COLOMBIA & THE MAGDALENA RIVER

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AmaWaterways

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Colombia & The Magdalena River

We are delighted to share our Colombia and the Magdalena River toolkit. It identifies our most up-to-date marketing pieces and resources related to our Colombia and the Magdalena River cruises including the optional pre- and post-cruise land package experiences. Explore and share this helpful content and marketing tools that we have gathered for you to become even more familiar with our two new itineraries.

Explore Colombia Like Never Before

We invite you and your clients to experience history in the making as AmaWaterways becomes the first major river cruise line to venture through Colombia, the "Land of a Thousand Rhythms."

Immerse your clients in the magic of this majestic Colombian river. From the beats of Latin American musical styles such as cumbia and vallenato to the calls of birds found only in Colombia, the Magdalena River comes to life. With nine custom-designed excursion boats, guests will be able to explore secluded areas rich in biodiversity, opening up parts of Colombia rarely seen by travelers.

Join us aboard *AmaMagdalena*, a **Condé Nast Traveler 2026 Hot List** selection for **Best New Cruise Ships in the World**, and *AmaMelodia*. During their time on these spacious, well-appointed ships, guests will enjoy tastings of tropical fruit, artisanal chocolate, local rum and Colombian coffee, all designed to offer a deeper connection to Colombia's traditions. The culinary highlight of the cruise is an intimate onboard specialty dining experience featuring a Colombian chef who guides guests on a curated journey through the country's flavors.

Who are the Ideal Clients for Our Magdalena River Journeys?

- Birdwatching groups
- Travelers interested in the history and rhythm of dance
- Discerning travelers looking to explore new horizons
- Food and wine enthusiasts who wish to discover Colombian Caribbean cuisine, Medellin's culinary scene, locally produced rum, fruit brandies and more
- Spanish-speaking clientele
- World music enthusiasts

Our Colombia Itineraries

Magic of Colombia (from Barranquilla to Cartagena) & ***Wonders of Colombia*** (from Cartagena to Barranquilla)

- Be immersed in the history and culture of *cumbia*, an iconic genre of music and dance that has now been popularized around the world
- Explore the city of Cartagena up close, witnessing the impact of its history with Spanish royalty, plundering pirates and glimmering gold with your own eyes
- Walk the streets of Palenque, the first free town in the Americas and the birthplace of many incredible styles of music
- Witness tradition in Santa Barbara de Pinto on an immersive tour showcasing the crafts of fishing net weaving and tobacco rolling
- Take in the calls of a diverse array of birds who exclusively call the Magdalena River their home

Optional Land Package Highlights

What is included in our Land Packages in Colombia:

- Stays at world-class 4- or 5-star hotels
- Daily breakfast at the hotel
- Convenient transfers and luggage service between your hotel and ship
- Expert led tours and immersive activities in your destination

- **NEW! Machu Picchu, Peru**
  - Add 5 nights post-cruise to ***Magic of Colombia***

This new journey invites guests to experience Peru's most storied sites. Each stop offers a distinct look at centuries of Andean history, architecture and local tradition. The centerpiece of this adventure is a day at Machu Picchu, with a roundtrip train ride through the valley, regionally inspired dining aboard the train, and a private expert-led tour of the citadel.

This land package is available in two versions: **Boutique Machu Picchu**, with stays at three Luxury Collection hotels—The Westin Lima, Tambo del Inka and Palacio del Inka; and **Iconic Machu Picchu**, with stays at two Belmond properties, Miraflores Park and Monasterio, and roundtrip transportation to Machu Picchu aboard the Hiram Bingham, A Belmond Train. Access our dedicated flyer for more information on these packages.

- **Machu Picchu flyer**

Locally hosted. Cruise Manager does not accompany guests on this portion of their itinerary.

- **Cartagena, Colombia**
    - Add 2 nights pre-cruise to: ***Wonders of Colombia***

Many Spaniards flocked to this location when they heard tales of gold found in the tombs of indigenous leaders, expanding this small port into a thriving city. With its fortified city walls to the imposing protection of San Felipe Castle, Cartagena has withstood the test of time and the plundering of pirates. Immerse yourself in the city's royal history as you explore what it has to offer.

