



ADVISOR PROGRAM

Travel Advisor Guide

To Small Ship Cruising Done Perfectly®





Dear Travel Advisor,

Thank you for your interest in American Cruise Lines. This booklet is designed to serve as a guide for helping you market our wide range of offerings to your clients. With more than 35 unique itineraries visiting 34 states in America, we have something for everyone. We are continuing to expand our fleet as well as the number of amazing destinations and excursions we offer. We are delighted to have the opportunity to work with you and to present you with **Small Ship Cruising Done Perfectly.**[®]

Sincerely,
Susan Shultz-Gelino
Vice President of Trade Relations

TO LEARN MORE, CALL
888-323-4741



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The American Cruise Lines Difference

As we travel to the most amazing destinations across the United States, we offer our guests an elevated cruise experience - not expressed through black tie affairs and formal gatherings, but rather through personalized exploration, well-designed enrichment programs on board and ashore, and all the comforts that come with cruising on the newest fleet in the country.

American Cruise Lines delivers culture, history, and enlightenment, without the distractions of buffets, casinos, and wave pools. Every itinerary is a unique experience and a delight for the senses. Viewing our country's beautiful landscapes and historic landmarks up-close, tasting the best regional cuisine, listening to the area's finest entertainment, and feeling the warm camaraderie of the crew and fellow guests, are the intangibles not offered by other cruise lines.

Our small ship design creates an intimate environment in which our guests are treated with the utmost care and attention. Our crew members take pride in knowing our guests by name and understanding their preferences. Every stateroom is a spacious sanctuary in which to relax after a day of discovery and contemplate the adventures that lie ahead. Guests come back from an American Cruise Lines cruise relaxed, enriched, and with new lifelong friends.

Reasons to Cruise with American Cruise Lines

- ★ Newest fleet of riverboats and small cruise ships in the U.S.
- ★ Highest level of personalized service
- ★ Unique and exciting itineraries across the country
- ★ Fewer than 200 guests, over 600 feet of space per guest

American Cruise Lines leads the way with more than 35 captivating 5 to 22-day itineraries visiting the Pacific Northwest, Alaska, New England, the Southeast, and the Mississippi River region.

Cruise Close to Home[®]

ADVANTAGES OF SMALL SHIP CRUISING	AMERICAN CRUISE LINES
MOST MODERN FLEET OF SHIPS	✓
THE LARGEST STATEROOMS IN THE INDUSTRY	✓
NO INSIDE STATEROOMS	✓
PRIVATE BALCONIES WITH FLOOR-TO-CEILING GLASS DOORS	✓
THE LARGEST FLEET OF AMERICAN SHIPS	✓
PASSENGER ELEVATORS TO ALL DECKS	✓
WORLD-CLASS NIGHTLY ENTERTAINMENT	✓
AN OPEN, SINGLE-SEATING FINE DINING EXPERIENCE	✓
COMPLIMENTARY COCKTAIL HOUR EACH EVENING	✓
COMPLIMENTARY GUIDED SHORE EXCURSIONS	✓
ONBOARD HISTORIANS AND LOCAL NATURALISTS	✓
U.S. FLAGGED SHIPS, ALL-AMERICAN CREW	✓
NEW CRUISE SHIPS DESIGNED FOR YOUR CLIENTS' COMFORT	✓
GRATUITIES ARE INCLUDED ON ALL ITINERARIES	✓



Transforming Travel on America's Waterways



Our Fleet

Fleet of 17 ships, with more on the way



Newest and most environmentally friendly ships in the U.S.



The most spacious staterooms with modern amenities



No inside staterooms



Special needs or mobility concerns can be easily facilitated



Gracious lounges to suit every mood



Maximum of 190 guests, ensuring an intimate on board and port of call experience



All of our ships are built in the United States and are American flagged and crewed

