# Promotional Offers

Updated: July 30, 2024

Marketing Toolkit

AND DESCRIPTION OF

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## www Introduction

In order to grow your business with AmaWaterways, we design our promotional offers to reward past guests, attract new customers, encourage groups, and to give you, our travel advisors, a competitive advantage that helps you grow your river cruise sales. With a wide variety of offers available to you, this kit 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 know how important these offers are for you and your clients and hope that this toolkit will be your shortcut to understanding and communicating the lucrative offers that will help you engage with your clients and strengthen your relationships.

Promotional offers apply to new reservations only unless noted.

## Version States Werken States Inclusive Pricing Policy Update

Beginning June 24, 2024, AmaWaterways will be advertising US cruise and land package prices that are inclusive of port charges. For select destinations where intra-air is required, pricing will also include the intra-air costs. These changes will be applied to our website and all print/digital marketing materials in compliance with California's new Consumer Legal Remedies Act (CLRA) – SB478 that goes into effect July 1, 2024. CLRA requires businesses to advertise prices inclusive of all mandatory charges to provide more transparent consumer pricing.

We appreciate your cooperation and patience during this transition period. For our implementation plan, Frequently Asked Questions, and more information, please <u>CLICK HERE</u>

## Limited-Time Retail Offers

We have various types of broadly promoted 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; please refer to the terms and conditions for each offer and our <u>Offer Combinability Chart</u>.

For special saving highlights on specific departures, please see our monthly <u>Cruise Spotlight</u> and monthly <u>Hot Dates</u> list.



#### NEW! Up to 20% Cruise Savings

Applicable on select 2024 and 2025 sailings through Europe, Egypt, Colombia and Asia. Offer applies to all stateroom categories, and it is combinable with AirPlus, Loyalty Benefits, Future Cruise Benefits and Military Discount; not combinable with any other promotions. Not combinable with Group Discount.

- Expires: September 30, 2024
- o Offer Landing Page
- o <u>Offer Flyer</u>

#### • 2026 Early Booking Reward

Save up to 20% on select 2026 sailings in Europe, Africa, Egypt, Colombia and Asia. Applicable on all stateroom categories. Typically announced at the release of a new sailing season, this offer encourages your clients to reserve early, securing their first-choice staterooms and cruise dates. Offer combinable with Loyalty Benefits, Future Cruise Benefits, Military Savings and Group Discount. Not combinable with other offers.

- Expires: September 30, 2024
- o Offer Landing Page
- o <u>Offer Flyer</u>

#### • Holiday Triple Savings

Offered on select 2025 & 2026 Holiday cruises. Guests save \$2,000 per stateroom on select 7- to 11-night Holiday cruises, plus they will receive a complimentary stateroom upgrade and \$100 onboard credit per stateroom. Guests save \$4,000 per stateroom on select 14-night Holiday cruises, plus they will receive a complimentary stateroom upgrade and \$200 onboard credit per stateroom. On 2025 eligible sailings, receive 5% bonus commission when you reserve applicable sailings. Offer combinable with Loyalty Benefits, Referral Program, and Combination Cruise Savings. See terms & conditions for details.

- Expires: September 30, 2024
- o Offer Landing Page
- o Offer Flyer



#### • <u>Summer Triple Savings</u>

Offered on select July and August cruises. Guests save up \$2,000 per stateroom on select 7-, 10-, and 11-night cruises, plus they will receive a complimentary stateroom upgrade and onboard credit. See terms & conditions for details.

