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Cruise Ship Charter “Guru,” Bruce Setloff, Joins Scenic as an Advisor

Boston, MA, January 2020 – Considered an ‘icon’ in the cruise charter world, Bruce Setloff has been retained to assist [Scenic Luxury Cruises and Tours](#) and [Emerald Waterways](#) in an advisory role. “We have always recognized the need for a strong charter program, especially as we continue to grow our river and ocean products,” states Ann Chamberlin, VP Sales USA for the Scenic Group. “As we look for candidates to fill a more permanent position, Bruce is the perfect person to organize, teach, advise and engineer our efforts in this fast-growing segment especially with our future expansion plans.”

“This is one of several steps we are taking in the US market to emphasize its importance to our company,” added Jayne O’Brien, managing director USA, Scenic Group. “Working with our trade community to assist them in their sales efforts as we grow and add more berths.”

Bruce Setloff, considered to be one of the top performers in the cruise charter markets, has worked with Crystal, Azamara, SeaDream, Seabourn/Cunard and Royal Cruise Line and always oversaw and developed their charter sales and operations, making them into charter sales powerhouses. His creative solutions and extensive working background in ship operations has given rise to a slew of new ways for cruise company’s to best serve the guests while maximizing charter sales potential.

Bruce will work with Scenic’s senior management to develop the CMI operation. Primary duties include assisting in training the current field sales staff; working with charter brokers to establish a charter sales procedure; representing and selling all of the Scenic Group brands (Scenic Eclipse, Scenic River and Emerald Waterways); and assisting in the recruitment and training of a permanent CMI sales leader.

Scenic Luxury Cruises & Tours has grown over its 33-year history to include award-winning, all-inclusive river and ocean cruises and handcrafted land tours that take participants to many of the world’s most fascinating destinations. Since 2008, Scenic has offered river cruises in Europe, SE Asia, Russia and Egypt on its 15 Space-Ships. In 2019, Scenic introduced the world’s first luxury Discovery Yacht, the 228-guest Scenic Eclipse. Sister brand Emerald Waterways has eight Star-Ships offering European river sailings and, new in 2019, Southeast Asia’s Mekong River.

Additional information on these and other cruises, brochures and reservations can be obtained via travel agents; or in the US: www.scenicusa.com; phone 844-788-7985; or email: info@scenicusa.com. Brochures can also be downloaded directly from the website.

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