



# AQUA EXPEDITIONS

## Press Release

### AQUA EXPEDITIONS LAUNCHES “CIRCOLO AQUA” LOYALTY PROGRAM

*A global program rewarding guests, top-performing advisors,  
and partner companies with exclusive Miles-based benefits*



9 September 2025 – Aqua Expeditions, the global leader in luxury small-ship expeditions, proudly introduces **Circolo Aqua—its new global loyalty program designed to deepen connections with both trade and guests**. As the first phase of this overarching initiative, Aqua launches the **Circolo Aqua Trade Loyalty Program**, a dedicated platform to recognize and reward the company's most valued trade partners. Tailored for both individual travel advisors and partner companies, Circolo Aqua offers exclusive, tier-based rewards in the form of Miles. The program will officially debut during PURE Marrakech 2025 and retroactively apply to all qualifying bookings with departure dates from 1 January 2025. First rewards will be issued in January 2026, based on total production from the 2025 calendar year. An announcement regarding the Circolo Aqua Guest Loyalty Program will follow shortly.

*“Circolo Aqua is more than a loyalty program—it’s a curated circle of our most trusted trade partners,” says Francesco Galli Zugaro, Founder & CEO of Aqua Expeditions. “We wanted to celebrate the individuals and companies who drive our growth by offering meaningful rewards and recognition, structured with the same care and attention to detail we bring to every voyage.”*

#### TIERED STRUCTURE FOR TWO PARTNER SEGMENTS

Circolo Aqua is divided into two segments:

- Individual Travel Advisors
- Partner Companies (Tour Operators and DMCs)

Each segment follows a four-tier system:

Tier	Individual Advisors	Partner Companies
Tier 0	Bronze	Bronze
Tier 1	Silver	Silver
Tier 2	Gold	Gold
Tier 3	Platinum	Platinum



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Tier placement is based on total annual production—calculated from gross revenue for individual advisors and net revenue for partner companies.

### REWARDS DELIVERED IN “MILES”

All rewards are issued in **Miles**, which partners can redeem toward Aqua Expeditions travel or future bookings:

For Individual Travel Advisors (Bronze to Platinum):

- Receive Aqua travel vouchers, issued each January based on the previous year's gross production (5–10%, tier-dependent).
- Valid for two years; must be applied to a booking reaching Reserved or Confirmed status within that time.
- The advisor must personally travel on the booking, though the voucher may cover other guests.
- Vouchers are non-transferable, not combinable with promotions (e.g., Early Bird), and limited to two per booking.

For Partner Companies (Bronze to Platinum):

- Earn backend commission credit, calculated as a percentage of net production (0.5–2.5%).
- Issued in January, usable on bookings confirmed by the end of March of the year of issuance (departure may be later).
- Credit is in addition to frontend commission and may not be combined with other discounts.

### SEAMLESS AGENT PORTAL EXPERIENCE

The Circolo Aqua program is fully integrated into Aqua's enhanced Agent Portal, offering real-time tracking of:

- Tier status and Miles earned
- Booking value and progress toward next tier
- Upcoming rewards and redemption windows
- Bonus challenges and campaign incentives

A points-based structure, where **USD 1 = 1 Mile**, ensures full transparency and ease of engagement.

- ENDS -

For media enquiries, please contact Global PR & Communications Manager, Emilie Cunningham -

[ecunnington@aqualexpeditions.com](mailto:ecunnington@aqualexpeditions.com)



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### About Aqua Expeditions:

A recognized global leader in luxury small-ship expeditions, Aqua Expeditions explores the world's most biodiverse and culturally significant destinations aboard best-in-class vessels of stylish contemporary design. Expect tailored five-star itineraries, a highly exclusive 1:1 crew- to-guest ratio with personalized service, world-class dining, and small group expert-guided activities and excursions, with a maximum of 16-40 guests per ship. Aqua Expeditions currently operates river explorations in the Peruvian Amazon and the Mekong Delta (Cambodia and Vietnam), and coastal yacht voyages in East Indonesia — Komodo National Park, Ambon and the Spice Islands, Raja Ampat, and Asmat — and the Galapagos Islands. In February 2026, Aqua will launch its sixth vessel, the luxury expedition yacht Aqua Lares, offering voyages through East Africa to biodiversity hotspots including the Seychelles, Aldabra Atoll, Zanzibar, and coastal Tanzania.

Aqua Expeditions is proud to be a part of PONANT EXPLORATIONS GROUP, a portfolio of brands renowned for their expertise and destination-focused exploration cruises.