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**MEDIA CONTACTS:**

Samantha Jacobs / Matt Ritter, Hemsworth Communications  
(954) 716-7614

[AmaPR@hemsworthcommunications.com](mailto:AmaPR@hemsworthcommunications.com)



## 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 Asia. World-renowned for the unparalleled quality of its rapidly-growing fleet – which includes 20 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 onboard its European fleet. The company recently swept the top ten and received an overall 4-Star Plus rating – the highest level found in the book – in the second edition of the *Berlitz: River Cruising In Europe* travel guide.

Founded in 2002 by river cruise pioneers Rudi Schreiner, Kristin Karst and Jimmy Murphy, AmaWaterways is the premier river cruise line on Europe's Danube, Douro, Main, Moselle, Rhine, Rhône, Garonne and Seine rivers. 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 hot tub; plush robes and slippers; complimentary in-room Entertainment-On-Demand systems with high-speed internet, extensive music library, popular new release movies and English-language television programming; complimentary Wi-Fi onboard; spacious staterooms; and connecting staterooms on its newer ships. Spacious room configurations range from 160 to 624 square feet. Many of AmaWaterways' staterooms feature a French Balcony or unique "Twin Balcony," consisting of a French Balcony with 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.

AmaWaterways is supported by an operations, sales and marketing staff of over 200 people with its headquarters in Calabasas, CA and ship support in Basel and sales support in the U.K. The company is now underway with its 15<sup>th</sup> anniversary and has introduced its newest ship – the *AmaKristina*, named for Executive Vice President and Co-Owner, Kristin Karst – in early April with sailings from Amsterdam to Basel or reverse.

In addition to its impressive European fleet, AmaWaterways features incredible itineraries in Africa and Asia under The Exotics program, an extension of the line's core product offerings that delivers the highest standards available for travel in remote, undiscovered destinations. Through these unique sailings, travelers can delve into the heart of their destination with knowledgeable guides who share personal insights into the local history, people and cuisine.

AmaWaterways' European fleet currently includes *AmaBella*, *AmaCello*, *AmaCerto*, *AmaDante*, *AmaDolce*, *AmaKristina*, *AmaLyra*, *AmaPrima*, *AmaReina*, *AmaSerena*, *AmaSonata*, *AmaStella*, *AmaVerde*, *AmaVida*, *AmaVenita* and *AmaViola*, with *AmaLea* set to sail in 2018. The Exotics division consists of *AmaDara* and *AmaLotus* on the Mekong in Vietnam and Cambodia and the *Zambezi Queen* on the Chobe in Botswana.

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The line sails to more than 24 countries in Europe, Africa and Asia, including Austria, Belgium, Botswana, Bulgaria, Cambodia, Croatia, Czech Republic, France, Germany, Hungary, Kenya, Luxembourg, The Netherlands, Portugal, Romania, Serbia, Slovakia, South Africa, Spain, Switzerland, Tanzania, Turkey, Vietnam and Zimbabwe.

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

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### ***Executive Bio's***



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

Visionary river cruise line executive Rudi Schreiner is a native of Vienna, Austria. After graduating with a degree in architecture, Schreiner spent seven months doing research on a river raft in Peru, his first experience with river cruising. Throughout the years, Schreiner has helped shape what is today one of the most thriving segments of travel – river cruising – serving in founding and leadership positions for virtually every modern river cruise company. In 2002, he teamed up with Jimmy Murphy and Kristin Karst to found Amadeus Waterways (now AmaWaterways). Under Schreiner's vision and with his extensive industry experience, the company today is an award-winning, trend-setting river cruise line that

owns and operates custom-designed vessels on the breathtaking waterways of Europe, Africa and Asia.