#### 2024 & 2025 Cruises

Select 7-, 10-, & 11-night Cruises	Select 14-night Cruises	
\$2,000 off cruise fare per stateroom	\$4,000 off cruise fare per stateroom	
+	+	
Complimentary Stateroom Upgrade	Complimentary Stateroom Upgrade	
+	+	
\$50 Onboard Credit per stateroom	\$100 Onboard Credit per stateroom	

#### 2026 Cruises

Select 7-, 10-, & 11-night Cruises	Select 14-night Cruises	
\$2,000 off cruise fare per stateroom	\$4,000 off cruise fare per stateroom	
+	+	
Complimentary Stateroom Upgrade	Complimentary Stateroom Upgrade	
+	+	
\$100 Onboard Credit per stateroom	\$200 Onboard Credit per stateroom	

- Expires: September 30, 2024
- o Offer Landing Page
- o Offer Flyer (2024/25)

#### • Mekong 2-for-1 Land

For a limited time, your clients can add our incredible pre- and post-cruise land packages in Vietnam and Cambodia to their 7-night <u>Charms of the Mekong</u> or <u>Riches of the Mekong</u> river cruise at a special 2-FOR-1 price on select land packages and sailings. This offer is combinable with Loyalty benefits for past guests and our Future Cruise Benefit Program.

- Expires: September 30, 2024
- o Offer Landing Page
- o Offer Flyer



#### • <u>AirPlus</u>

At AmaWaterways, our wonderful Air Team is dedicated to ensuring the best value for airfare. With our AirPlus promotion, offer your clients fixed rate airfare on all Europe sailings within 330 days prior to departure with a current retail promotion and on all Europe sailings outside of 330 days of departure. These fixed rates also include scheduled transfers. Air schedules are provided no later than 30 days before the travel start date. See offer terms & conditions for details.

2024 & 2025 Cruises	2026 Cruises
<ul> <li>Economy Air at a fixed rate of</li></ul>	<ul> <li>Economy Air at a fixed rate of</li></ul>
\$899 per person <li>Premium Economy Air at</li>	\$999 per person <li>Premium Economy Air at \$2,299</li>
\$2,299 per person	per person
<ul> <li>Business Class Air for \$4,299</li></ul>	<ul> <li>Business Class Air for \$4,299 per</li></ul>
per person	person

- Expires: September 30, 2024
- o Offer Landing Page
- o Offer Flyer

#### • \$2,499 Business Class Air to Egypt

We are delighted to offer special pricing on Business Class flights for *Secrets of Egypt & the Nile* departures in November and December 2024. Reserve Business Class Air on Turkish Airlines for just \$2,499 roundtrip from Cairo or when you reserve our 4-night pre-cruise land package in Jordan before September 30, 2024. Combinable with current promotions. This offer is available from select US gateways: LAX, SFO, DTW, SEA, DEN, DFW, IAH, ORD, MIA, ATL, IAD, JFK and EWR.

- Expires: September 30, 2024
- o Offer Landing Page
- o <u>Offer Flyer</u>

#### • <u>Combination Cruise Savings</u>

Longer journeys are a travel trend we are seeing more and more of. To encourage longer journeys and help you earn double the commission, we are delighted to offer our Combination Cruise Savings. When your clients reserve combination river cruises in Europe (back-to-back sailings with or without brief hotel stays in between) they will save 10% on their second sailing. With thousands of river cruise combinations, they can save 10% on EVERY consecutive sailing after their first, with no limit to the number of cruises they can add.

Guests can combine on the same ship but if the second cruise is on a different ship, additional fees will apply for the transfer services which can be purchased via AmaWaterways.

o Offer Landing Page



## 1 Individual Traveler Offers

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.

#### For Past Guests

- Loyalty Benefits
  - Landing Page

#### Table of Benefits:

REWARD LEVEL	BLUE 2nd Cruise	SILVER 3rd Cruise	GOLD 4th (or more) Cruise
100 Per Person Discount on Cruise Price	~	~	~
maFamily Reunion Reception	~	~	~
complimentary Welcome Amenity		~	~
complimentary Airport Transfers		~	~
100 Per Person Discount on a 1-Category Upgrade		~	
complimentary 1-Category Upgrade			~

#### • Loyalty Appreciation Cruises

Our loyal past guests receive exclusive offers on select 2024 and 2025 sailings. Best of all, friends and family can also receive these exclusive offers when they join the same sailing. Choose between Free Economy Air or \$2,999 Business Class Air (\$4,999 Business Class Air for Mekong itinerary), \$1,000 per person cruise savings, or reduced single supplement of 10%. Plus, you can combine with your past guest benefits!

