have much money to buy their gifts. My parents had given us something more meaningful — the

“I loved Christmas as a child. That’s why I want to show our guests the traditions celebrated in Europe when everything is so peaceful, and when they can experience the magic of the Christmas Markets for themselves.”

experience of travel on wonderful trips where we contributed half of our own allowance, teaching us the value of hard work.

Bringing Holiday Magic to River Cruising

I loved Christmas as a child. That’s why I want to show our guests the traditions celebrated in Europe when everything is so peaceful, and when they can experience the magic of the Christmas Markets for themselves.

Taste local and seasonal specialties: gingerbread, all kinds of roasted nuts, sausages and glühwein (hot mulled wine), which comes in so many different flavors — raspberry, blueberry, apricot and even apple. All the glühwein mugs look different and every market (and stall) has its own special design, with a new one introduced every season. Our guests love collecting the mugs, drinking their coffee and tea from them, and remembering the unforgettable Christmas experience they had on board.

My Favorite Markets

My hometown of Dresden hosts the oldest Christmas Market in Germany, the Striezelmarkt, which has been held every year since 1434. There is



Opposite page: Kristin and her brother **Top right:** Christmas Market in Dresden, Germany with Kristin, her daughter Isabel, mom Ute and nephew Markus **Above:** Kristin on board the AmaViola with Santa and crew, December 2016

an advent calendar with a window opened by Santa and his elves every night, and a giant Christmas *stollen* — a traditional bread filled with fruit and coated with powdered sugar. Although our ships cannot sail here, the markets we do visit offer similar memorable experiences in their own unique ways.

I love the Vienna market in front of city hall because of its enchanting backdrop. In Nuremberg, the Christmas Market expands throughout the city, with residents often decorating their homes just as beautifully as the town

center. And, as part of our *Christmas Markets on the Rhine* cruise, we visit Gengenbach. This smaller town is worth the drive from Strasbourg to get a taste of a traditional Christmas Market with a very special advent calendar that brings me back to my childhood.

I encourage you all to bring your families, especially your children and grandchildren, on our Christmas Markets cruises. When you see their faces light up in places like Gengenbach, it’s magical. And your face will be just as smiling and bright.

A BEAUTIFUL HOLIDAY GEM SHINING BRIGHT IN THE BLACK FOREST



The Grimms' fairytale-like town of Gengenbach, Germany decks the halls — literally its town hall — like no other!

The crowning centerpiece of Gengenbach's holiday celebration is its gorgeous advent calendar. Currently the world's largest (and most beautiful) advent calendar in existence, the town hall unveils a newly designed window each December night until Christmas Eve, transforming into a "treasure trove of fantasy with music." Each year, glass masterpieces inspired by skilled artists such as Marc Chagall and Andy Warhol and illustrators like Tomi Ungerer are lit up for the public eye with themes that weave art and music together with the magic of

the season as a live band entertains the crowd.

People from all over come to this small town of just 11,000 residents during Advent to admire the spectacular calendar, including our Co-Founder, Kristin Karst. Kristin loves Gengenbach because "you get a taste of a traditional Christmas Market that is less commercial with the backdrop of the old medieval city center."

Enticing Local Delicacies

You can indulge in tantalizing treats leaving your taste buds wanting more, from delicious roasted candied almonds to traditional *lebkuchen*, a special gingerbread biscuit, to

reibekuchen, potato pancakes slathered with applesauce, for a sweet-salty combo. The Franciscan Sisters of Gengenbach sell wonderful jams and baked goods from their monastery kitchen with recipes attached so you can recreate them in your own kitchen. Also, don't pass up the chance to eat a slice of enticing Black Forest cherry cake since you are in Germany's Black Forest region.

For younger visitors, the center of town provides a stall where children can craft their own Yuletide cookies. If you're of age, wash those yummy delights down with *Spätburgunder Glühwein*, a hot mulled red wine made from the grapes grown in the vineyards on the outskirts of town.