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

A native of Dresden, Germany, Kristin Karst has a degree in the Economics of Tourism & Business Management, as well as a Master of Business Administration from the University of Dresden. After working at American Express for eight years, Karst moved to the United States and entered the river cruise industry. Three years later, she leapt at the opportunity to team up with Rudi Schreiner and Jimmy Murphy, co-founding AmaWaterways. Karst's extensive knowledge of Europe's culture and traditions, as well as providing top-notch customer service, enable her to effectively promote European river cruising with travel

agents, group leaders and diverse educational and business organizations.



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

Gary Murphy's experience in the travel industry spans more than 25 years. He served as Vice President of Marketing and Sales for Miami Air International before taking on various roles at one of the country's leading tour operators, Brendan Vacations. During his tenure, there, Murphy served as Vice President of Marketing and Sales and company President. In 2009, Murphy left Brendan to become Vice President of National Accounts for AmaWaterways and in 2013, was appointed to Vice President of Sales.

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**Jerre Fuqua, Chief Marketing Officer**

Experienced travel industry executive, Jerre Fuqua leads the company's strategic and tactical marketing teams, to optimize communications across all media channels. He places a special focus on the travel trade and works closely with AmaWaterways' valued sales partners around the globe. Over the last ten years, Fuqua led a number of best-in-class brands for parent company TUI Group including roles as President for three brands, Travcoa, YMT Vacations and TCS Expeditions. During that time, he also managed a portfolio of specialist brands including Intrav, International Expeditions, Country Walkers and Caradonna Dive Vacations. Fuqua also served as Chairman of the United States Tour

Operators Association from 2013-2015.



**Michelle Renee Liechty, Chief Financial Officer**

Michelle started her accounting career in international banking after graduating with a B.A. from Purdue University, Fort Wayne Indiana and Accounting Certification from UCLA Extension. Having a father as a pilot instilled in her a great love of travel so in 2005 she accepted a position of Controller within the travel industry and six years later took on a new challenge by joining AmaWaterways as Chief Financial Officer. Her team of talented and dedicated accountants service payments and financial reporting for both the US and Canadian sales units and European operations. Michelle continues to pursue her love of travel with recent trips to Africa and The Mekong and confesses her favorite city in the

world is Basel, Switzerland where she travels frequently to work with our operations team.



**Jon Burrows, Vice President, Operations**

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



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

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

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

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



**Khanh Santos, Vice President, Marketing**

Born in Vietnam and raised in California, Khanh completed her BA Degree at University of California, Irvine. Her early travel industry career focused on customer relations and communications in the hotel industry but it wasn't long before her strong project management skills lead her into the marketing field specializing in tactical marketing. Celebrating 11 years with AmaWaterways, Khanh currently manages a diverse team of creative, technical and analytical people who are responsible for communicating AmaWaterways' exceptional product message and promotional offers on a timely basis via digital and print mediums.



**Bronwyn McKindley, Vice President, Reservations**

Raised in a small town in Northern NSW Australia, Bronwyn's love for travel was sparked as a teenager following her very first trip to the United States. Upon graduating from AFTA Travel College in Brisbane, Bronwyn spent 3 years working for a consolidator in Australia before making California her new home in 2000. Since that time, she has had extensive experience in all areas of call center sales, service and management most notably with Brendan Vacations where she served as Director of Reservations from 2009-2012. Bronwyn joined AmaWaterways in 2012 and her extensive product knowledge, experience in

supporting our travel agency partners and strong people skills led to her promotion to Vice President of Reservations in 2016.



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

A native of Philippines, with a B.A. degree in Computer Science from the Institute College of Technology Los Angeles, Joemar was one of the first employees to join the AmaWaterways team in 2002. Named Vice President of Information Technology in 2011, Joemar now oversees a team of professionals who develop and maintain all operational and business support systems including a dynamic reservations system and responsive consumer website. In his free time, Joemar can be found spinning Top 40 discs as a weekend DJ, or cruising around Hollywood in a very fast car.

