



**California's Consumer Legal Remedies Act (CLRA) - SB478 / Hidden Fees Statute  
AmaWaterways' Implementation Plan & FAQ**

**OVERVIEW:**

The "Hidden Fees Statute" (SB 478) prohibits most businesses from advertising or displaying a price for a good or service that does not include all required fees or charges other than certain government-imposed taxes and fees. Businesses are required to advertise prices that are inclusive of all mandatory charges. This statute takes effect on July 1, 2024.

**AMAWATERWAYS' IMPLEMENTATION PLAN:**

Beginning June 24, 2024, AmaWaterways will be implementing the Hidden Fees Statute (SB 478) and will be providing **all advertised pricing inclusive of port charges and intra-air\***, when mandatory within the cruise and land package fares. This will affect our pricing displayed on AmaWaterways.com; print and digital advertisements; brochures, direct mail and other marketing collateral; and any communication or documents reflecting pricing. Travel advisors will continue to benefit from the same generous commission rates calculated in the same manner as we do today. Commission rates apply to cruise (excluding port charges), land packages and air.

Please note for the Canadian market, the port charges have always been included in the advertised prices. However, beginning June 24, 2024, we will now be including intra-air prices in the cruise and/or land package prices where applicable.

\*i.e. intra-air is required between Cairo and Luxor on the Secrets of Egypt & the Nile itinerary

**FAQ:**

- **Can AmaWaterways and travel advisors still distribute brochures, direct mailers and flyers printed prior to July 1, 2024?**

*No. Effective July 1<sup>st</sup>, all prices in our marketing materials must include mandatory fees such as port charges and intra-air rates. As a result, we are not able to distribute any remaining stock of 2024 and 2025 brochures or any other collateral that lists pricing printed prior to this date.*

- **What should travel advisors and their clients do with marketing materials that do not adhere to the CLRA requirements?**

*They should dispose/recycle the materials and contact AmaWaterways to determine whether an updated flyer or brochure is available.*

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- **Will brochures be updated to reflect pricing inclusive of all applicable mandatory fees, and will they be available to order after July 1, 2024?**

*The 2025 Heart of the River brochure will be updated to reflect pricing inclusive of port charges and intra-air rates and will be available digitally on our [website](#) in July. Our 2026 Brochure will be available in digital and printed versions by the end of July.*

- **Will the CRLA requirements impact the reservation process through the Contact Center or online via the Online Booking Engine and Cruise Booking Engine?**

*The booking process will remain exactly the same. All booking confirmations/invoices will continue to display separately the individual pricing components.*

- **Will commission apply to the entire cruise fare inclusive of port charges?**

*Travel advisors will continue to benefit from the same generous commissions calculated in the same manner as we do today. Commission rates apply to cruise (excluding port charges), land packages, air, extra hotel nights and other eligible programs.*

- **If cruise and/or land packages are advertised inclusive of intra-air, what commission will apply to the intra-air component?**

*There is no change to the air commission rate, which applies to the intra-air component of the cruise and/or land packages.*

- **Will percentage-off discounts apply to the entire cruise fare inclusive of port charges?**

*Percentage-off discounts will only apply to the base cruise fare, excluding port charges. Percentage-off discounts do not apply to the intra-air component.*

- **Will travel advisors with contracted groups automatically receive an updated group flyer?**

*AmaWaterways will send an email communication to all travel advisors with active contracted groups advising them of the new policy. While the total cruise/land package price will not change, should travel advisors require an updated group flyer reflecting prices inclusive of mandatory fees, they may submit a request via [AskMarketing@amawaterways.com](mailto:AskMarketing@amawaterways.com).*

- **For Travel Advisors who source product information via API feeds, how will pricing be listed within the XML files?**

*The existing XML files will be modified to include a new node called <cruise\_sb478>, which includes cruise only price, port charges and intra-air rates. This will be in addition to the existing nodes <cruise\_only\_pr> and <portchg>, which continue to be included within the files.*

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