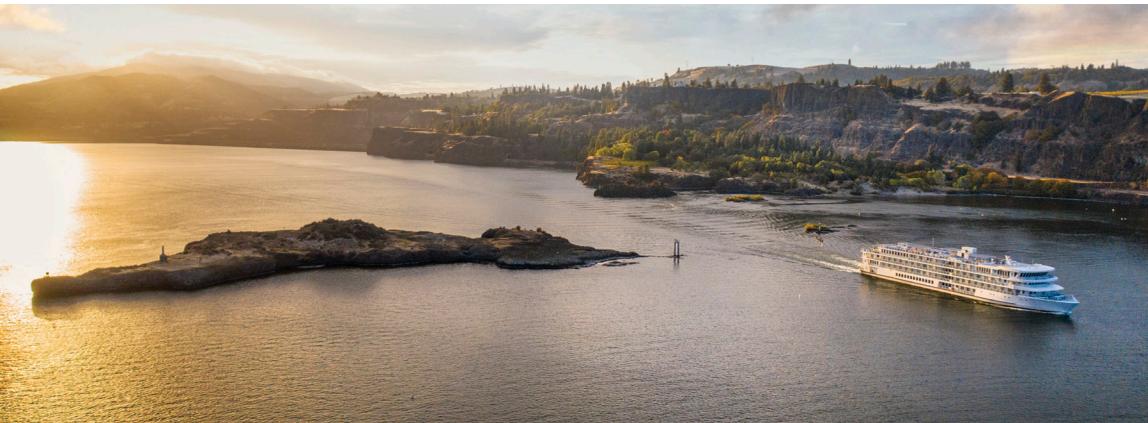
American Riverboats

The Newest Riverboat Fleet in America

American Serenade (Coming in 2023)

Accommodating fewer than 190-guests, each in our new series of American Riverboats showcases a gorgeous multi-story sky-lit atrium, which serves as a central gathering place. Guests can enjoy an elegant restaurant as well as a casual outdoor café. Ranging from 250 to 650 square feet, all of the luxurious staterooms feature full-size bathrooms, roomy closets, and private balconies where guests can relax after a day's adventure and admire the rolling river views.

SHIP	CAPACITY	ITINERARY	YEAR BUILT
<i>American Serenade</i>	175	Mississippi River	2023
<i>American Symphony</i>	175	Mississippi River	2022
<i>American Melody</i>	175	Mississippi River: 2021-2022 Columbia & Snake Rivers: 2023	2021
<i>American Jazz</i>	190	Mississippi River	2020
<i>American Harmony</i>	190	Columbia & Snake Rivers	2019
<i>American Song</i>	184	Columbia and Snake Rivers	2018



Classic Paddlewheelers

New Look, Same Amazing Itineraries

We are excited to welcome guests aboard our newly redesigned paddlewheeler fleet. Enjoy perfect comfort and the most modern amenities as you bask in the romance and nostalgia of classic paddlewheeler travel. From the staterooms and suites to the lounges and dining rooms, each paddlewheeler has been completely made-over with new color palettes, luxurious textiles and linens, new furniture and carpets, and artwork and flourishes, celebrating the regions we visit.

SHIP	CAPACITY	ITINERARY	YEAR BUILT
<i>American Splendor</i>	185	Mississippi River	2016
<i>American Heritage</i>	150	Mississippi River	2015
<i>American Pride</i>	150	Columbia & Snake Rivers	2012
<i>American West</i>	100	Columbia & Snake Rivers	2011



Coastal Ships

Constellation Class and Independence Class

Our fleet of small coastal ships operate on both coasts of the United States and provide the most premium atmosphere in the industry. These new ships are designed to accommodate modern expectations and offer all of the latest amenities. Expansive rooms offer sweeping views from every vantage point, while furnished private balconies allow for total relaxation as we glide to each spectacular destination.



Constellation Class

SHIP	CAPACITY	ITINERARY	YEAR BUILT
<i>American Constitution</i>	175	New England and the Southeast	2018
<i>American Constellation</i>	175	Alaska and Puget Sound	2017



Independence Class

SHIP	CAPACITY	ITINERARY	YEAR BUILT
<i>American Independence</i>	100	New England and the Southeast	2010
<i>American Star</i>	100	New England and the Southeast	2007
<i>American Spirit</i>	100	Puget Sound & the San Juan Islands	2005

Eagle Class

"Go Anywhere" Small Ships

Our new Eagle Class of catamaran-inspired small ships is designed to provide the ultimate Luxury Adventure™ for our guests. At a capacity of just 109, the new ships will blend the excitement of expedition cruising with the refinement, comfort, stability, and land proximity of river cruising.