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## ***Points of Distinction***

The dedicated team at AmaWaterways is immensely proud of the many unique 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, delicious cuisine, enriching themed cruises and deluxe onboard amenities, AmaWaterways offers much more than a vacation...it's a collection of unforgettable travel experiences. AmaWaterways received an overall 4-Star Plus rating – the highest level found in the book – in the first and second edition of the *Berlitz: River Cruising In Europe* travel guide. The company's European fleet also swept the top ten rankings in the latest edition, underscoring its position as an innovative industry pioneer and provider of unparalleled river cruise experiences.

### **Custom-Designed Ships:**

- With the launch of *AmaLea* in 2018, the total European fleet will reach 17 ships. Three more ships have been announced for 2019 including the revolutionary *AmaMagna*, twice the width of traditional river ships.
- One ship on the Mekong in Vietnam and Cambodia
- One remodeled “eco-ship” serving wildlife cruises on Botswana’s Chobe River



### **“Floating Hotel” Amenities:**

- Extra spacious staterooms and suites (160-624 sq. ft.)
- Connecting staterooms on its newest generation of ships
- Staterooms with French Balconies or signature Twin Balconies
- Comfortable lounges with panoramic windows, multiple dining venues, cozy libraries with books and games
- Complimentary in-room Entertainment-On-Demand system with complimentary high-speed internet, extensive music library, popular new release movies and English-speaking television programming (European fleet)
- Sun deck pools with swim-up bar, whirlpools, walking tracks, fitness rooms and onboard salon and spa services
- 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 restaurant featuring a true tasting menu
- Daily hand-selected complimentary unlimited wine chosen by acclaimed European sommeliers; beer and soft drinks



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- Complimentary unlimited sparkling wine and fresh juices with breakfast (European fleet)

#### **Value-Added Features**

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

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## AmaWaterways in 2017

### *Story Angles*

- **Food and Wine** – AmaWaterways is the first river cruise line member of the invitation-only La Chaîne des Rôtisseurs, one of the world’s most prestigious culinary organizations. It’s also a recently inducted member of La Connétablie de Guyenne – the third oldest vinous brotherhood in Bordeaux. Its award-winning executive chef oversees all menus (including vegetarian and gluten-free menu options) onboard the European and Asian ships, incorporating regional wines and locally sourced produce, meats and cheeses when possible. AmaWaterways also offers unique culinary experiences such as:
  - Learning how to knot a bretzel (German for pretzel) at a German bakery
  - Sampling regional specialties at the Les Halles market in Lyon
  - Bratwurst and beer tasting at the oldest brewery in Nuremberg
- **Wellness** – AmaWaterways prides itself on embracing the newest trend in wellness and active travel and provides a vacation experience that encompasses physical, mental and spiritual wellness. The company’s onboard fitness rooms and open air running track on the beautiful sun deck offers an opportunity for guests to continue with their exercise routine. AmaWaterways will also be introducing a new Wellness Program, which will preview on *AmaLyra* in 2017 with plans to roll out the final program across select ships in 2018. The program involves refined menus, new group exercise options and nutritional information sessions with a dedicated coach. AmaWaterways also offers healthy food options and can accommodate dietary restrictions and preferences. Options include:
  - Gluten-free and vegetarian options
  - Vitamin shots and smoothies at breakfast
  - Hydration Station – featuring infused detox and gemstone waters
  - Daily fresh baked bread - whole grain and brown varieties
- **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.
- **Massage and Salon** – AmaWaterways features massage and salon services onboard its European and Asian fleets, where travelers can relax, unwind and rejuvenate so that they return home refreshed in every way.
- **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.