A Storybook Setting

Surrounding the Christmas Market are fascinating avenues to explore. Wander along the cobblestone lanes to the medieval town center, referred to as a “pearl among romantic half-timbered towns,” just as it was at its foundation in the 13th century. You may even recognize some of the buildings from Tim Burton’s version of the film *Charlie and the Chocolate Factory*. Gengenbach’s Niggelturm, a 118-foot watchtower built around 1366, contains an amazing museum showcasing the history of fools (medieval carnival-variety jesters) and the guilds that supported them. The tower of the Benedictine Abbey, founded in 725, rises above the newer 17th-century church of St. Marien, a compelling site with its smooth stone walls and well-maintained hedges.

Gengenbach’s Christmas Market is a wonderful place to make lasting memories this holiday season. This charming location can be visited while the ship is docked in Strasbourg as part of our *Christmas Markets on the Rhine* itinerary, and its market will be in full swing from November 30 through December 23, 2019. Come visit for yourself and experience why Gengenbach is a beautiful holiday gem shining bright in the Black Forest.

Distinctive Black Forest Handicrafts

After sampling local delicacies to your heart’s content, there is still so much to see in the town’s market. A life-sized nativity scene carved out of Black Forest wood majestically keeps watch over the Christmas Market. Beautiful holiday trinkets can be bought here as well. The Franciscan Sisters of Gengenbach sell hand-crafted candles (another one of Kristin’s favorites), Christmas tree decorations and paper stars. Along the stalls lining the streets, local artisans display their wooden Christmas decorations and owls made of tree bark, all locally sourced from the Black Forest.

DID YOU KNOW?



Owl-shaped Christmas ornaments were popular in the 19th century, as their purported wisdom was the ultimate Christmas wish.

Today, according to “**The Legend of the Christmas Owl,**” these creatures serve as a second pair of eyes for jolly St. Nick.

It’s not too late to book your *Christmas Markets on the Rhine* cruise! Call your travel advisor or AmaWaterways at 1.888.626.6413 for our holiday offers or visit AmaWaterways.com/Christmas today!



Opposite: Gengenbach Christmas Market **Above:** Black Forest Cherry Cake

THE BEST TIME

AMAWATERWAYS' NEW YEAR'S EVE
GALA EXPERIENCE



When the opportunity arose for Kip Altstaetter and his partner Tab Judd to go on a *Christmas Markets on the Rhine* New Year's cruise with AmaWaterways, the two jumped at the chance to experience their first luxury river cruise and ring in 2019 in style.

The New Year's Eve gala aboard AmaSerena began with a special holiday menu prepared with locally-sourced ingredients and paired with AmaWaterways' finest sparkling wine. Afterward, guests headed to the Main Lounge to dance to live music that enhanced the jovial occasion. "Three-fourths of the ship was on the dance floor," Kip recalled.

Just before midnight, the attentive crew encouraged everyone to

go to the Sun Deck to see all the fireworks. They also made sure to pass out blankets to help people keep warm.

Although some of our New Year's cruises dock in a large city, this sailing offered the special experience of scenic cruising as the clock ticked toward midnight. Kip remembered, "It was spectacularly planned, so when we were cruising through rural communities in Germany, all the bridges were lit up with fireworks. We felt like we were a part of them, reflecting off the river." Guests and crew agreed: it was an unforgettable way to welcome the new year.

The next day, Cruise Manager Rual commended Kip and his travel companions for getting everyone



Top: AmaLea Above: Kip Altstaetter and friends ring in the New Year

on the dance floor. "The crew and staff brought us all together," said Kip. "From Alabama and Texas to Australia, we made such wonderful friends. And we had the best time."

It's not too late to join AmaWaterways for a New Year's Cruise later this year!

CELEBRATE THE NEW YEAR

2019 ITINERARIES ALONG THE DANUBE AND RHINE

Romantic Danube New Year's Cruises



AmaLea – Embarking December 27, 2019

Spend New Year's in Vienna, Austria

Watch fireworks, hear live concerts or gather at Stephansplatz Square to hear the cathedral's midnight chimes. New Year's Eve Markets at Schönbrunn Palace and Maria-Theresien-Platz are also open.

AmaMagna – Embarking December 29, 2019

Spend New Year's in Linz, Austria

Marvel at the mesmerizing nightly light display on the façade of Linz's Ars Electronica Center as well as colorful New Year's fireworks in the sky above; head into the main square to join in the local revelry.