- **Medellín, Colombia**
    - Add 3 nights pre-cruise to: ***Magic of Colombia*** and ***Wonders of Colombia***

The second largest city in Colombia, Medellín combines innovation and history into one beautiful destination. Drink in the smooth, refined flavors of Medellín's famous coffee. Witness the incredible transformation that the city has undergone, showcased in the local neighborhoods and the wonderful people who live there.

- **Panama City, Panama**
    - Add 3 nights post-cruise to: ***Magic of Colombia*** and ***Wonders of Colombia***

Witness the man-made majesty of the Panama Canal as you explore this beautiful isthmus where North and South America meet. Explore the new and the old aspects of Panama City, from the lively atmosphere of Amador Causeway to the historic buildings of Panama La Vieja. Plus, delve into the tropical rainforest of the Chagres National Park, where you can delight in the breathtaking scenery of the jungle and learn more about the indigenous Emberá people who live there.
Locally hosted. Cruise Manager does not accompany guests on this portion of their itinerary.

Immigration Forms

Within 72 hours prior to their arrival in Colombia, we strongly encourage your clients to fill out the **CheckMig** immigration registration form which will help them move through immigration more quickly. There is no cost associated with this form. For more information, visit our **Welcome Aboard Colombia** page.

For clients who will be traveling to **Panama**, the country has a declaration requirement as well. All travelers entering Panama are required to complete the **Customs Traveler Declaration Form**, both upon entry and/or departure.

Reserving Flights with AmaAir

Ensure peace of mind and great fares for your clients when you reserve their flights through our dedicated Air Team, including complimentary transfers between the airport and their ship or land package hotel. You also receive 5% commission on the cost of your clients' airfare.

Click here to learn more about AmaAir

Marketing Collateral

Download our customizable flyers, highlighting our Colombia and Magdalena River cruise and land experiences, and personalize your call to action before sending it to your clients.

Groups Toolkit

Click Here to download our digital Groups Toolkit to grow your groups and charters business, plus enhance your commission.

Colombia Group Policy Flyer

Click Here to view our group policy for Colombia sailings, showcasing the incredible amenities and savings that can help you market your Magdalena River group journey.

Virtual Event Recordings

Click here to review our advisor-specific webinar, ***Discovering River Cruise Journeys Around the World***. Dive into the wonders that await your clients in Asia, Southern Africa, Egypt, and Colombia.

Social Media Resources

Our specialized social media resources are readily available for you to use and inspire your clients with our unparalleled river cruise and land experiences along the Magdalena River in Colombia. Utilize our templates below to guide your social media posts with curated copy and links for Facebook, Twitter, and Instagram. We also recommend that you follow us on the social media platforms below so that you can see our most recent posts and see more examples of potential posts that you can also make.

AmaWaterways' Social Media Channels:
@amawaterways

Facebook: https://www.facebook.com/AmaWaterways/
X (formerly Twitter): https://x.com/AmaWaterways
Instagram: https://www.instagram.com/amawaterways/
Pinterest: https://www.pinterest.com/amawaterways/
YouTube: https://www.youtube.com/amawaterways
LinkedIn: https://www.linkedin.com/company/amawaterways

Sample Copy for Social Media Posts:
Engagement Tips: Adding a personalized touch to the copy will enhance its ranking and performance on social media platforms. Your personal touch could be a reference to a current offer or why clients should book specifically with you (example: I just returned from an amazing AmaWaterways river cruise!). Don't forget your Call to Action - make it clear and easy for your followers to reach you for more details.

1. **Birds of Colombia**

Did you know that Colombia is home to more species of birds than the United States and Canada combined? From the cianeguo hummingbird to the chauna chavaria, witness feathered creatures only found along the magical Magdalena River during your Wonders of Colombia or Magic of Colombia journey.

2. **Carnaval in Barranquilla**

Carnaval in Barranquilla is more than just a festival – it's a folkloric celebration of love, life and music that has been passed down for generations. Immerse yourself in this authentic holiday whenever you journey through Colombia with an AmaWaterways exclusive experience in this storied city on your Wonders of Colombia or Magic of Colombia sailing.

3. **Panama Canal**

Take in the manmade marvel of engineering that is the Panama Canal as you explore the Panama Canal Administration Building and Miraflores Visitor Center. Witness its impact as a part of AmaWaterways' post-cruise land package after your Wonders of Colombia or Magic of Colombia sailing.

