

Transcript

AmaWaterways Brand Essence

[Calming and sentimental music continues to play throughout.]

00:00:00 - 00:00:02

[Animation: The AmaWaterways logo is shown centered at the top center of the screen.]

[Text on Screen: Leading the way in river cruising]

[Video: There is a large ship moving through a river in between a beautiful city landscape. The sun has created a haze and is setting for the evening.]

00:00:02 - 00:00:05

[Video: The ship's large and elegantly decorated main lobby is shown.

A woman and man enter the lobby of the ship and are greeted by crew members and employees of the cruise. Each crew member is wearing a tie and white shirt with a vest.

An interior shot of a European museum.

A woman and man walking holding hands headed to a museum.

A door opens to a beautiful hotel room on the cruise ship and a sofa and chair are shown next to a bed with white sheets, a plant and a television on the wall and an open balcony showing a view of Paris.

Man and woman hugging and enjoying the view off the balcony of a ship dressed in warm clothes.]

00:00:06 - 00:00:08

[Video: Chef holding a rack of lamb and turning it over on a grill with steam rising.

A man is shown enjoying his meal and he is accompanied by a lady at the table.

A man and woman then walk happily through the bar and restaurant area.

A variety of amenities is then shown including an upper deck hot tub, a dining room set with linen and fine dining dishes.]

00:00:08 - 00:00:09

[Video: The ship gliding through the river.

A yoga class taking place on the sundeck of a ship.]

00:00:10 - 00:00:15

[Video: Two people riding camels along the pyramids in Egypt being led by a guide.

A man and woman walking hand-in-hand exploring shops in a German town.

Women dancers doing a Flamenco style cultural dance in Colombia.]

00:00:15 - 00:00:17

[Video: A woman and man being greeted by staff onboard drinking champagne. The woman is being gifted a red rose.

Woman is seen enjoying the scent of the rose.]

00:00:17 - 00:00:25

[Video: Exterior views from the deck of an architecturally beautiful building in Europe.

Two champagne flutes clinking, full of champagne.

A woman and man gazing in each other's eyes.

Couple dressed in warm clothes appear on the deck of ship enjoying breathtaking views of the architecture.]

00:00:25 - 00:00:30

[Animation: The AmaWaterways logo is shown centered at the top center of the screen.]

[Text on Screen: Heart of the River]

[Video: Aerial view of a bridge crossing a river at night. There is a large ship docked beside the river in beside a beautiful city landscape.