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FROM AMERICAN CRUISE LINES

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American Extends *Cruise with Comfort* Plan and Protects Travel Advisor Commissions



Guilford, CT—May 12, 2020—American Cruise Lines announced today that it has extended its popular *Cruise with Comfort* program and will continue to protect 100% of travel advisor commissions on all *Cruise with Comfort* bookings. The program will now include all cruises departing through **October 31st, 2020** and may be applied to both new and existing bookings. American implemented *Cruise with Comfort* earlier this year to provide flexibility to both guests and travel advisors, as they navigate the difficult travel decisions surrounding COVID-19.

Cruise with Comfort allows guests to cancel for any reason up to 24 hours before the start of their cruise and receive *Cruise Vouchers* for 100% of amounts paid. The plan has been popular among guests for the peace of mind it creates, and has been extremely well received by travel advisors because it protects all commissions based on the original sailing date. If a guest cancels their cruise, even just one day before traveling, the travel advisor is compensated fully for their work.

Earlier this year American also rolled out its *Travel Advisor Assurance Plan* which contains some of the most guest and agent friendly policies in the river cruise industry. Under the *Travel Advisor Assurance Plan*, commissions that are affected by *Cruise with Comfort* or by suspended cruise operations will be 100% commission protected for *Cruise Vouchers* issued.

“Our travel advisor partners have appreciated our commission policy in particular, because it compensates them sooner than later for their efforts,” said Susan Shultz, Vice President of Trade Relations for American. “Plus, *Cruise with Comfort* has helped advisors sell, because it allows guests the ability to cancel their cruise up to 24-hours before the cruise begins and still retain the full value of their cruise.”

For more information and details on American’s *Cruise with Comfort* plan or *Travel Advisor Assurance* plan, please contact American Cruise Lines at: **800-894-8570**, or visit our website www.AmericanCruiseLines.com.



About American Cruise Lines:

Year after year, American Cruise Lines continues to launch the newest small ships and curated itineraries for exploring and **Cruising Close to Home™**. On all American’s cruises, guests discover the history, spirit, and culture of the United States aboard the most sophisticated fleet of modern riverboats and small cruise ships in the country. American operates 12 ships along more than 35 itineraries—offering the finest river cruising and coastal cruising in the U.S.A.

For reservations or to learn more about American Cruise Lines 2020-2021 Cruises

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