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**Cruise Industry Marketing Veteran Maggie Carbonell**  
**Joins Scenic Group USA as VP of Marketing**

Hollywood, FL, May 2021 – Scenic Group USA is pleased to announce, Maggie Carbonell, as their new vice president of marketing, Scenic Group USA. Ms. Carbonell will oversee and direct all marketing efforts of Scenic Luxury Cruises & Tours, Emerald Cruises and Scenic Eclipse for the USA market.



“We interviewed numerous, highly-qualified marketing candidates and Maggie’s combination of experience and leadership skills clearly stood out,” offered Anna Wolfsteiner, Chief Sales & Marketing Officer, Scenic Group.

“Maggie’s wealth of knowledge in cruise marketing and e-commerce as well as a wide range of other cruise line experiences, and her past roles in developing and leading successful teams makes her the perfect fit to support our ongoing growth plans. We welcome her ideas and contagious enthusiasm as we rev up our sailing engines and welcome our guests back on board.”

Ms. Carbonell has been in the travel industry for more than two decades. After starting as an intern with United Airlines, she joined The Walt Disney Company Parks and Resorts division in their Latin America office and made her mark on numerous initiatives, including increasing the company’s messaging and revenue through co-branded marketing, and launching Disney’s Animal Kingdom. Ms. Carbonell transitioned to Royal Caribbean International and over a period of 19 years, held several marketing positions focused on the company’s revenue growth and the brand’s preference amongst consumers and trade.

“I am looking forward to taking advantage of the momentum the company has established with the launch of the ultra-luxury yacht, *Scenic Eclipse*,” stated Ms. Carbonell. “Scenic and Emerald Cruises are such trend-setting brands. And the ongoing growth of both lines, with new ships and new destinations, is going to make for very exciting times for my marketing team. I am just so honored to be able to lead that effort and grow our market share.”

When Ms. Carbonell is not working, she is busy outdoors with her family – whether enjoying the Florida sunshine or taking in the beaches. She looks forward to adding river cruises to her many travel experiences as well. Maggie Carbonell is based at the company’s USA headquarters in Hollywood, FL

and can be reached at [Maggie.Carbonell@scenicusa.com](mailto:Maggie.Carbonell@scenicusa.com).

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-continent. 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 these and other cruises, brochures and reservations can be obtained via travel advisors; or in the US: [www.scenicusa.com](http://www.scenicusa.com), phone (844) 788-7985, [info@scenicusa.com](mailto:info@scenicusa.com); or [www.emeraldcruiises.com](http://www.emeraldcruiises.com), phone (844) 428-8389. Brochures can also be downloaded directly from the websites.

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