Enchanting Rhine New Year's Cruises



AmaSerena – Embarking December 29, 2019

Spend New Year's cruising from Strasbourg, France to Ludwigshafen, Germany

Indulge in our exquisite cuisine during an exclusive gala dinner while cruising through France's Alsace region from Strasbourg to Ludwigshafen, Germany, enjoying local fireworks shows along the way.

AmaKristina – Embarking December 30, 2019

Arrive in Strasbourg, France at midnight on December 31

Bid farewell to 2019 while cruising along the fairytale Rhine, glimpsing some of the local revelry en route. You'll arrive in enchanting Strasbourg to count down with fellow cruisers at midnight.

Magical Christmas Markets New Year's Cruise



AmaCerto – Embarking December 29, 2019

Spend New Year's cruising from Melk, Austria to Linz, Austria

Sail through Austria's UNESCO-designated Wachau Valley, taking in local fireworks displays and dancing the night away beneath a sky full of stars after indulging in our exclusive gala dinner.

Melodies of the Danube New Year's Cruises



AmaSonata – Embarking December 27, 2019

Spend New Year's in Grein, Austria

Enjoy the intimacy of our onboard gala in charming Grein with its beautiful Greinburg Castle illuminated or head ashore to see how the locals celebrate *Silvester*, as New Year's is known in Austria.

AmaViola – Embarking December 29, 2019

Spend New Year's in Vienna, Austria

Wander into romantic Vienna to find a street concert, browse the New Year's Eve Markets or simply enjoy watching the skyline light up with fireworks with a glass of Champagne up on the Sun Deck.

LIMITED-TIME OFFER: HOLIDAY TRIPLE SAVINGS

SAVE \$1,000 PER PERSON + RECEIVE A
COMPLIMENTARY STATEROOM UPGRADE
+ \$50 PER PERSON ONBOARD CREDIT

For offer details and terms or more information on our Christmas Markets and New Year's Cruises, visit AmaWaterways.com/Christmas



DELIGHTFUL – FROM SUNRISE TO SUNSET

A SPECIAL SHOUT-OUT TO AMALYRA'S ACCOMMODATING CREW

When Miriam and Ben Goldberg's extended family booked a *Paris & Normandy* cruise along France's Seine River in August 2017, they didn't want to miss out on what promised to be a memorable experience. However, there was just one hitch: the newlywed couple were the only members of the family who practiced Orthodox Judaism, which presents unique challenges when traveling out of the country by river cruise ship. "We wanted to be with our family, but we

were worried about keeping Shabbat and eating kosher," said Miriam.

When the couple embarked in Paris, a friendly crew member was ready and waiting to whisk them away to a nearby kosher grocery store where they were able to get fresh kosher food and wine. Miriam praised the crew for doing what they could to assist. "They even gave us their little personal office fridge for our stateroom, so my husband could have



Top: AmaLyra on the Seine River
Above: The Goldbergs pose for a picture on AmaLyra's Sun Deck with the Eiffel Tower in the background

kosher milk in his coffee in the morning without having to ask,” she said. “We felt very catered to.”

In accordance with Orthodox Jewish law, during the period of rest and spiritual enrichment from sundown on Friday through sundown on Saturday, observant individuals must refrain from using electrical appliances and even key cards — such as those used to open AmaLyra’s automatically locking doors. Of course, the outstanding crew was more than happy to accommodate. During the day on Saturday, the Hotel Manager zipped back and forth to open Miriam and Ben’s door with a manual key, ensuring they could return to their stateroom whenever they wished.

In addition, the automatic locking doors from the Main Lounge to the Sun Deck were opened, so they could enjoy the outdoor space and views while still observing Shabbat. “We were treated with such professionalism and respect,” Miriam recalled. “We never felt like we were putting anyone out or that we were an inconvenience.”

All in all, the newlyweds were fully able to enjoy their Seine River cruise with their family. Miriam particularly enjoyed seeing the Gros-Horloge — Rouen’s medieval astronomical clock — and visiting Monet’s home and gardens in Giverny. The luxury experience provided by AmaWaterways was, as summed up by Miriam, “delightful.”



