

# TRAVEL WEEKLY

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RIVER CRUISE

## Scenic to assume operation of all its Europe ships

By Jeri Clausing   | Nov 19, 2019



Scenic Luxury Cruises & Tours said it will take over full management of its European fleet in 2020 as part of an effort to ensure brand consistency and excellence.

"Scenic has been managing six vessels in the fleet internally since 2017, with G&P Cruise Hotel Management handling a further five," said Scenic Group COO Rob Voss. "The decision to take back the management function of these five ships is not related to performance. G&P and their crews have done a marvelous job delivering the desired guest experience as can be seen by the very high guest satisfaction survey results, regularly running at 95%. Instead this decision is the next logical step in delivery on a global brand, and the necessity for absolute product consistency and delivery across the entire fleet."

By having the entire hospitality crew directly employed and managed by Scenic, the company said it will be able to create "a generation of crew who will genuinely exemplify the Scenic culture, and enable Scenic to invest in high level standards for

crew, leveraging e-learning and enabling career paths."

The company said it will also gain increased purchasing power.

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