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- **Bicycle, Walking and Hiking Tourism** – AmaWaterways continues to enhance its line-up of biking and hiking tours for travelers, responding to the demand for more active options onboard its popular Europe river cruises. The first river cruise line to truly embrace bicycling, AmaWaterways today carries 25 complimentary bicycles aboard all European ships for guests to use on their own or on escorted bike tours. Some examples of tours combining fitness with leisure include:
  - Biking tours:
    - along the Rhine Valley and riverfront in Rudesheim, Germany
    - to Klosterneuberg Abbey in Vienna, Austria
    - through the scenic Wachau Valley in Austria
    - through Rouen, the historical capital city of Normandy in France
    - through the famous wine estates and vineyards of Saint-Émilion and Pomerol
    - through Antwerp visiting a fortress, museums and hidden quarters
    - along the river Sava and through Kalemegdan Park in Belgrade
    - through the historic town of Bamberg, Germany (a UNESCO World Heritage Site), seeing its famous breweries and market gardens
    - through wooded hills and beaches of poplars along the scenic shores of the Inn River in Passau
  - Hiking tours:
    - Passau Castle
    - Mount Pipet in Vienne, France
    - Chateau Gaillard in Les Andelys, France
    - Budapest Castle Hill Hike
    - Bratislava Castle Hike
    - Philosopher’s Hike in Heidelberg

Additionally, AmaWaterways recently expanded its partnership with Backroads, a popular adventure travel company. This relationship brings active adventure biking, walking and hiking journeys to the world’s most renowned river cruise destinations. Rooted in the shared philosophy of providing best-in-class service and authentic upscale travel experiences, AmaWaterways’ relationship with Backroads has continued to grow and in 2017 will offer more than 50 sailings on the Danube, Seine, Rhine, Rhone, Garonne and Douro rivers.

- **Special Sales Promotions** – AmaWaterways features special limited-time promotions throughout the year on select sailings. In addition to ongoing sales promotions, AmaWaterways makes solo river cruising even more affordable by waiving the single supplement on many of its sailings.
- **Themed Cruises** – AmaWaterways offers travelers unique themed cruises unlike anything they have experienced before.
  - *Wine Cruises* – AmaWaterways’ popular wine cruises are back with even more departures – 45 hosted departures in 2017 with 50 lined up for 2018 - traveling through some of Europe’s most acclaimed wine regions with expert wine hosts onboard, complimentary lectures, wine tastings

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and excursions to historic vineyards and cellars. AmaWaterways also introduced the *Taste of Bordeaux* itinerary in 2016. This seven-night voyage takes travelers on an unforgettable experience through France’s renowned Bordeaux wine region, with stops along the Garonne and Dordogne rivers.

- *Christmas Markets Cruises* – AmaWaterways’ magical holiday cruises 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 and Vienna, a river cruise holiday promises extra special memories to savor a lifetime.
- **New Ships and New Destinations** – AmaWaterways welcomed two new ships to its fleet in 2016 and one in 2017. The company will also welcome another new ship in 2018, with three more announced for 2019. These include:
  - *AmaViola and AmaStella (2016)* on the Danube, Main and Rhine, as well as the Dutch and Belgian waterways
  - *AmaKristina (2017)* on the Rhine, including stops at Europe’s world-famous Christmas Markets
  - *AmaLea (2018)* on the Danube, including AmaWaterways’ seasonal Tulip Time itinerary
  - *AmaMagna (2019)* on the Danube
- **New Itineraries and Trip Features**
  - Africa – AmaWaterways has enhanced its *Safaris & Wildlife Cruise* options now featuring five itineraries:
    - *Discover Africa* – Three nights in Cape Town, four-night wildlife cruise, two nights Victoria Falls
    - *Rivers & Rails of Africa* – Three nights in Cape Town, four-night wildlife cruise, two nights in Victoria Falls, two nights on the Rovos Rail train and one night in Johannesburg
    - *Stars of South Africa* – Three nights in Cape Town, four-night wildlife cruise, two nights in Victoria Falls, one night in Johannesburg and three nights in Kruger National Park
    - *Golden Trails of East Africa* – Two nights in Johannesburg or three nights Cape Town, four-night wildlife cruise, two nights in Victoria Falls and seven nights in East Africa
    - *Wildlife and the Falls*– One night in Johannesburg, a four-night African river safari, two nights in Victoria Falls, two nights in Johannesburg and three nights at a luxury safari lodge in greater Kruger National Park
  - Taste of Bordeaux - AmaWaterways offers 29 “Taste of Bordeaux” seven-night sailings aboard *AmaDolce*, sailing the Garonne and Dordogne Rivers in France’s most renowned wine region.
  - Gems of Southeast Europe – Amawaterways now offers a two-night land program in Bucharest, Romania. Guests experience highlights such as an included full day excursion to the legendary region of Transylvania, among other activities.
  - Vietnam, Cambodia & The Riches of the Mekong – The *AmaDara* now sails upstream on the Mekong river, starting in Ho Chi Minh City.



