

How to sell Groups on Wine Cruises with AmaWaterways

Wine cruises are great options for your groups because they offer a lot of flexibility in inventory, the itineraries have so much more to offer, and the spirit of a wine cruise, with great food and wine, is uniquely suited for the comradery of group travel. Here are some quick tips on how to sell Wine Cruises to your groups:

1. Wine cruises are during softer sailing times meaning inventory across categories is more readily available, especially in November.
2. All wine cruise itineraries are enhanced from our regular itinerary at no extra cost. This included an exclusive wine paired dinner curated by your North American Wine Host, 2-3 onboard lectures/wine events featuring both regional and North American wines in comparison. A Wine Host who travels with you and who understands the North American wine pallet. Extra excursions in addition to the regular itinerary that are all wine related.
3. On a wine cruise, your passengers will largely be traveling during times when Europe is not inundated with tourists, giving your passengers the opportunity to experience the places they are traveling with fewer crowds allowing your guests to experience more of the local culture.
4. All of our wine cruises bring along a North American Wine host who speaks English and who can speak directly to what the North American pallet is accustomed too. This is extremely useful when learning more about European wines in conjunction with American wines. During side by side comparison, your guests will get to contrast the wines they are used to with the beautiful regional wines they might be unaccustomed too.
5. All groups receive an initial group discount of \$250pp and depending on how far in advanced the sailing is booked, this may be higher. In addition, all agents receive unlimited earned TC's.
6. Wine cruises are a unique epicurean way to experience all the regions have to offer. As is the spirit of Europe, where there is good wine and good food there are many good times to be had!