



AMAMAGNA NAMED ONE OF *TIME* MAGAZINE'S 2019 WORLD'S GREATEST PLACES



*AmaWaterways' Newest River Cruise Ship Recognized for Innovation,
with Unique Double-Width Design and One-of-a-Kind Onboard Experience*

CALABASAS, CA – August 26, 2019 – *AmaMagna* (pictured right), AmaWaterways' most innovative ship to date, today joined the coveted roster of *TIME* magazine's "World's Greatest Places." The 2019 list showcases 100 global destinations that are breaking new ground, leading industry trends and offering visitors an extraordinary experience. At twice the width of traditional European river cruise ships, *AmaMagna* is the first new build of its kind in the river cruise industry, offering more luxurious personal space onboard and bringing travelers fresh new amenities, dining venues and programs.



"*AmaMagna* started as a dream, and we are proud to see her earning such prestigious recognition from the travel industry and guests, as well as renowned media organizations like *TIME*," said Rudi Schreiner, president and co-founder of AmaWaterways. "This ship is special and unique in so many ways, and since she set sail on the Danube river earlier this summer, we have continued to receive overwhelmingly positive feedback from our guests and travel partners. We look forward to creating authentic, unforgettable experiences for our guests as they explore the world, one river at a time."

Focusing on new, relevant destinations that are unforgettable in today's world of endless travel wish lists, the *TIME* "World's Greatest Places" program looks annually at nominations from its editorial team across a variety of categories, selecting winners based on quality, originality, innovation, sustainability and influence.



No stranger to innovation, AmaWaterways first began planning for a groundbreaking river cruise ship five years ago. The brainchild of Schreiner, who is considered by many to be the godfather of river cruising, *AmaMagna* welcomes just 196 guests with more than half of her 98 staterooms designated as spacious ocean-cruise style suites measuring between 355 and 710 sq. ft. All staterooms and suites are appointed with stylish décor and natural wood accents; suites feature full outside balconies, open seating areas and luxurious bathrooms, complete with double sinks

and walk-in showers. Six Grand Suites (474 sq. ft.) and an Owner's Suite (710 sq. ft.) provide even more amenities with separate seating areas and sizable bathrooms complete with spa-like bathtubs. Eight pairs of suites are connecting making them ideal for families.

Complementing the intimate Chef's Table and Main restaurants, which are found across the AmaWaterways fleet, *AmaMagna* introduces two new dining venues for the brand – *Jimmy's*, family-style dining named for AmaWaterways' late co-founder Jimmy Murphy, and *Al Fresco* restaurant, with retractable ceiling and windows and a distinctive vegetable-forward menu.

AmaMagna provides enhanced entertainment offerings with an onboard cinema and amenities including a marine platform, a large boutique; an expansive Zen Wellness Studio, complete with a well-equipped, large indoor/outdoor exercise area offering group classes led by a professionally trained Wellness Host, a juice bar and two massage rooms, along with manicure, pedicure and hair services; and an expansive sun deck with a large heated pool, relaxing whirlpool and sky bar. All sun deck facilities are easily accessible via a pop-up elevator – a first for the European river cruise industry – servicing all four decks. The ship also debuted an innovative ten engine configuration designed to reduce sound, vibration and fuel consumption.



Exclusive to *AmaMagna*, guests may also take advantage of a new Concierge Golf Program, providing the opportunity to experience four top-level golf courses in Hungary, Slovakia, Austria and Germany while enjoying the magic of river cruising. A Vow Renewal Program is also offered on board for those wanting to celebrate life with a romantic gesture. *AmaMagna's* 2020 itineraries include a unique *Magna on the Danube* itinerary between Vilshofen and Budapest, four sailings on the *Gems of Southeast Europe* between Budapest and Giurgiu, Romania and festive *Christmas Markets on the Danube*.

For full details, or to book an AmaWaterways river cruise, contact your preferred Travel Advisor, call 1.800.626.0126 or visit AmaWaterways.com. Follow AmaWaterways on Facebook at [Facebook.com/AmaWaterways](https://www.facebook.com/AmaWaterways), Instagram @AmaWaterways and Twitter @AmaWaterways.

About AmaWaterways

A family-owned company celebrating 17 years on the river, AmaWaterways offers unforgettable river cruises with 24 ships sailing Europe's Danube, Rhine, Moselle, Main, Rhône, Seine, Garonne, Dordogne, Dutch and Belgian Waterways and Douro Rivers, Southeast Asia's Mekong and Africa's Chobe River. Led by experienced river cruise co-founders Rudi Schreiner and Kristin Karst, the company is renowned for its innovative stateroom design featuring unique "twin balconies"; its wellness activities including a wide choice of included shore excursions featuring biking and hiking options for the active traveler; and its award-winning dining—including The Chef's Table specialty restaurant as well as complimentary fine wine, beer and soft drinks with lunch and dinner. Modern, spacious and tastefully decorated, each ship features onboard amenities such as hair and massage salons and a fitness room, and many have heated outdoor swimming pools with swim-up bars. AmaWaterways leads the river cruise industry in innovation highlighted with the launch of *AmaMagna*, which at twice the width of traditional river ships, offers a new dimension in luxury river cruising. The company also offers a variety of themed sailings and brand relationships, with sailings geared towards active travelers and families as well as group and charter options.

With the highest-rated ships in Europe according to the third edition of Berlitz: River Cruising in Europe & the USA, AmaWaterways has received countless honors and accolades including Cruise Critic's Editor's Pick Award for "Best for Active Cruisers" and 2018 *AFAR* Reader's Choice Award for "Best River Cruise Line."

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