*AmaKristina Stateroom*

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- **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 AmaWaterways’ European and Asian ships.
  - New for 2018 - Sip & Sail daily cocktail hour with complimentary wine, beer and spirits.
  - 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 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 Portuguese cork or German Kölsch beer is made.
- **New Canadian Website** – In 2016, AmaWaterways announced that it had made all of its river cruise offerings bookable in Canadian dollars. To support the new pricing, the company also launched a new website – [www.AmaWaterways.ca](http://www.AmaWaterways.ca) – specifically for Canadian travelers and travel agents. Now live, the site features comprehensive information on the line and its itineraries, along with real-time river cruise pricing in Canadian dollars, making additional transaction fees a thing of the past.
- **New UK Office** – In 2016, AmaWaterways opened a new sales and marketing office in the United Kingdom. The office is located in Guildford, Surrey and is led by river cruise industry veteran Stuart Perl.
- **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:
  - *2016 Berlitz: River Cruising In Europe* – swept top ten rankings out of 310 rated European river cruise ships and received an overall 4-Star Plus rating
  - *2015 Berlitz: River Cruising In Europe* – only river cruise company based in U.S. to receive an overall 4-Star Plus rating; *AmaPrima* took the crown as queen of all vessels
  - Rudi Schreiner inducted into CLIA Hall of Fame
  - Five accolades during the 2017 Travvy Awards: “Best River Cruise Line,” “Best River Cruise Ship – *AmaStella*”, “Best River Cruise Line Europe, Asia and Africa”
  - *TravelAge West’s* 2016 WAVE Editor’s Pick Awards for “Best Onboard Dining” and “Best New Ship” - *AmaSerena*
  - *Luxury Travel Advisor* – “Best Luxury River Cruise” category; Award of Excellence for “Best River Cruise Company”
  - *Town & Country* – 2016 River Cruise Category Awards “Best Overall,” “Best for Food,” “Best For Onboard Activities,” “Best For On-Shore Activities”

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- *Conde Nast Traveler's* "Top 20 River Cruise Ships"
  - *Travel + Leisure* – Top five ranking as part of annual "World's Best Awards"
  - 2016 Cruise Critic Editors' Pick Awards for "Best River Cruise Line," "Best River Cruise for Active Cruisers" and "Best for Families"
  - NACTA 2016 River Cruise Line Partner of the Year
  - NEXION's 2016 Best River Cruise Line – third consecutive year
  - American Express 2016 Cruise Supplier of the Year
  - AAA 2016 River Cruise Company of the Year
  - ASTA's 2016 River Cruise Company of the Year
  - *Virtuoso's* "Best River Cruise Line"
  - *Seven Travel Weekly* Magellan Awards – including GOLD for "Overall River Cruise Line," "Luxury Ship Restaurant Design," "Luxury Cabin Design," "Premium Ship Cabin Design" and "Itinerary"
  - *Porthole Cruise Magazine's* Readers' Choice Award for "Best River Cruise"
- **Giving Back** – In partnership with Opportunities and Development thru Art (ODA, an established NGO in Cambodia), AmaWaterways provides financial support to a school in Siem Reap, Cambodia that provides young children with free English language instruction. As part of their 16-day Mekong River cruise, guests touring the Angkor Archaeological Park will have an opportunity to visit this school.

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