Honfleur, France

Join us for an equally delightful experience on our 7-night *Paris & Normandy* river cruise which includes Monet’s Gardens, scenic bike tours through multiple cities and a visit to the unforgettable beaches of Normandy. For more information, visit AmaWaterways.com.



REIBEKUCHEN RECIPE (vegetarian)

During our Christmas Markets cruises, our chefs whip up enormous batches of these potato pancakes while sailing throughout Germany. Try our own sought-after recipe as part of your next holiday celebration — or set aside your apron and simply join us on board!

INGREDIENTS

- 3 lbs potatoes (approximately 4-6 large russet potatoes)
- 2 onions
- 2 eggs
- Salt
- Pepper

PREPARATION

1. Peel, wash and grate the potatoes. Strain through a cloth to remove excess moisture.
2. Chop onions finely and add to the potato mixture. Season mixture with pepper and salt and add eggs. Blend well.
3. Portion mixture with small ladle and fry in hot oil on both sides until golden-brown.



LOYALTY APPRECIATION MONTH

News & Updates

This November, we are offering our first-ever Loyalty Cruises exclusively for past guests as part of our Loyalty Appreciation Month — and we are pleased to announce brand-new updates on exclusive experiences and special offers just for you and your guests, including no expiration dates.



Sail on the Danube

Journey along the Danube and see Germany, Austria, Slovakia and Hungary as you've never seen them before. With an exclusive new experience in Spitz, Austria — and never-before offered events reserved especially for loyal past guests, we'll bring the heart of Europe to life as you dig deeper into the history and culture of grand capitals like Budapest, Vienna and Bratislava alongside kindred cruisers. Plus, every Danube departure includes a private wine tasting at Kolsterhof Restaurant in Spitz, Austria — an exclusive loyalty experience!

DEPARTURES:

Romantic Danube Wine Cruise on AmaLea –
November 15, 2019

Romantic Danube on AmaMagna –
November 17, 2019

Experience some of Vienna's festive Christmas Markets, open in November, like the beautifully decorated Maria Theresaplatz Christmas Market, set amongst the world-renowned sights of the city's majestic Ringstrasse — one of our owners' favorites!



Sail on the Rhine

Take a front-row seat on an enchanting journey along the Rhine River, where 40 castles are strung like pearls on its river banks. Cruise through the heart of the Netherlands, France, Germany and Switzerland. Plus, venture off the beaten path as part of an intimate group of past guests to a new site never before offered on AmaWaterways, Schloss Johannisberg, where you'll enjoy a guided tour and private wine tasting — an exclusive loyalty experience!

DEPARTURES:

Captivating Rhine on AmaStella –
November 3, 2019

Enchanting Rhine on AmaStella –
November 10, 2019

Enchanting Rhine Wine Cruise on AmaKristina –
November 17, 2019



NEW! Christmas Markets Sailing

7-night Christmas Markets on the Rhine on AmaMora – November 25, 2019

Sail Basel, Switzerland to Amsterdam, Netherlands

- Experience Kristin's favorite market in Gengenbach, Germany
- Be dazzled by our newest ship dressed in her elegant holiday finery
- Enjoy a luxurious holiday feast with all the trimmings
- Celebrate the magic of the season as you never have before

OFFER UPDATES

Book one of our Loyalty Appreciation Month cruises to take advantage of the following exclusive savings, now extended to your friends and family on the afore-mentioned cruises as well!

CHOOSE YOUR OFFER:

FREE Economy Air or **2-for-1 Business Class**

OR

\$1,000 per person cruise savings for past guests

OR

Reduced Single Supplement of 10% available for solo travelers — now applicable to suites!

Best of all, these incredible offers are combinable with your \$100 past guest savings!

Terms apply; visit [AmaWaterways.com/LoyaltyEvent](https://www.amawaterways.com/LoyaltyEvent) for details.

JOIN US ON FACEBOOK



Stay tuned with the latest updates on Loyalty Appreciation Month at Facebook.com/groups/AmaWaterwaysLoyaltyCruises.