Like the other ships in our fleet, each will feature modern décor and the most spacious staterooms in the industry, most with private balconies, as well as an elegant restaurant, multiple lounges, a fitness center, and an outdoor cafe.

What is unique about the new class is the shallow draft that allows the ships to travel on almost any river or waterway across the country and grants rare access into small ports, allowing these ships to virtually “go anywhere.” Observation and sitting areas will be available at the bow for up-close viewing of local flora and fauna and a special swim/activity platform on the stern of the ship allows guests to use kayaks and a tender for local exploration.

SHIP	CAPACITY	ITINERARY	YEAR BUILT
<i>American Eagle</i>	109	New England, The Southeast	2023
<i>American Glory</i>	109	The Southeast	2023



An Inclusive Experience

Pre-Cruise Hotel Stays

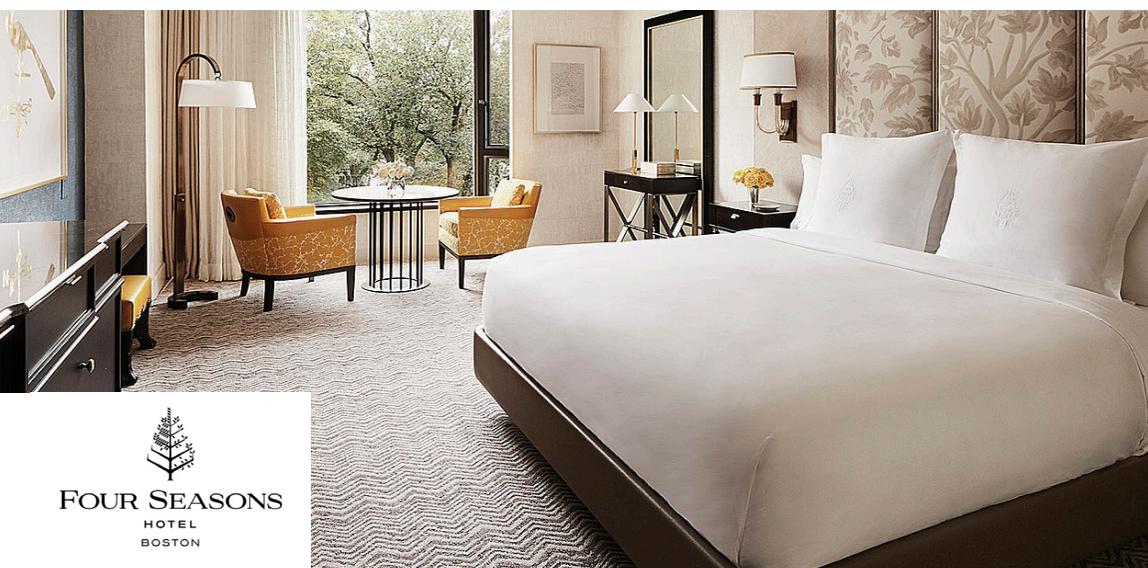
All guests traveling on the Mississippi River, Columbia River, and Alaska cruises departing from Juneau receive a **Complimentary Pre-Cruise Hotel Stay** which includes a 1-night hotel stay, concierge luggage service, and transportation to the ship. This makes getting to and boarding the ship more convenient for guests and gives them the opportunity to explore the exciting ports of call in which our participating hotels are located.

Pre-Cruise Hotel Packages

Guests have the option to purchase Pre-Cruise Packages in Clarkston, WA; New Orleans, LA; Memphis, TN; St. Louis, MO; Seattle, WA; Boston, MA; Baltimore, MD; Providence, RI; and Portland, ME. These packages include either a one or two-night hotel stay, a special excursion, and a transfer to the ship on the day of departure. We also have brand new **Post-Cruise Packages** in Clarkston, WA. Contact a Cruise Specialist for availability and pricing.

Cruise Inclusions

- ★ Complimentary beer and wine at lunch and dinner featured on all itineraries
- ★ Nightly cocktail hours featured on all itineraries
- ★ Gratuities are included on all itineraries
- ★ Flat-rate domestic airfare option available



Spacious Staterooms

American Cruise Lines ships boast the most spacious staterooms in the industry, featuring all the amenities of a modern hotel, including full-size bathrooms and private balconies. All rooms have an interior entrance, giving guests unobstructed views of the picturesque passing scenery.



