PROMOTIONAL OFFERS

Updated October 1, 2026



AmaWaterways

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Promotional Offers Toolkit

Introduction

In order to grow your business with AmaWaterways, we design our promotional offers to give you, our travel advisors, a competitive advantage that helps you grow your river cruise sales. With a wide variety of offers available, this toolkit was designed to help you understand the combinability across these offers when marketing our river cruises as well as to better determine which offers to use to close the sale. If you are part of a hosted consortia agency, we have consortia-specific offers available as well – please refer to your specific consortia agency for information and details regarding these offers.

We will update this toolkit as each new offer is released, extended or expired as well as quarterly. Please refer to the "last updated" date on the cover of this document to ensure you have the latest details or contact your local **Business Development Manager** if you have any questions or concerns

Promotional offers apply to new reservations only unless otherwise noted. Review our Combinability Grid to offer your clients the best value on their cruise.

Limited-Time Retail Offers

We have various types of retail offers to help you market our river cruise experiences. The majority of these have a time constraint, which could range from 30 days to up to a year. These offers may have combinability restrictions.

For special saving highlights on specific departures, please see our Hot Dates (October 2026) list.

NEW! Season of More: Save & Upgrade

Up to $2,500 in savings per stateroom on select 2026, 2027 and 2028 departures, plus a complimentary stateroom upgrade (when applicable). Applicable to new FIT and Group reservations. Combinable with AirPlus, Loyalty Savings, Referral Savings and Future Cruise Benefits.

- **Expires: December 31, 2026**
- **Offer Landing Page**
- **Offer Toolkit**
- **Eligible Sailings Spreadsheet**

AirPlus

New FIT and Group reservations on select 2027 and 2028 departures through Europe with an eligible retail offer qualify to add roundtrip economy airfare for just $999 per person. See landing page for terms & conditions.

- **Expires: December 31, 2026**
- **Offer Landing Page**

Targeted Promotions for Distinct Client Profiles

Whether your guest is new to AmaWaterways, a past guest or has served in the military, we have created special offers to help you close the sale and enhance your clients' loyalty.

AmaWaterways Loyalty Members

- **View Landing Page**

Loyalty Appreciation Cruises

Our loyal past guests receive exclusive offers on select 2026 sailings. Best of all, friends and family can also receive these exclusive offers when they join the same sailing.

- **2026 Loyalty Appreciation Cruises**
  Clients receive $1,500 cruise savings per person, a complimentary stateroom upgrade and $100 onboard credit per person*. Plus, Double Future Cruise Benefits (FCB) if your clients reserve with any current FCB Credits. Combinable with Loyalty Benefits.
  - **Expires: Based on capacity**
  - **Landing Page**

  **Solo travelers are eligible for a reduced single supplement of 10% on these departures in lieu of the cruise savings, upgrade and onboard credit. Not combinable with other offers.*

Future Cruise Benefit Program

While your clients are on board, or within 30 days of their disembarkation date, they are eligible to purchase a Future Cruise Benefit (FCB) for $200 per person, which enables them to apply 5% cruise savings on a future sailing. This is combinable with their $100 Loyalty Savings. In addition, there is a space on their Future Cruise Benefit form for them to list their travel advisor and ensure you are contacted to receive credit for and help them with their future reservation.

- **Must be reserved:** Within two years of purchase
- **Must be purchased:** On board or within 30 days of your client's disembarkation date

- **Future Cruise Benefits through Travel Advisors**
  During your FAM sailing, you may purchase up to 20 Future Cruise Benefits (FCBs) for half the river cruise deposit amount ($200 per person) while you are on board (maximum of 10 staterooms, double occupancy
  - **Expires:** No expiration date on the offer itself; two years from date of purchase to redeem purchased Future Cruise Credits
  - **Program Flyer (Travel Advisors Only)**

Solo Travelers

We proudly welcome solo travelers on board. Use these special offers to help you secure reservations with clients who are solo travelers:

Limited-Time Offers

- **Waived Single Supplement** on select 2027 Europe departures. This offer is applicable to all stateroom categories (excluding A+, AA+, suites). Promo Code: **SOLOWAIVED**
  - **Expires: December 31, 2026**
- 10% Single Supplement on select Europe, Colombia and Asia departures. This offer is applicable to all stateroom categories (excluding A+, AA+, suites). Promo Code: **SOLO10**
  - **Expires: December 31, 2026**
- **Offers Landing Page**
- **Offers Flyer**
- **Eligible Sailings Spreadsheet**

These offers are only available through our Reservations team. Please call 1-800-626-0126 to secure these offers.

AmaInsider Tips: Always Available for Solo Travelers

- 25% Single Supplement available on fixed window staterooms on all Europe sailings as well as category C staterooms on all Mekong sailings (based on availability). Promo code: **SOLO25**
- Select ships in Europe feature single occupancy French balcony staterooms (*AmaCello*, *AmaDante*, *AmaDolce* and *AmaLyra*) available at our standard per-person cruise fare with no supplement.

