



Contact: Elliot Gillies, (212) 724-7783, [elliott@gilliesandzaiser.com](mailto:elliott@gilliesandzaiser.com)

**Scenic Unveils New 2021 European & Russia River Cruise Collection**  
**and “Book with Confidence” Program**

Vancouver, June 2020 - [Scenic Luxury Cruises & Tours](http://www.scenic.ca) has unveiled its *2021 Hidden Wonders of Europe’s Rivers* collection and a new *Book with Confidence* program. The 2021 offerings are detailed in a new digital brochure, available at [www.scenic.ca/request-a-brochure](http://www.scenic.ca/request-a-brochure) and include two new French culinary cruises and several new excursions. The new [\*Book with Confidence\*](#) program, offered on bookings made by August 31, 2020, provides guests with additional flexibility and peace of mind when planning their 2021 river cruise – reducing deposit amounts to just \$250 per guest and including a free Deposit Protection Plan (valued at \$125 CAD) with every booking.

Scenic has also added a few extra incentives for guests booking by August 31, 2020:

- Most European and Russian cruises and cruise/tours include free economy flights or savings of \$1,000 CAD per guest
- The most popular sailings offer economy flights at \$295 CAD or \$495 CAD per guest or savings of \$700 CAD or \$500 CAD (respectively) per guest.
- Guests booking a 15-day or longer sailing receive a \$200 CAD gift card; guests on sailings of 8-14 days receive a \$100 CAD gift card

Scenic is also offering competitive upgrades to business class air and 50% off Single Supplements on select European river sailings.

“We’re seeing our loyalty members and new customers look to the future with high engagement levels on our digital marketing and upward trends in bookings,” offered Lisa McCaskill, VP Sales & Marketing, Scenic Group Canada. “Our Book with Confidence program offers flexibility and peace of mind combined with certainty, reassuring those ready to plan their Europe river cruise next year.”

New for Scenic guests in 2021 are visits to World War I sites in Belgium’s Ypres and Passchendaele and two culinary itineraries highlighting French gastronomic delights with the *Tastes of Southern France* on the Rhône and the *Flavours of Bordeaux* itinerary cruising the Garonne.

The new culinary cruises include an onboard dinner prepared by Michelin star chef Didier Goiffon and a cooking class at three-star Michelin chef Georges Blanc’s restaurant. Guests can learn the family secrets of regional recipes with Scenic’s new ‘Ancestry of the Kitchen’ program. The program includes a

series of authentic cooking classes held in the homes of locals including Dutch Apple Pie baking in Hoorn, Bulgarian Banica in Vidin, and a traditional Portuguese bread-making experience.

Scenic is working closely with IG River Cruise, Cruise Lines International Association (CLIA), local and international Government Health agencies, to ensure developed protocols meet and exceed the latest regulatory requirements.

McCaskill adds, “While the world may have changed, we are confident consumers will increasingly look to smaller ship experiences like those on Scenic’s Space-Ships. There is also a clear trend towards true personalisation and once-in-a-lifetime moments, which is why we continue to enhance our Scenic Freechoice and exclusive Enrich experiences.

“The cruising industry is used to adapting to change and here at Scenic we are agile enough to continue to ensure any new guidelines introduced are met, and our guest experience stays at the heart of everything we do, as we all navigate this unprecedented time.”

The 5-star Scenic Space-Ships offer all-inclusive luxury experiences - from private butler service and unlimited complimentary beverages and spirits including mini-bar re-stocked daily, to six on-board dining options, a wellness area, fitness center and Salt Therapy Lounge (on most ships). And guests will never have to reach for the wallet or purse as everything (except a haircut or massage) is included: tips and gratuities, expert local guides, all Scenic Freechoice activities that allow for a more personalized vacation, plus Scenic Enrich events which are exclusive to Scenic and its guests.

Scenic Luxury Cruises & Tours has grown over its 34-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 sailings on European rivers and Southeast Asia’s Mekong River. In 2021, the *Emerald Azzura* will be the first ship to launch under the new Emerald Yacht Cruises brand - a 100-guest super yacht that will ply the warm waters of the Mediterranean, Adriatic and Red seas.

Additional information can be obtained via travel agents; or in Canada: [www.scenic.ca](http://www.scenic.ca); phone (866) 689-8611; or email: [info@scenic.ca](mailto:info@scenic.ca).

###

Gillies and Zaiser  
[www.gilliesandzaiser.com](http://www.gilliesandzaiser.com)  
[media@gilliesandzaiser.com](mailto:media@gilliesandzaiser.com)  
SC-16C-June 2020