The American Cruise Lines Difference

- ★ Spacious staterooms ranging from 203 to 650 square feet
- ★ Full-size bathrooms
- ★ No inside staterooms
- ★ Hotel-style bed with optional twin-bed configuration
- ★ Twice daily stateroom service
- ★ Single occupancy staterooms at single fare
- ★ Handicap accessible staterooms

Owner's Suite (Private Balcony)

Up to 645 square feet

Veranda Suite (Private Balcony)

Up to 405 square feet



AAM (Private Balcony)

Up to 350 square feet

AAL/AAR (Private Balcony)

Up to 300 square feet



Introducing Our Grand Suites

Our class of American Riverboats feature the first ever Grand Suites. These luxurious suites measure up to 650 sq. ft. and offer panoramic views through floor-to-ceiling glass windows. Sliding glass doors lead out to a wrap-around balcony complete with a private dining area, the perfect place to enjoy breakfast room service or watch the sun set.

Each Grand Suite features a separate bedroom and living area, ideal for gathering with family and friends after an invigorating day of exploration.

TO LEARN MORE, CALL
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Shore Excursions

American Cruises Lines offers the most comprehensive guided shore excursions that bring out the distinct flavor and unique culture of the destinations visited. With a variety of onshore options, clients have the ability to tailor their cruise experience and can even choose to plan their own excursion at a particular port with the help of the Hotel Manager.



Shore excursions come in one of three categories:



FEATURED

Featured excursions are complimentary to all guests.



PREMIUM

Premium excursions typically cost between \$10 and \$95.



SIGNATURE

Signature excursions are limited-availability and must be reserved in advance with your Cruise Specialist.

The American Cruise Lines Difference

- ★ Over 350 guided shore excursions to accommodate specific interests
- ★ Guided, small-group excursions available in every port of call
- ★ Meticulously planned and supported with personal guides who are well-versed in each region

Mississippi River, Columbia & Snake Rivers, and Alaska itineraries - complimentary featured shore excursions in almost every port of call, with a supplemental program of premium and signature shore excursions.

Puget Sound, Northeast, and Southeast itineraries - an optional program of premium and signature excursions that can be easily booked in advance on the guests' personalized online cruise portal or with a Cruise Specialist. This gives guests an opportunity to book an excursion or to explore on their own if they prefer.

Onboard Enrichment

American Cruise Lines is sure to keep your clients entertained with our lively, award-winning onboard enrichment programs. Entertainment ranges from interactive lectures to live musical performances in one of the ships' inviting lounges.

The American Cruise Lines Difference

- ★ Award-winning onboard enrichment programs that are engaging and informative
- ★ Carefully selected naturalists, historians, and musicians with expertise in and passion for American heritage
- ★ Programs that bring local history, nature, and culture to life through informal lectures, open discussions, and musical performances
- ★ Onboard experts who also attend shore excursions to give guests behind-the-scenes insight into a particular destination



Exquisite Cuisine

American Cruise Lines has a team of master chefs who are passionate about their craft. Our culinary teams are encouraged to use locally grown, sustainable ingredients to masterfully create regionally inspired and traditional American cuisine. Each menu offers something for everyone and changes to complement the season.

The American Cruise Lines Difference

- ★ Gourmet, regionally inspired dining experience
- ★ Locally grown, fresh ingredients
- ★ Can easily accommodate any dietary restrictions
- ★ All meals served to order, no buffets
- ★ Complimentary beer and wine at lunch and dinner
- ★ Nightly complimentary cocktail hours
- ★ Complimentary snacks and non-alcoholic beverages available in our lounges 24 hours a day
- ★ One open-seating restaurant allows guests to eat when and with whom they please



Mississippi River Cruises

We offer 10 fascinating itineraries along the Mississippi River from New Orleans, LA to St. Paul, MN, featuring the newest paddlewheelers and American riverboats in the country. On the Lower Mississippi River, guests can explore enchanting ports, antebellum estates, and Civil War battlefields. The journey up the river features sprawling nature preserves, unique wildlife, and vivid American towns that bring you back to an earlier time.