WHAT IS A UNESCO WORLD HERITAGE SITE?



Ha Long Bay, Vietnam

You may have noticed AmaWaterways sometimes uses “UNESCO-designated” or “UNESCO World Heritage Site” when describing excursions available on our river cruises. But what is a UNESCO World Heritage Site — and why do we design our itineraries to include so many of them?

The United Nations Educational, Scientific and Cultural Organization, UNESCO, is dedicated to giving both cultural and natural locations of significance the protection and recognition they deserve. The United Nations founded this assembly in 1942, and UNESCO composed an international treaty 30 years later that set the standard for what places must emulate to be considered a World Heritage Site.

Standards and Criteria

Cultural sites, such as Cambodia’s awe-inspiring Angkor Archaeological Park or the magnificent Cologne Cathedral in Germany, must present an outstanding example of human traditions, architecture, values or creative genius to be accepted as a World Heritage Site. These locations exude the wisdom of the past and

set a vibrant display of what the world looked like before our time. Natural sites, such as Zimbabwe’s spectacular Victoria Falls, and Austria’s breathtaking Wachau Valley, must display significant ecological and biological development, either past or present, as well as immense native beauty. These preserved pictures of untouched environment boast special gems that can be admired across the globe — many along the rivers we sail.

A Label of Protection

When a location, building, or monument is considered UNESCO-worthy, it receives special care from the organization. Significant resources and time are devoted to ensuring these places thrive. UNESCO’s goal is to keep natural and human history intact, so we can learn from the authentic cultural experience each location

offers. The Rhine River, lined with alluring castles and charming historic towns, embodies the long history of human involvement along the region's natural landscape, which can be explored on our Rhine River itineraries.

Universal Value

Being designated as a UNESCO World Heritage Site is an impressive honor, and thus the landmarks that receive this qualification are held to a higher standard. The universal value UNESCO sites possess rises above country borders, placing responsibility for their care on an international community dedicated to their conservation. Places with the UNESCO stamp of approval are actively demonstrating their importance to the rest of the world by allowing people to come and take part in the culture and history that are cherished and nurtured by their local communities.

Explore UNESCO Sites

The beautiful medieval town of Regensburg, Germany, is a notable member of this list. Some of the

buildings have stood there for more than 2,000 years! The fascinating examples of Roman, Romanesque and Gothic architecture can be explored while sailing on our *Legendary Danube*, *Blue Danube Discovery*, *Magnificent Europe*, *Grand Danube*, *Iconic Christmas Markets*, *Christmas Markets on the Danube* and *Magical Christmas Markets* itineraries.

The Netherlands' Kinderdijk Windmills earned their place on UNESCO's prestigious list due to the extensive irrigation system they maintain. Built during the Middle Ages, these hydraulic systems are amazing examples of historical technology that can be toured during our *Tulip Time* itinerary; while Vietnam's Ha Long Bay, a natural World Heritage Site, exhibits a gorgeous seascape of limestone pillars rising out of the dazzling waters of the Gulf of Tonkin. This biological beauty is featured on both our *Charms of the Mekong* and *Riches of the Mekong* itineraries. These are just a few of the sites designated as cultural and natural locations that helped create the world as it is seen today.



