



**FOR IMMEDIATE RELEASE  
FROM AMERICAN CRUISE LINES**

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## **American Cruise Lines Travel Advisor Assurance Plan**



**Guilford, CT—March 24, 2020**—American Cruise Lines has unveiled its full **Travel Advisor Assurance Plan** following the Line’s voluntary decision to suspend cruise operations through April 30<sup>th</sup>, 2020. The new plan contains some of the most guest and agent friendly policies in the river cruise industry. Most significantly, the plan includes assurance from American that it will protect Travel Advisor commissions for bookings impacted by COVID-19.

Earlier this month, American proactively rolled out flexible new options for guests and has now bundled them into one simple Travel Advisor Assurance Plan for agents.

***Cruise with Comfort:*** This new option offers flexibility to guests for all new and existing bookings on cruises departing through August 31<sup>st</sup>, 2020. Guests that opt for this offer have the ability to cancel for any reason up to 24-hours prior to the start of their Cruise Package and to receive Cruise Vouchers equal to 100% of the amounts paid.

***Suspended Cruise Options:*** Guests booked on any cruises that have been suspended by American will have the option to receive a full money-back refund or Cruise Vouchers equal to 125% of all amounts paid for their Cruise Package. American has been contacting guests and travel advisors directly about their options for cruises suspended due to COVID-19.

***Commissions:*** Advisor commissions that could be affected by either *Cruise with Comfort* or suspended operations will be 100% commission protected for Cruise Vouchers issued. Commissions will be paid based on the original sailing date for any payments made toward commissionable items.

“Our travel advisor partners have appreciated our commission policy in particular, because it compensates them sooner than later for their efforts,” said Susan Shultz, VP of Trade Relations. “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.”

“Over the past year, we have worked consistently to offer the most competitive travel advisor programs in the industry,” said Charles B. Robertson, President and CEO of American. “These changes have been very well received because they give guests the confidence to book travel, and they give advisors prompt compensation for their efforts. They reinforce our strength as a company, our commitment to our guests, and our gratitude to our travel advisor partners.”

For more information and details on American Cruise Lines’ Advisor Assurance Plan, *Cruise with Comfort* option, or the most recent information on suspended cruises, please contact American Cruise Lines at: **800-894-8570**, visit our website, or click additional direct links below.

[Cruise with Comfort](#)

[Current Sailings Update](#)

#### **About American Cruise Lines:**

Year after year, American Cruise Lines continues to launch the newest small ships and uniquely 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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