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Scenic Group Moves USA Headquarters to Hollywood, Florida, and Expands its Workforce

Boston, MA, March 2021 – Scenic Group’s two major cruise brands, [Scenic Luxury Cruises & Tours](#) and [Emerald Cruises](#) (newly rebranded from Emerald Waterways and Emerald Yacht Cruises) have been growing at a record pace over the past few years and as the return to travel is on the horizon, they are seeing very strong bookings for the second half of 2021 and beyond. To better serve their guests and valued travel advisor partners, the company is moving their USA headquarters from Boston, Massachusetts to Hollywood, Florida, effective May 1, 2021.

The new office, at [Presidential Circle](#) in Hollywood, a Class A office building, will host most of the USA operations teams – sales, marketing, accounting, reservation staff and senior management. The company will also continue to utilize their successful virtual office structure, with regional sales directors and several other operations team members based in other parts of the country.

“After an exhaustive search for the best new location for our USA headquarters, we are excited to announce we will be moving to the prestigious Presidential Circle office building in Hollywood, Florida,” states Anna Wolfsteiner, CSMO Scenic Global. “We have been experiencing strong year-over-year growth for a number of years now and felt it was important that we locate in an area where we can grow our support staff as well as our business. And there is no better place to find the high level of cruise expertise our clients expect than in the cruise capital of America.”

Another area undergoing expansion is the Scenic Group’s USA sales team, headed up by Ann Chamberlin, VP Sales. Recent additions include Donna Kurtz for the newly established Charter and Incentive Sales division and Nancy Iovino as the Regional Sales Director for the West. “We are on full throttle right now as we gear up to be a powerhouse team supporting and developing new business with our valued trade partners,” reports Ann. “We will also be adding to our Regional Sales Director team as we look to bring in a new RSD for the East Coast, based out of the Northeast.”

Scenic Group has grown over its 35-year history to include award-winning, river and ocean cruises and handcrafted land journeys that take guests to many of the world’s most fascinating destinations covering all 7-continents. Since 2008, Scenic has offered truly all-inclusive luxury river cruises in Europe, SE Asia and Russia on its 15 Scenic Space-Ships and Egypt on a luxury charter. In 2019, Scenic introduced the 228 guest *Scenic Eclipse*, The World’s First Discovery Yacht™. Emerald

Cruises has eight branded Star-Ships offering river sailings in Europe and on the Mekong, as well as the chartered river ship along the Volga River in Russia (MS *Nizhny Novgorod*). In January 2022, the *Emerald Azzurra* will be the first yacht to launch under the Emerald Cruises brand - a 100-guest super yacht that will sail the warm waters of the Mediterranean, Adriatic and Red seas.

Additional information on cruises, brochures and reservations can be obtained via travel advisors; or thru Scenic at: www.scenicusa.com, phone (844) 788-7985, info@scenicusa.com; or Emerald Cruises at www.emeraldcruiises.com; phone (844) 428-8389 Brochures can also be downloaded directly from the websites.

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