Stained glass in Cologne Cathedral, Germany

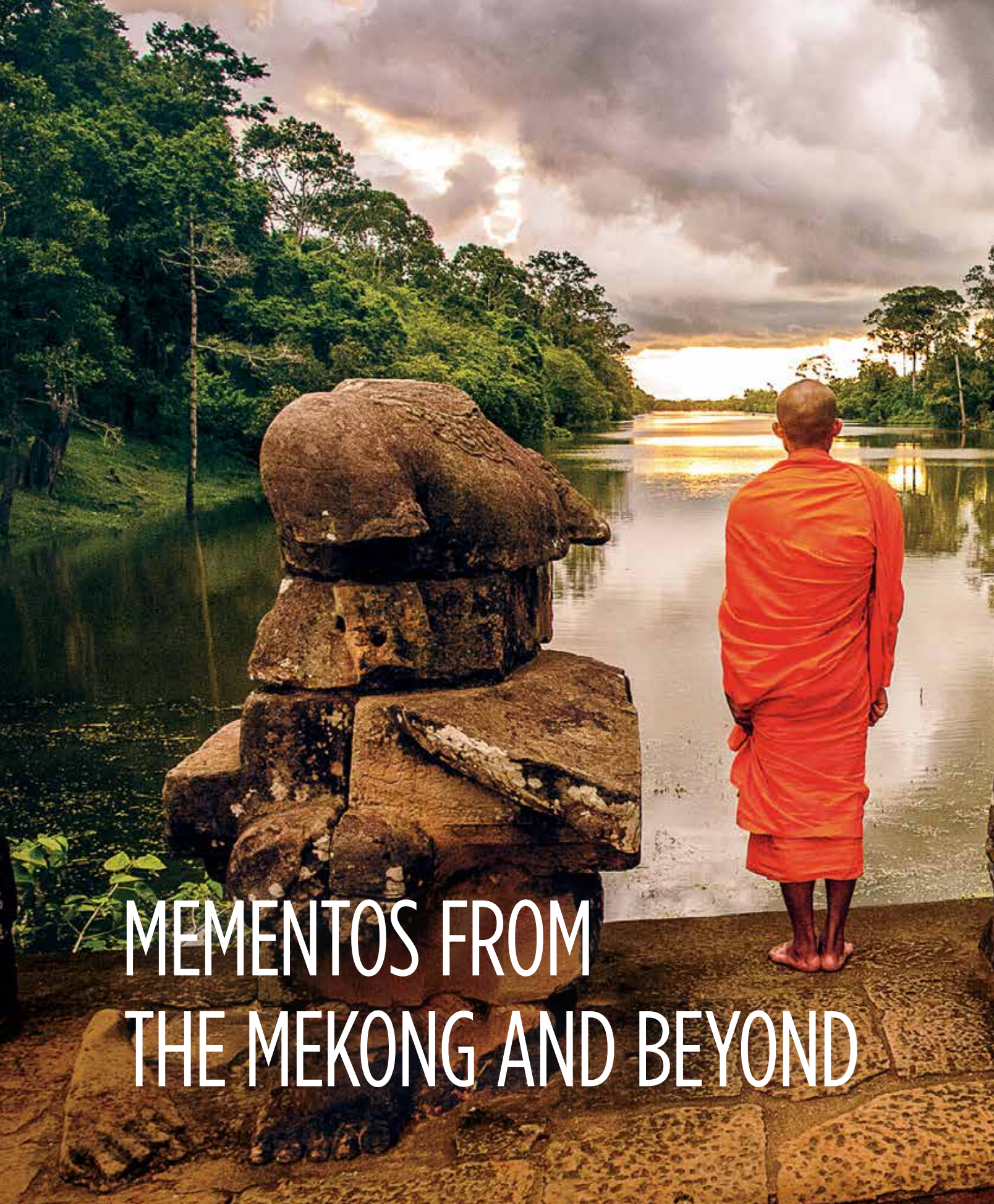
Towns frozen in time, preserved so you can explore them and see what it is like to be a part of the past. Landscapes separated from civilization, from human influence, show what nature can look like in its most free state. Over 1,000 World Heritage Sites share their stories and these extraordinary places have so much more they long to share with the rest of the world.



Victoria Falls, Zimbabwe, Africa



Angkor Thom, Siem Reap, Cambodia



MEMENTOS FROM THE MEKONG AND BEYOND



Captivating experiences lay around each bend and twist of the mighty Mekong River during a bucket-list adventure through Vietnam and Cambodia. Throughout your journey, many fascinating treasures can serve as a reminder of the exotic things you have seen, smelled, tasted or touched that keep your memories in your heart forever.

MEKONG MEMORABILIA



Vietnamese women wearing traditional ao dai

VIETNAM

Conical Hat / Straw Hat

An iconic gift from Southeast Asia, this hat draws its shape from the legend of the rain-shielding goddess, who wore one to protect the Vietnamese farmers' rice. Foldable versions are even available, perfect for your suitcase!

