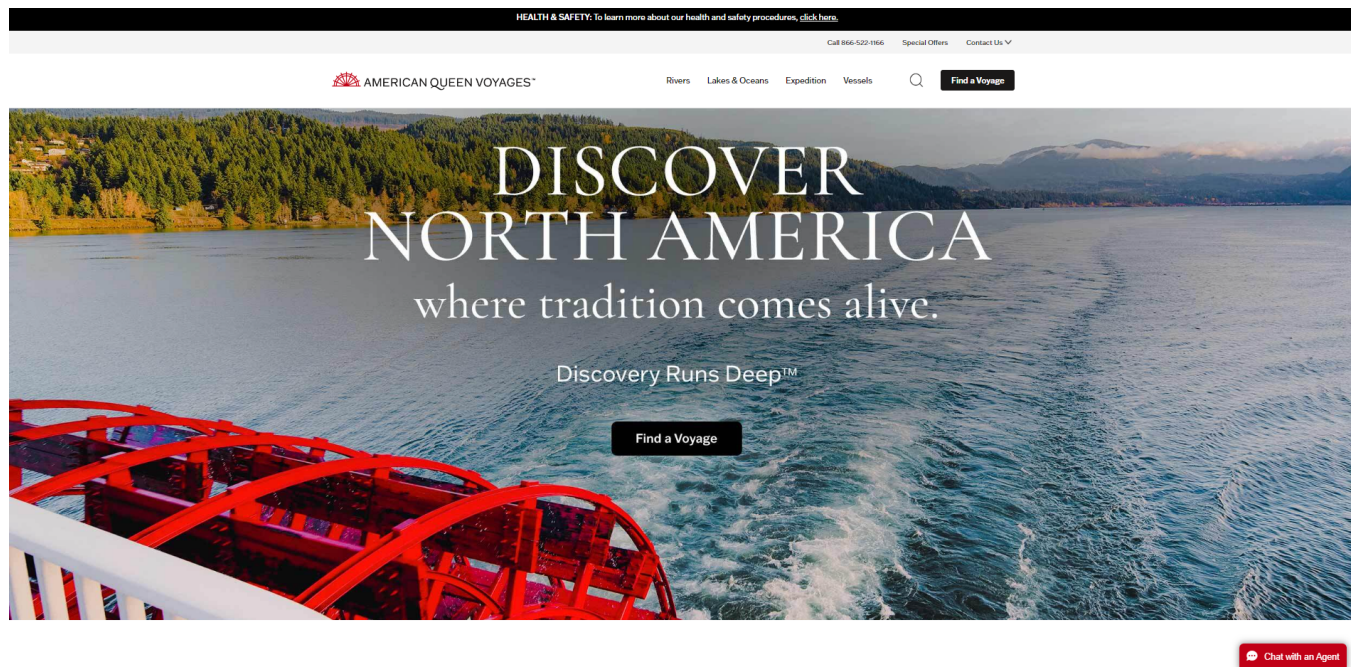




American Queen Voyages™ Launches New Website and Flexible Booking Program for 2022 Sailings



Download images of American Queen Voyages [here](#)

FORT LAUDERDALE, FL – June 6, 2022 – [American Queen Voyages™](#), part of the Hornblower® Group, has unveiled a new website www.aqvoyages.com for consumers and travel advisors to create, plan and book an extraordinary experience exploring North America. Bringing together the cruise line's Rivers, Lakes & Oceans and Expedition products under one digital umbrella for the first time, the new American Queen Voyages website design delivers an inspiring and functional experience across all platforms. The compelling layout embraces the tagline "*Discovery Runs Deep™*," and emphasizes the beauty of comprehensively exploring North America.

On the new website, travelers can filter their searches to hone in on desired dates, ships, types and destinations under the Voyage feature. Now, the site incorporates the ability to buy a voyage online, another first in the company's history. Guests are able to secure their cruise directly in the booking engine, including the specific stateroom through an interactive deck plan, which allows passengers to explore what the vessel offers on each deck and in each cabin.

"American Queen Voyages has transformed from the great American rivers to include lakes, oceans and expedition experiences over the last 10 years, and the reimagined website is a critical tool to tell the next chapter in our story," shares Isis Ruiz, chief commercial officer, American Queen Voyages. "Evolving the way we present the brand digitally is a key pillar of our go-to-market strategy. The new American Queen Voyages website design now delivers an inspiring and functional experience across all platforms that focuses on meeting

our customers where they are, leaning into our brand positioning and enhancing our guest experience to reach and surpass expectations.”

For those new to the vast North American experiences available from the cruise line, detailed descriptions of regions, iconic cities and quaint ports, are featured in a comprehensive cruise calendar complemented by stunning photography. Additional sections including the new loyalty program, American Queen Voyages blog and more will grow with content in the coming weeks. There is also the ability to select a pre-or post-cruise [City Stay Package](#) such as a tour of Montana’s Glacier National Park from the *American Empress* or the Ultimate New Orleans Experience before embarking on the *American Queen*, *American Duchess* or *American Countess*.

American Queen Voyages collaborated with MRM/McCann on the overarching brand creation and the internal marketing team supported by Hornblower Group developed a digital guest experience that captures the onboard guest experience.

New Flexibility on 2022 sailings

In addition to unveiling the new www.aqvoyages.com, American Queen Voyages is offering a new [Risk-Free Booking](#) program to give guests added flexibility for 2022 bookings made by June 30, 2022. Guests booking a sailing departing by December 31, 2022, have the flexibility to move to another 2023 voyage penalty free up to 14 days prior to departure.

For more information on American Queen Voyages’ 10th anniversary season, sailing dates, and to book a reservation or order a brochure, contact your travel professional, call 833-598-0119 or visit www.AQVoyages.com.

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About American Queen Voyages

American Queen Voyages™, a leader in encounter travel, offers the most varied and comprehensive portfolio of North American itineraries and experiences, comprised of American Queen Voyages River, American Queen Voyages Lakes & Ocean and American Queen Voyages Expedition, which includes new Alaska and Central America expedition experiences beginning 2022. To book or for more information on American Queen Voyages, contact your travel professional or call 833-598-0119 or visit www.AQVoyages.com.

About Hornblower Group

Hornblower Group is a global leader in world-class experiences. The corporate entity of Hornblower Group is comprised of American Queen Voyages® and City Experiences. Seaward Services, Inc., a marine services company specializing in the operation, maintenance and repair of government and privately owned vessels, is also a subsidiary of Hornblower Group, operating and maintaining U.S. Navy Ranges and port facilities, including local oil spill response. Today, Hornblower’s footprint spans 111 countries and territories, and 125 U.S. cities, with offerings including water-based experiences, land-based experiences, overnight cruise experiences, ferry and transportation services and full-service support via Hornblower Shipyard at Bridgeport Boatworks in Connecticut. Hornblower Group is headquartered in San Francisco, California, with additional corporate offices in Boston, Massachusetts; Chicago, Illinois; Fort Lauderdale, Florida; London, United Kingdom; New Albany, Indiana; New York, New York; and across Ontario, Canada. For more information visit hornblowercorp.com.

Media Contact:
MMGY NJF

Lea Komitzky
aqv@njfpr.com