



[home](#) / [travel types](#) / [river cruise](#) / [features](#)

A Guide to Loyalty Programs Offered by River Cruise Lines

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River cruise lines vary widely in how they reward loyal travelers

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River Cruise



Some river cruise line loyalty programs offer creative perks for members. // © 2018 Mindy Poder

Feature image (above): Advisors can show their value by comparing the loyalty programs offered by river cruise lines. // © 2018 Mindy Poder

Although loyalty programs for guests are pretty much universal at sea, river cruise lines have taken varied approaches to courting past guests, from no formal program to a complex system of rewards. This is important for travel agents to know, since the discounts and recognition can be deal closers for additional cruises.

River cruise lines are also creative in their offerings, which might include pet-sitting while you are cruising; bringing friends and family onboard to have lunch with you in port; and, in one case, telling the cruise line your dream — they will try to make it work.

When an agent takes the trouble to explain what the guests can receive and even walks them through the sometimes-daunting registration process, the agent is demonstrating his or her value as well. Also, as some river cruise lines also have seagoing cruise or land-tour products, the rewards may be applicable from one kind of travel to another, opening a very good chance for cross-selling.

CroisiEurope

CroisiEurope has an unusual system of guest rewards. In lieu of a formal loyalty program, the line incentivizes couples celebrating wedding anniversaries (decade milestones only) on some cruises. (However, this does not apply to Africa, Russia, Vietnam or seagoing CroisiMer trips.) For example, a couple celebrating their 30th anniversary can take a cruise with CroisiEurope that year, and one spouse will get 30 percent off the cruise fare.

www.croisieurope.com