



News Release  
FROM AMERICAN CRUISE LINES

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**FOR IMMEDIATE RELEASE**



**American Cruise Lines Launches On-Demand Travel Agent Certification Program**

*New Comprehensive Video Training Tools Now Available for Travel Agents*

**GUILFORD, CT – November 12, 2015** – [American Cruise Lines](http://www.americancruiselines.com), operator of the newest cruise ships in the United States, announced today it has launched a new On-Demand Agent Certification Series. The series will host six online training sessions where agents will learn about destination and fleet details and have the opportunity to become certified on all American Cruise Lines itineraries at their leisure.

“We are very excited to launch this educational program that helps agents learn about American Cruise Lines at their own pace and schedule,” said Susan Shultz, Director of Sales. “An agent’s time is very valuable, so we have designed this on-demand video certification program to make learning as interesting, easy, and beneficial for agents as possible.”

American Cruise Lines will be rolling out six sessions by the end of the year in preparation of wave season, historically starting in January. The first session of the series, available today, November 12<sup>th</sup> on

the American Cruise Lines Travel Agent Portal, introduces agents to its Mississippi River itineraries and the newest fleet of riverboats touring the region, *America* and *Queen of the Mississippi*.

As a “kick-off” to this new program, American Cruise Lines is entering all agents who successfully complete all six sessions by December 31, 2015 into a drawing to win a free FAM trip in 2016. Certain restrictions apply.

With the highest repeat rate in the country, American Cruise Lines offers a desirable product that can become a valuable asset in a travel agent’s portfolio. For more information, agents are encouraged to visit [www.americancruiselines.com/travel-agents](http://www.americancruiselines.com/travel-agents).

### **About American Cruise Lines**

[American Cruise Lines \(http://www.americancruiselines.com\)](http://www.americancruiselines.com) is the largest U.S. cruise company and operator of the newest fleet of riverboats and small cruise ships in the United States. It offers more than 35 [itineraries \(http://www.americancruiselines.com/cruises\)](http://www.americancruiselines.com/cruises) ranging from four to 21 days in length around the country including the Pacific Northwest, Alaska, New England, the Southeast and the entire Mississippi River system. The line has been continuously recognized for providing superb service to guests and travel agents before, during, and after a cruise to create a seamless and personalized experience.

Long established and deeply experienced in cruise travel, American Cruise Lines has lead the industry with honors that include “The World’s Best Small Ship Cruise Line” by Condé Nast Traveler (2015), “Gold Magellan Award Winner” (2015, 2014), “North America’s Leading River Cruise Company” by World Travel Awards (2015), “The World’s Best Cruise Ship” by Condé Nast Traveler (2014), “World’s Leading River Cruise Company” by World Travel Awards (2014), “World’s Leading Small Ships Cruise Line” by World Travel Awards (2013, 2012), “Best New Ship” by TravelAge West (2013), and finalist for the Reader’s Choice Awards by Condé Nast Traveler (2015).

To learn more about American Cruise Lines, visit <http://americancruiselines.com/home> or call 800-814-6880. Find us on Facebook at <https://www.facebook.com/americancruiselines> or follow us on Twitter at [https://twitter.com/American\\_Cruise](https://twitter.com/American_Cruise).

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