- Expires: Based on capacity
- o Landing Page
  - 2024 Loyalty Appreciation Cruise
  - 2025 Loyalty Appreciation Cruise



#### • 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 Credit (FCC) 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.

See the **Travel Advisor Booking Incentives** section within this toolkit for information on how you can purchase Future Cruise Benefits for your clients!

Must be reserved: Within two years of purchase

Must be purchased: On board or within 30 days of your client's disembarkation date • Flyer

#### • <u>Reduced Single Supplement for Solo Travelers</u>

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 2024 cruises. This offer is applicable to all stateroom categories (excluding suites).
- **NEW!** 10% Single Supplement on select sailings through March 2025. Applicable to all stateroom categories. Not combinable with any other retail offer. Not combinable with enhanced group.
- 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).
  - Offers Expire: September 30, 2024
  - o Offer Landing Page

Additionally, we waive the single supplement on select ships in Europe when solo travelers reserve our specially designed single occupancy French balcony staterooms (*AmaCello, AmaDante, AmaDolce* and *AmaLyra*)—standard per-person cruise fare with no supplement.

o Offer Landing Page



#### • Military Service Member Savings

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.

Alternatively, we are offering military members special cruise fare savings throughout 2024:

- 2-for-1 cruise fare on select 2024 river cruises. Must mention promo code MIL2FOR1 at time of reservation.
- 10% Single Supplement for solo travelers on select 2024 river cruises. Must mention promo code MILSOLO at time of reservation.
  - Offer Landing Page

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We have designed these special offers, which are only available through you and your agency, to give you a competitive edge and inspire client loyalty. To help support the growth of your business, 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. However, all sailings and all products are available for you to create your group. Contact our Groups department to see if your desired 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: <u>Click Here</u>
  - Group Discount: \$500 per stateroom (\$250 per person) for 7-night cruise plus 4 nights Cairo
- Africa Group Sales Policy: <u>Click Here</u>
  - **Group Discount:** \$500 per stateroom (\$250 per person)
- Mekong (Vietnam and Cambodia) Group Sales Policy: <u>Click Here</u>
  - Group Discount: \$500 per stateroom (\$250 per person) for 7-night river cruise

#### Limited-Time Enhanced Group Offer

**On select 2024 & 2025 Departures:** For groups of 5 staterooms (10 passengers) or more, save up to \$2,500 per stateroom on select Europe and Asia cruises; plus, earn up to 3 Group Amenity Points.

• Expires: September 30, 2024



#### **Consortia-Specific Offers**

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

#### **Travel Advisor Booking Incentives**

• 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 <u>AmaWaterways.com/agent-home</u> for more information and to complete your courses today!

#### Future Cruise Benefit Program

AmaWaterways provides FAM opportunities for our travel advisors, additional details of which are below. We extend you the ability, during your FAM sailing, to 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). With these FCBs that you purchase, you have the ability to extend to your clients, up to two years from the date of purchase, an additional 5% savings (valid on new reservations only) once they provide the full river cruise deposit amount (\$400 per person). Best of all, once your client reserves and pays their full deposit, you will be reimbursed for your original deposit!

- **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)

### 🗤 Incentives Just for You

#### <u>Cruise For Gold</u>

During the summer games this year, you will have your own chance to win big with AmaWaterways' river cruise giveaway! Grow your business and earn commission while also being entered to win a complimentary 11-night cruise and land journey in Egypt (with complimentary roundtrip business class airfare through Turkish Airlines) or a 7-night river cruise in Europe for each fully deposited reservation made on our 2024 or 2025 French itineraries between July 26 and September 8.