Ao Dai - Vietnamese Traditional Dress

This traditional dress made from soft silk is a beautiful style that can be worn for many occasions. Two parts — a form-fitting, long-sleeve tunic and a

pair of trousers — meld together into figure-flattering outfits, and Hanoi and Ho Chi Minh City are great places to find tailors to make one specific to your dimensions, at a reasonable price.

CAMBODIA

Silk

Cambodia's long history of silk weaving dates back thousands of years, and in villages like Oknhatey, known as the Silk Island, you can watch locals weave beautiful swaths of silk that transform into lovely scarves and shirts, among other items.

Rice Candy

Cambodia's staple can be turned into a number of products, and delicious rice candy is one of them. These soft and chewy delights are usually gluten-free and vegan friendly, so many people can try them. While in Cai Be, be treated to a rice paper and candy workshop; you can even make your own to bring back home.

Fish Pedicure

The most lasting keepsakes are memories, especially unusual ones. In Siem Reap, tickle your fancy and toes with a unique fish pedicure. An exotic

take on traditional pedicures. These offer an exfoliating experience reserved for the truly adventurous traveler.

THAILAND

In 2020, AmaWaterways introduces Bangkok, Thailand as an exhilarating add-on to our two Vietnam and Cambodia river cruise and land programs — *Riches of the Mekong* and *Charms of the Mekong*. During your 3-night stay in Bangkok, discover the centuries-old Grand Palace with its glittering Temple of the Emerald Buddha, and find distinctive mementos at markets like the Night Train Market and Bon Marche Market.

Handmade Bags

You can find countless handmade bags throughout the city, some specially created by Thai designers

and local university students. NaRaYa is a famous local brand that offers high-quality fabric handmade bags and pouches. Their flagship design is the silk bag with a big ribbon attached in the middle.

Coconut Products

Coconuts make a significant contribution to Thailand's economy. Coconut oil, intricately painted coconut shell bowls and handcrafted coconut shell trinkets are just a few of the exotic keepsakes that can be found in Bangkok markets.

For more information on our Mekong River itineraries, visit [AmaWaterways.com/landingpages/MekongRiver](https://www.amawaterways.com/landingpages/MekongRiver).



Buddhist blessing, Oudong, Cambodia



From left: Fish pedicure; Woman weaving Cambodian silk; Thai painted coconut bowls

Cruise the Mekong

Tyler Oakley and Korey Kuhl, contestants on CBS's *The Amazing Race*, were awarded an AmaWaterways Mekong River cruise as part of a challenge on an episode that aired June 5th. Like Oakley and Kuhl, you can enjoy an unforgettable bucket-list experience in Vietnam and Cambodia. Visit the silk village of Oknhatey, be treated to a memorable Buddhist blessing ceremony in Oudong and enjoy an opportunity to visit the Royal Palace in Phnom Penh. Your curated land program includes visits to Hanoi, historic Ho Chi Minh City and the UNESCO-designated sites of breathtaking Ha Long Bay and awe-inspiring Angkor Archaeological Park in Siem Reap. Add three nights in Bangkok to make the most of your experience in Southeast Asia.

{ the inside scoop }

As part of our AmaWaterways family, we want you to be among the first to hear “insider” news and product updates.

NBC FILMING ABOARD AMAMAGNA

This July, NBC crews were on board AmaMagna to film behind-the-scenes segments for two television shows: *1st Look*, a nationally syndicated half-hour show that will air October 26, and *Open House*, which created a two-minute segment showcasing AmaMagna’s exquisite design that aired September 7. Check your local listings for times you can watch these exciting programs to get an inside look at our newest ship — and look out for our new brand TV commercial on NBC, which began airing September 2.



Rudi Schreiner films aboard AmaMagna with host Maria Sansone of NBC’s *First Look*

HALL OF FAME INDUCTEES

AmaWaterways Co-Founders Rudi Schreiner and Kristin Karst were inducted into the British Travel and Hospitality Hall of Fame this past April. Recognized for their commitment to river cruising, innovation, entrepreneurial spirit and leadership, Rudi and Kristin serve as proud role models for many throughout the industry, and we are honored to have them and Co-Owner Gary Murphy at the helm of our ship!