4. **Machu Picchu**
Extend your Colombia river cruise with 5 nights in Peru, where you'll reach the Machu Picchu citadel with a roundtrip luxury train ride and enjoy an expert-led tour along its iconic terraces and temples.

5. **Mompox**

From the finest filigree jewelry to the captivating culinary delights, Mompox contains many hidden gems, waiting to be uncovered. Learn more about this perfectly preserved colonial town when you visit during AmaWaterways' Magic of Colombia and Wonders of Colombia river cruise journeys.

6. **Cartagena**

Delve into the enriching history of Cartagena, where Spanish colonist chased tales of gold and pirates plundered. Follow the story of this fascinating Caribbean city and its incredible history from pre-Hispanic times until the present on AmaWaterways' Magic of Colombia and Wonders of Colombia itineraries.

Social Media Best Practices

<u>Instagram</u>

- Posts:
    - We recommend posting hashtags as the first comment in your post rather than within your post caption.
    - At the end of each post, remember to add your contact info or to refer clients to a link in your Instagram bio. Instagram does not allow you to put live hyperlinks in the captions of your posts. (Please note: Twitter and Facebook allow you to put live links in your posts)
    - Before publishing your post, it will ask you if you would like to add a location. This is highly recommended as it gives your content more exposure.
- Reels:
    - Compile a couple of photos or videos (preferably vertical videos) with trending sound for greater exposure.
    - We recommend using other creators' templates so all you need to do is drag and drop.

- If your reel has audio, or if it benefits the viewer, include captions or text on the screen. Most social media users watch reels with the sound off, so it helps keep them more engaged if you have captions for the audio.
- Include a caption and relevant hashtags to your reel to help viewers discover your video.
- Add a visual call-to-action at the end of your reel or in your caption.
- If possible, limit your reel to less than 30 seconds.
- If you plan on reposting this reel onto other platforms such as Facebook or TikTok, save the video to your phone before publishing. This eliminates an Instagram watermark appearing on your video.

• Instagram stories:
- Add the location of the destination for geo-tagging for your content to be
- exposed across a greater audience.
- Hashtag the location of topic you are publishing about.
- Get your audience to engage with you. Add polls, questions, quiz, links, etc.
- Be sure to include our hashtag (#AmaWaterways) in your Instagram story so
- more people can find your content.

<u>Facebook</u>

- Invite your clients to join our AmaWaterways Loyal Guests (Official) Facebook group for first-hand testimonials from guests who have sailed with AmaWaterways in an environment where they will not be solicited by other travel advisors.
- Join our AmaWaterways Advisor Forum (Official) Group among 4k other travel advisors where you are free to ask and provide any questions and/or answers.
- Save some time and link your Facebook account to your Instagram so whenever you post on Instagram, it will post on Facebook as well.
- New: Facebook Reels
  - Share your reel from Instagram for a wider reach

<u>X (formerly Twitter)</u>

- 250 characters
- We recommend using no more than three hashtags per post
- Content on this channel should be short and simple: more destination-focused posts encouraging people to travel.

Media Galleries

Browse our collections of downloadable images and videos that you can use across your social and marketing platforms.

- **Image Gallery**
- **Video Gallery**
- **Social Reels Gallery**

AmaInsider Tips

- The **Panama Canal** is a manmade wonder typically visited on ocean cruises in the area, but now your clients can travel to the heart of Colombia on a river cruise and still explore this iconic destination over three incredible nights with our optional land package in Panama City.
- During your client's Colombian river cruise, they can enjoy our **complimentary Wellness Program** on board! Led by a dedicated Wellness Host, they can participate in a variety of activities and classes, from dance lessons to aqua stretching in the sun deck pool.
- Guests will enjoy an exclusive **Carnaval experience** regardless of when they choose to sail this magnificent river.
- Are your clients looking to celebrate **the winter holidays in a warmer climate**? Our Magdalena River cruises embark nearly all-year round, meaning that guests can celebrate Thanksgiving, Christmas and New Year's with us in the "Land of a Thousand Rhythms."
- Colombia is home to incredible bird species, some of which can only be found along the Magdalena River. Clients who love birdwatching and being surrounded by nature will love the experiences that our unique river journeys through Colombia has to offer.