

# EGYPT & THE NILE

Marketing Toolkit

*Updated June 16, 2023*

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## *Egypt & the Nile Toolkit*

We are delighted to share this special Marketing Content Toolkit, which showcases our unparalleled 11-night Secrets of Egypt & the Nile River cruise and land journeys. With our two stunning ships – *AmaDahlia* and *AmaLilia* – sailing this life-giving river, your clients will journey in luxury as they explore the mysteries this country has to offer. Learn more about what these itineraries have to offer and enjoy our helpful marketing tools and resources to help you sell these breathtaking journeys to potential clients.

### **Personality of the Nile River**

Few countries grip the imagination quite like Egypt. Just hearing the name conjures images of mighty pharaohs and massive pyramids, sprawling temples and secret tombs, colossal monuments and crowded markets—and cutting through it all, the mysterious Nile River, without which none of these other sights could have existed.

### **The World's Longest River**

The iconic Nile River flows for over 4,000 miles through 11 countries before ultimately joining the Mediterranean Sea. In popular fiction, though, the Nile has always been most closely associated with Egypt. Read more to learn about this mysterious river and the ancient civilizations along its banks with experiences that only AmaWaterways can provide.

In a country filled with amazing sights, seeing the ancient monuments lit up at night from a perch atop the water is a vision that lingers in one's memory forever.

Visit our [Egypt and the Nile Destination Hub](#) on our website for further information about our incredible 7-night roundtrip Luxor river cruise with 4 nights in Cairo staying at a five-star luxury hotel.

### **Optional Land Package Highlights**

- **Dubai, United Arab Emirates**
  - Add 3 nights pre- or post-cruise to [Secrets of Egypt & the Nile](#)

Explore the vibrant city of Dubai, home to the world's tallest building, the Burj Khalifa, and a cultural focal point in the Middle East known for luxury shopping, modern architecture, a lively nightlife and beautiful showcases of the customs of the desert, such as henna painting, belly dancing and more.

- **Amman and Petra, Jordan**

- Add 2 nights pre-cruise to [Secrets of Egypt & the Nile](#)

Discover the fascinating jewels of Jordan, including its capital, Amman, and the UNESCO-designated "Rose City" of Petra; and cap off your journey in Wadi Rum, the timeless "Valley of the Moon."

- **Tel Aviv and Jerusalem, Israel**

- Add 4 nights post-cruise to [Secrets of Egypt & the Nile](#)

From the Dead Sea to mesmerizing sacred wonders, including the Church of the Holy Sepulchre and the Western Wall, there's no shortage of ways to uncover Israel's enthralling past and captivating present.

## Customizable Marketing Collateral

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

*Note: Our flyers are being updated soon – check back for updates.*

### **Egypt Brochure**

[Click here](#) to download and share our 2023 Egypt brochure.

### **Egypt Flyer**

[Click here](#) to download and share our 2023 Egypt flyer.

### **Egypt, Asia and Africa Brochure**

[Click here](#) to download and share our 2023-2024 Egypt, Asia and Africa Brochure.

### **Groups Toolkit**

[Click here](#) to download our digital Groups Toolkit to grow your groups and charters business, plus enhance your commission.

### **Abu Simbel Flyer**

[Click here](#) to download and share our Abu Simbel flyer, an optional not-to-be-missed excursion on our *Secrets of Egypt & the Nile* itinerary.

### **Nile Cruise Night Invites**

[Click here](#) to use these invitations for your Egypt cruise nights.

## Virtual Event Recordings

[Click here](#) to review our advisor-specific webinar, **Secrets of Egypt & the Nile**. Discover the remarkable sights, sounds, tastes and experiences that unfold during on our 11-night *Secrets of Egypt & the Nile* cruise and land itinerary, as well as the tools you can use to help sell this incredible journey!

## 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 Nile River. 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 be making.

**Disclaimer: The photos provided in this toolkit's image gallery are only to be used in promoting AmaWaterways and AmaWaterways products. These may not be used for any other purpose. Cropping the photos to remove our logo is also strictly prohibited.**

**AmaWaterways' Social Media Channels:**

**@amawaterways**

**Facebook:** <https://www.facebook.com/AmaWaterways/>

**Twitter:** <https://twitter.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>

Original photos from this document can be found here:

<https://spaces.hightail.com/space/vUyEyPsznB>

1. Discover this ancient civilization with an unparalleled 11-night Nile River cruise and land experience aboard the stunning AmaDahlia that includes exclusive experiences and extraordinary service. <https://bit.ly/2l4Fdb7>
2. The stunning *AmaDahlia* offers 24 magnificent suites with a wealth of amenities that will surprise and delight you. Marvel at scenic Nile River views in luxury, enjoy regionally inspired entertainment and savor the flavors of both local and Western cuisine on AmaWaterways' remarkable Egypt itinerary. <https://bit.ly/2l4Fdb7>
3. Uncover the allure of the Great Pyramids of Giza, discover ancient wonders such as the Great Hypostyle Hall of Karnak and the mystifying Valley of the Kings and Queens, and gain exclusive private access to the Tomb of Queen Nefertari and Cairo's Abdeen Presidential Palace. All of this and more is waiting for you on AmaWaterways' incredible new Egypt Nile River cruise and land experience <https://bit.ly/2l4Fdb7>
4. From the immense pyramids to the smallest hieroglyphic details, you'll see it all on AmaWaterways' incredible itinerary: Secrets of Egypt & the Nile. Make the most of your once-in-a-lifetime river cruise and land experience by adding one or more exciting land packages in Jordan, Israel or Dubai. <https://bit.ly/2l4Fdb7>

## Social Media Best Practices

### Instagram

- 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.

### Facebook

- Invite your clients to join our AmaInsider 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 AmaAdvisor Group Forum 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

### Twitter

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

## Nile River Blogs

We have gathered these unique stories to enrich and inspire guests before their journey with AmaWaterways. Share these articles on social media and within emails to entice clients with details on the unique destinations they will visit.

- [Connections Nile River Blogs](#)
- [Egypt, A River Cruise Like No Other](#)

 **Video Collection**

Review and share the videos below on social media, within your targeted emails and even play them during virtual cruise events to entice your clients to experience Egypt and the Nile River.

[Click Here](#): Nile-Inspired Videos

**Ama Insider Sales Tips**

When staying in Cairo, AmaWaterways guests will rejuvenate at one of two luxury hotels. If they are sailing on the *AmaDahlia*, they will be staying at The Four Seasons at the First Residence (or similar), and *AmaLilia* guests will stay at St Regis Cairo (or similar).

For clients looking to explore the African diaspora along the Nile River, our specially curated Soulful Epicurean Experience sails May 17-28, 2024. Your clients will enjoy the experience of intimacy and luxury on board our stunning *AmaDahlia* while cruising alongside like-minded travelers as they discover this ancient African civilization.

Do you have a group of clients looking to explore their Christian or Jewish roots? They sail the same river that Moses's basket floated through in the classic Biblical story and will explore incredible religious sites throughout Egypt.