CRUISE	DAYS	ITINERARY
Complete Mississippi River	22	New Orleans, LA–St. Paul, MN
Grand Heartland	15	St. Paul, MN–New Orleans, LA
Mississippi River Gateway	11	New Orleans, LA–St. Louis, MO*
Ohio River	11	St. Louis, MO–Pittsburgh, PA*
Music Cities	8	Nashville, TN–Memphis, TN*
Upper Mississippi River	8	St. Louis, MO–St. Paul, MN*
Lower Mississippi River	8	New Orleans, LA–Memphis, TN*
New Orleans Round-Trip	8	New Orleans, LA Round-Trip
Tennessee Rivers	8	Chattanooga, TN–Nashville, TN*
Highlights of the Mississippi	5	New Orleans, LA Round-Trip

**Offered in both directions*



Pacific Northwest & Alaska

The Pacific Northwest is world-renowned for its diverse ecosystems and wildlife. We offer 8 amazing itineraries that explore the spectacular beauty of Alaska, Puget Sound, and the Columbia & Snake Rivers. Your clients will visit historic sites from the journey of legendary pioneers Lewis & Clark, experience what the Gold Rush was like in America's Last Frontier, and view majestic orcas in their natural habitat.

CRUISE	DAYS	ITINERARY
Northwest Pioneers	11	Clarkston, WA–Hayden Island, OR*
Columbia & Snake Rivers	8	Hayden Island, OR–Clarkston, WA*
Highlights of the Columbia River	5	Hayden Island, OR Round-Trip
Grand Puget Sound	11	Seattle, WA Round-Trip
Puget Sound & San Juan Islands	8	Seattle, WA Round-Trip
Alaska Inside Passage	15	Seattle, WA–Juneau, AK*
Southeast Alaska	8	Juneau, AK Round-Trip
Alaskan Explorer	11	Juneau, AK Round-Trip

**Offered in both directions*



New England Cruises

The islands and harbors of New England are among the most desired vacation retreats. From the quaint island villages of Nantucket and Martha's Vineyard to the scenic beauty of coastal Maine, we have created 5 captivating New England itineraries for the most discerning traveler. Guests can enjoy a traditional Lobsterbake, indulge in the area's rich maritime history, or be led by our local expert guides to alluring destinations such as Newport's opulent "Avenue of the Mansions," or the scenic mountain tops of Acadia National Park.

CRUISE	DAYS	ITINERARY
Grand New England	11	Boston, MA Round-Trip
Maine Coast & Harbors*	8	Portland, ME Round-Trip
New England Islands*	8	Providence, RI Round-Trip
Hudson River*	8	New York, NY Round-Trip
Cape Codder	8	Boston, MA Round-Trip

**7-day option available*



Southeast Cruises

European explorers found sanctuary in the bountiful lands of the Southeast centuries ago. On one of 5 captivating itineraries, your clients can experience the unparalleled beauty and grand history of the Southeast. Cruises in this region visit historic ports of call, architecturally significant homes, charming seaside villages, and islands that were once a retreat for the rich. Discover the early American ideal on our cruises through the Chesapeake Bay.

CRUISE	DAYS	ITINERARY
American Revolution	11	Baltimore, MD Round-Trip
Chesapeake Bay	7 or 8	Baltimore, MD Round-Trip
Historic South & Golden Isles	8	Charleston, SC–Amelia Island, FL*
East Coast Inland Passage	15	Baltimore, MD–Amelia Island, FL*
Great Rivers of Florida	8	Jacksonville, FL Round-Trip

**Offered in both directions*



Theme Cruises

American Cruise Lines offers a variety of theme cruises that explore the most intriguing aspects of American culture, history, and landscape. Whether your clients are history enthusiasts, music aficionados, culinary connoisseurs, love to explore the breathtaking scenery of America, or just wish to have a stress-free holiday, American Cruise Lines has the perfect theme cruise.