- Winners will be announced September 9, 2024
- o <u>Offer Flyer</u>

#### • <u>22<sup>nd</sup> Anniversary Gift Card Incentive</u>

In honor of our upcoming 22nd Anniversary, you will receive a \$100/C\$100 e-gift card for every new full retail FIT and group booking on 2024 departures made between June 14 and September 30, 2024. These e-gift cards will be issued at the time of final payment and will be e-mailed directly to you. Industry rate reservations are excluded. Offer is combinable with all promotions, excluding 2-for-1 and other steep offers deemed by AmaWaterways.

- Expires: September 30, 2024
- Sell Three, Sail Free



Make a total of 3 new FIT bookings on any 2024 sailing between June 7, 2024 - December 31, 2024 and you will receive a complimentary 7-night cruise on a 2024 departure: either an advertised FAM cruise or any Europe cruise departing within 60 days (based on availability). See flyer for complete terms & conditions.

- Expires: December 31, 2024
- o <u>Offer Flyer</u>

#### • Sell Five, Sail Free

Make a total of 5 new FIT bookings on any 2024 sailing between August 1, 2023 - December 31, 2024 and you will receive a complimentary 7-night cruise on a 2024 or 2025 departure: either an advertised FAM cruise or any Europe or Mekong cruise departing within 60 days (based on availability). See flyer for complete terms & conditions.

- Expires: December 31, 2024
- o <u>Offer Flyer</u>

#### • FAM (Familiarization Cruise) Rates

Standard rates on a Familiarization Cruise (FAM) start from \$1,114 for travel advisors and \$1,334 for traveling companions on Europe sailings within 60 days of departure. Reduced FAM rates are available to AmaAcademy Certified Advisors (starting at \$914) and their traveling companions (starting at \$1,114). 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)

- o Online FAM Application
- o <u>View Flyer</u>
- o 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."
  - <u>Click here</u> to view available Seminars on the River

## **War Online Booking Engine**

Some of the offers listed above can be added to reservations within our <u>Online Booking Engine</u>. You can also access the Online Booking Engine within your Travel Advisor Portal.

- Online Booking Engine Training Video
- Online Booking Engine Training Manual

## At-a-Glance Combinability of Offers

In order to present your clients with the greatest value on their upcoming river cruise vacation upfront, we have provided you with a table that will be updated as each offer is released, extended or expired. Below is a quick reference to some of our most frequently asked about offers' combinability.



#### **Available and Combinable:**

**Current Retail Offers** 

+ Referral Savings

**Combination Cruise Savings** 

\$100 per person Loyalty Savings for past guests

**Future Cruise Benefits** 

# For a complete list of combinable offers, view or download our Offer Combinability Chart – <u>Click Here</u>

For individual expiration dates and select sailings applicable, please see the link to the webpage or flyer for each offer.

## 📽 Social Media General Offer Banners

As AmaWaterways has many combinable offers, we have created general offer banners for you to use, in various sizes, on your social media channels to entice both loyal clients and prospects to contact you for assistance in planning their river cruise vacation with AmaWaterways.

**<u>CLICK HERE</u>** to access the banner gallery.

## Frequently Asked Questions

#### What is included with AmaAir?

Reserving flights through AmaWaterways provides you and your clients with incredible peace of mind, great fares on quality airlines and included transfers between the airport and ship or hotel. For more information on AmaAir, visit <u>www.amawaterways.com/air</u>.

## Can air deviate from the cruise embarkation dates with AirPlus if my clients wish to have extra time before or after their sailing?

Schedule deviations are available for AirPlus rates, so your clients have the flexibility to fly on the day that works best for them. Please visit <u>www.amawaterways.com/airplus</u> for more information.

## I have questions or would like to discuss something regarding one of these offers with my Business Development Manager (BDM). How can I find out who my BDM is?

<u>Click here</u> to view our Sales Team flyer, which includes territories and contact information for each of our BDMs.



#### How often will you be updating this toolkit?

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.

## **Weak Service Service** 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 <u>this</u> <u>page</u>. 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 <u>askmarketing@amawaterways.com</u> and we will be more than happy to assist you.