Rudi Schreiner and Kristin Karst accept their awards



GUESTS GIVE BACK: A SPECIAL SHOUT-OUT

After visiting villages along the Chobe River with AmaWaterways, Robert and Peg Eddy generously shipped \$500 worth of new clothes and shoes to help support local villagers and plan to continue donating in the future.

Vonn and Suzann Hockenberger were similarly moved to action upon noticing how deflated villagers' soccer balls were. They located an organization that develops airless soccer balls and arranged for them to be taken to a village along the Chobe River as well as a school and community center in Kliptown, part of the township of Soweto.

Guest Bob Bove and his wife Charmion Simms also arranged the purchase of more than 20 Google

Chrome tablets to support teachers and students at a school in Kliptown. In addition, due to the generosity of AmaWaterways guests and others, a Chobe River village now has running well water and solar power.

We are thrilled to know that our itineraries inspire such kindhearted guests and hope to welcome you aboard the Zambezi Queen soon!

If you'd like to coordinate a donation to any African village, please contact us at giveback@amawaterways.com. For the ODA Free Village English School in Siem Reap, Cambodia, please visit AmaWaterways.com/explore/giving-back.

1 Kliptown students show off their new Chrome tablets 2 Vonn and Suzann Hockenberger hold an airless soccer ball 3 Local children wearing new clothes from the Eddys 4 Well water flows in a Chobe River village

For more information on our five incredible Africa Safaris and Wildlife Cruises, visit AmaWaterways.com/Africa.



Left: Colleen B. and husband Don K. in Prague, Czech Republic **Right:** Travel Advisor Shawn Power

WHY YOU SHOULD USE A TRAVEL ADVISOR

There is something to be said for the professional expertise and service offered by a travel advisor when booking your AmaWaterways river cruise. Loyal guest Colleen B. shared the testimonial at right about her wonderful travel advisor, Shawn Power at Avoya.

How has your travel advisor provided you with amazing service?

The amount of time Shawn has saved us in travel planning is significant; and I know by booking through him, I will always get the best deal and best available stateroom. In fact, I can honestly say all the cruises Shawn has booked for me and my husband have exceeded our already high expectations.

What kind of expertise has Shawn offered?

I have confidence he knows this industry inside and out from his own personal experience on more than 70 cruises. Actually, this question could be: "What doesn't he know about cruise line travel?"

What's the best part about having Shawn as your travel advisor?

I don't have to spend my time and money experimenting or learning the hard way by going on cruises I won't be happy with because I can rely on him to guide me to exactly what will make me and my husband blissfully happy!

TIP: Many of the most experienced travel advisors share their Cruise Lines International Association (CLIA) certifications in their titles. Look for advisors with a CCC, ACC, MCC, ECC or TAE listed after their name!

FEATURED PHOTOS & STORIES

Have a great photo or story to share from your river cruise? We want to hear from you! Submit photos and stories to myamastory@amawaterways.com for a chance to be featured in the next issue of *Beyond the River Banks* or #AmaWaterways on social media.

Connect with us on     



"New friends the first evening and roses for the ladies. What more could you want?" - Patty M. (front left)



"Friendliest Captain ever." - Donna K., Travel Advisor



Lions in Africa, submitted by Gilles A.



4500 Park Granada
Calabasas, CA 91302

SEE INSIDE:

Loyalty Appreciation
Month Updates

*New Magna on the
Danube* Itinerary

Where to Ring in
the New Year with
AmaWaterways

THANK YOU FOR YOUR CONTINUED LOYALTY AND SUPPORT!

*We are humbled and proud to have recently been honored
with these prestigious awards.*



2019 GOLD
TRAVVY WINNER

- Overall Best River Cruise Line
- Overall Best River Cruise Line, Africa/Egypt
- Best River Cruise Line, Asia
- Best River Cruise Line, Europe
- Best Cruise Ship, River Cruise: AmaLea



- River Cruise Line with the Highest Client Satisfaction
- Best New Ship (River Cruise) – AmaLea
- Best Onboard Dining (River Cruise)
- Best River Cruise Line for Families

Contact your preferred Travel Advisor, call 1.888.626.6413 or visit AmaWaterways.com