Historic Cruises

Lewis & Clark - Columbia & Snake Rivers, Northwest Pioneers

Civil War - Lower Mississippi River, Historic South & Golden Isles

Mark Twain - Upper Mississippi River



Music/Art Cruises

Music Cruise - Lower Mississippi River, Music Cities

Art Immersion Cruises - Available on select itineraries in each region



Culinary Cruises

Culinary - Lower Mississippi River

Food & Wine - Columbia & Snake Rivers

Lobsterbake - Grand New England, Maine Coast & Harbors, New England Islands

Crabfest - American Revolution, Chesapeake Bay



Holiday Cruises

Thanksgiving - Lower Mississippi River, Historic South & Golden Isles, Great Rivers of Florida

Christmas - Lower Mississippi River, Historic South & Golden Isles, American Revolution

New Year's Eve - Lower Mississippi River, Historic South & Golden Isles, American Revolution



Foliage Cruises

Fall Foliage - Hudson River, Puget Sound & San Juan Islands, Columbia & Snake Rivers, Upper Mississippi River



Tulip Festival Cruises

Tulip Festival - Puget Sound & San Juan Islands

Group Booking Guide

Earn excellent commissions and Tour Conductor credits while offering your clients special discounts and extra amenities. Advisors can earn a 10-15% commission, depending on the commission tier level reached at the time of contract.

Group Discounts

- ★ All groups receive a \$600 discount per stateroom
- ★ After booking 10 passengers, receive one complimentary TC berth (port charges and fees apply) on the 11th passenger
- ★ After booking 24 deposited passengers, receive an additional complimentary TC berth (port charges and fees apply)
- ★ Rates are guaranteed for 60 days without deposit

Onboard Amenities

- ★ One evening during the cruise, your group can enjoy a private cocktail hour (some group size restrictions apply)
- ★ Onboard group meeting space

Note: Complimentary TC berth given in category in which majority of staterooms are booked

Group Terms

- ★ Deposit required to hold space:
Cruises 9 nights or less:
\$500 per person
Cruises 10 nights or more:
\$900 per person
- ★ Final payment is due 120 days prior to sailing
- ★ At 120 days prior to sailing, all staterooms without passenger details will be released
- ★ Released staterooms are subject to the cancellation policies
- ★ Group discounts cannot be combined with any other offers or retroactively applied
- ★ Previously booked individuals can be combined into group but will not count toward complimentary TC berths

Cancellation

- ★ All cancellations must be sent in writing to:
reservations@americancruiselines.com
or
**741 Boston Post Road, Suite 200,
Guilford, CT 06437**
- ★ Refund amounts given based on cancellation date:
 - ★ Up to 120 days prior to sailing - 100%
 - ★ Up to 119-90 days prior to sailing - 50%
 - ★ Up to 89-0 days prior to sailing - 0%
- ★ All cancellations are subject to a \$250 per person cancellation fee

The Choice For Travel Advisors

Travel Advisors can feel confident American Cruise Lines will offer their clients the best U.S. cruise experiences with the most unique itineraries and the highest level of personalized service. Our Travel Advisor Portal provides advisors with the sales tools they need to sell American Cruise Lines, including access to exclusive marketing resources, training, and more.

The American Cruise Lines Difference

- ★ Tiered commission structure with unlimited earning potential
- ★ One of the highest repeat rates in the industry
- ★ Ease of booking with us. Advisors can speak with a Cruise Specialist 7-days a week
- ★ Access to FAM cruises, ship visits, group policies, and other exclusive trade offers
- ★ Customized marketing materials, co-branded flyers, and image library
- ★ Training, webinars, newsletters, and videos
- ★ Exclusive industry content and client promotions

Not registered yet? [Register at AmericanCruiseLines.com/Travel-Agents](https://AmericanCruiseLines.com/Travel-Agents)



Visit the Ellipse Café for casual outdoor dining

Relax and reflect on the open sun deck



Work out in the Onboard Fitness Center/Yoga Studio



The Library and Chart Room, a quiet enclave

Grand views from our multi-story glass atrium

Lounges offering 270° views from 40 feet above the water



Request room service for a delicious breakfast on your private balcony

State-of-the-art navigation and safety equipment



Mingle with other guests during the complimentary cocktail hour held every evening

Proudly American: built and registered in the United States

Delight in the spacious comfort of your private balcony



Unwind in a Grand Suite with up to 600 square feet of personal space

Savor each meal in our gracious open-seating Restaurant

Taste exquisite cuisine prepared with a regional flair by our world-class chefs



Panoramic views from our seven spacious lounges

The Newest Fleet of American Riverboats

Experience an unprecedented level of comfort and sophistication while exploring the legendary rivers of America.

Take a Virtual Tour



[AmericanCruiselines.com](https://www.AmericanCruiselines.com)

888-323-4741