Military Service Members

As a family company, we understand how important it is for service members to spend quality time with their loved ones. In thanks for their service, we are delighted to offer a special discount for both active service members and veterans.

- All your clients who are active military service members OR veterans save $250 per member on our river cruises (excluding Africa Safaris & Wildlife Cruises) when mentioning promo code **MIL250** at time of reservation. These savings are combinable with most of our retail promotions.
- **Military 2-for-1 Offer**
  We are offering military members these additional cruise fare savings. Not combinable with other retail promotions. See offer flyer for dates and details.
  - 2-for-1 cruise fare on select 2026 river cruises.
  - 10% Single Supplement for solo travelers on select departures.
    - **Offer Landing Page**
    - **Offer Flyer**

Offers Exclusively Available Through Travel Advisors

We have designed these special offers available through you and your agency. These offers are not available to the general public and are not promoted by AmaWaterways directly to guests in our marketing. We do, however, produce customizable flyers that you can share with your clients.

Standard Group Offer

AmaWaterways limits the number of groups that can be reserved on each river cruise departure. Contact our Groups department to see if your desired itinerary and date is available.

- **Europe, Wine and Christmas Markets Group Sales Policy:** Click Here
  - **Group Discount:**
    - $250 per person for 7-night river cruise
    - $500 per person for 10-, 11- and 14-night river cruises
- **Egypt Group Sales Policy:** Click Here
  - **Group Discount:** $500 per stateroom ($250 per person) for 7-night cruise plus 4 nights Cairo
- **Africa Group Sales Policy:** Click Here
  - **Group Discount:** $500 per stateroom ($250 per person)
- **Mekong (Vietnam and Cambodia) Group Sales Policy:** Click Here
  - **Group Discount:** $500 per stateroom ($250 per person) for 7-night river cruise
- **Colombia Group Sales Policy:** Click Here
  - **Group Discount:** $500 per stateroom ($250 per person) for 7-night cruise

Consortia-Specific Offers

Contact your local Business Development Manager (BDM) for more information and full details on the offers that are available exclusively through your consortia!

Incentives Just for You

- **Hot Dates**
  - You receive a $100 gift card for each new FIT booking on our **Hot Dates** departures. Must ask for promo code **HOT100** at the time of reservation to receive gift card.
    - **Expires: December 31, 2026**
    - **View Flyer**

- **2027 Sell Five, Sail Free**

  Make a total of 5 new FIT bookings on any 2027 departures, and you will receive a complimentary 7-night cruise on select 2027 or 2028 departures: either an advertised FAM cruise or any Europe or Mekong cruise departing within 60 days (based on availability). View flyer for complete terms & conditions.
  - **Valid: August 1, 2026 - December 31, 2027**
  - **View Flyer**

- **2026 Sell Five, Sail Free**

  Make a total of 5 new FIT bookings on any 2026 departures, and you will receive a complimentary 7-night cruise on select 2026 or 2027 departures: either an advertised FAM cruise or any Europe or Mekong cruise departing within 60 days (based on availability). View flyer for complete terms & conditions.
  - **Valid: August 1, 2025 - December 31, 2026**
  - **View Flyer**

- **2026 Sell Three, Sail Free**

  Make a total of 3 new FIT bookings on any 2026 departures between May 1 – December 31, 2026 and you will receive a complimentary 7-night cruise on select departures through March 31, 2027: either an advertised FAM cruise or any Europe, Colombia Mekong cruise departing within 60 days (based on availability). View flyer for complete terms & conditions.
  - **Expires: December 31, 2026**
  - **View Flyer**

- **AmaAcademy Booking Incentive**

  Earn a $50 gift card when you make a reservation within 90 days of completion of each AmaAcademy course. Visit your Travel Advisor Portal at advisors.amawaterways.com for more information and to complete your courses today!

- **FAM (Familiarization Cruise) Rates**
  Familiarization Cruise (FAM) rates start from $1,140 for travel advisors and $1,340 for traveling companions (with **AmaAcademy** certification) on Europe sailings within 60 days of departure. FAM rates are NOT combinable with any other promotional offers. Outside of the 60-day window, you can reserve a FAM cruise with our Advance FAM Rates, also called "Extended FAM Cruises." (Prices are inclusive of port charges)

    - **Online FAM Application**
    - **View Flyer**
    - **Advance FAM Rates/Extended FAM Cruise info**
    - We also offer **Seminars on the River,** which are FAM cruises hosted by members of our Sales Team who will share their in-depth product knowledge and key sales tips as you experience the "AmaWaterways Difference."
        - **Click here** to apply for available Seminars on the River

Terms and Conditions

All of these offers are based on double occupancy, have specific terms and conditions, and are subject to change at any time. In addition, AmaWaterways reserves the right to pull any sailings from any promotion at any time. We will be continuously updating current retail offer terms and conditions on **this page**. Travel advisor booking incentive terms and conditions can be found on the flyers associated with those offers.

Do you have questions or concerns about any information listed within this toolkit? Please reach out to askmarketing@amawaterways.com and we will be more than happy to assist you.