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Scenic Group USA Announces Key Executive Appointments

*Growth in brand awareness and further penetration of the trade distribution
at forefront of changes to prepare for significant market expansion*

Hollywood, FL, April 2023 – Scenic Group, the parent company of Scenic Luxury Cruises & Tours and Emerald Cruises, has announced key executive appointments in its USA division in preparation for rapid growth expected from the market. The strategic organizational changes include the promotion of Robert Castro to Vice President of Marketing and the appointments of Elizabeth Fettes to Vice President of Sales and Kayla Corbett to Director of Key & Strategic Accounts.

“This is an exciting time of growth for the company as we double our luxury ocean yacht capacity this year with this month’s delivery of *Scenic Eclipse II* and the upcoming delivery of *Emerald Sakara*, along with the significant increase in sourcing expected from the USA, South & Central America,” said Ken Muskat, Managing Director, Scenic Group USA. “With our expanding portfolio of Emerald Cruises’ nine river ships and two luxury ocean yachts and Scenic Luxury Cruises & Tours’ 13 river ships and two ultra-luxury Discovery Yachts, the anticipated increase in brand awareness and demand from the US market will come from aggressive marketing efforts and further penetration into the very important trade distribution to share our distinctive vacation experience. These key appointments further elevate our leadership team putting us in a strong position to achieve these goals.”

Robert Castro joined Scenic Group USA in early 2022 with more than a decade of cruise



experience having previously worked for Carnival Cruise Line, Royal Caribbean International and Silversea Cruises. He also worked with leading global brands including HBO and Hard Rock International. In his most recent role of Sr. Director of Marketing, Robert successfully led the marketing strategy and operations including brand, digital and marketing services for the US market and has proven his ability to now take on his new role as Scenic Group USA moves toward an exciting phase of growth with a strong focus on storytelling and brand differentiation in the fast-growing luxury river, ocean and expedition cruise segment. Robert will report to Ken Muskat.

Elizabeth Fettes joins Scenic Group USA following her most recent role as Chief Sales & Marketing Officer for Premier Worldwide Marketing, where she led the design, development and delivery

of turnkey and innovative sales and marketing solutions for a coveted global portfolio of hotels in the Caribbean, Latin America and Europe. She also brings cruise industry experience from tenures at Royal Caribbean International and Regent Seven Seas Cruises. Elizabeth will oversee USA and Latin American sales via the company's trade distribution network, Sales Support & Trade Partnerships, Charter and MICE business and Groups. Elizabeth will report to Ken Muskat.



Kayla Corbett will report to Elizabeth Fettes in her role as Director of Key & Strategic Accounts. Kayla, who's most recent role was as Senior Manager, Key Accounts at Norwegian Cruise Line, began



her career in the cruise industry working onboard ships as a Loyalty & Future Cruise Sales Associate and a Port Shopping Consultant. Kalya then came shoreside where she has served as a Business Development Manager in the NY and New England region for MSC Cruises; Charters, Incentive & Future Voyage Sales Manager for Virgin Voyages; and Corporate Sales Manager for

the Midwest & Latin America regions for Norwegian Cruise Line Holdings. Her successful track record of driving sales through the trade distribution, building strong relationships and working for fast growing brands that are simultaneously building brand awareness in the market, will allow her to contribute greatly to the future success of Scenic Group USA.

The company is currently searching for a Sr. Director of Field Sales to report to Elizabeth Fettes and an Associate Director of Consumer and Brand Marketing to report to Robert Castro, strengthening the team even further.

Ann Chamberlain, current Vice President of Sales, will be departing the company to pursue other personal interests as will Richard Hickey, current Sr. Director of Key Accounts.

"I'd like to thank Ann Chamberlain and Richard Hickey for their years of contribution and dedication to Scenic Group USA, especially during the COVID pandemic shut down - the most difficult time the cruise industry has ever experienced," added Muskat. "Their ongoing support of the trade distribution is greatly appreciated, and I wish them the best of luck in their future endeavors."

Scenic Group, which includes Emerald Cruises, Scenic Luxury Cruises & Tours, Mayflower Cruises & Tours and Evergreen Tours, has grown over its 37-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 seven continents. Since 2008, Scenic has set the benchmark for truly all-inclusive, five-star river cruises in Europe and Southeast Asia. In 2019, Scenic introduced *Scenic Eclipse*, The World's First Discovery Yacht™, a 228-guest ultra-luxury ship, and delivered a second yacht of the

same category, *Scenic Eclipse II*, in April, 2023. Emerald Cruises has nine branded Star-Ships offering river sailings in Europe and on the Mekong. In March 2022, *Emerald Azzurra* was launched and is the first yacht under the Emerald Cruises brand - a 100-guest luxury yacht that will sail the warm waters of the Mediterranean, Adriatic, Caribbean and Central America, to be followed in August, 2023 by its sister, *Emerald Sakara*.

Scenic can be found on Twitter at @ScenicLuxury, on Facebook as ScenicCruises and on Instagram as Scenic.luxurycruisestours, while Emerald Cruises can be found on Twitter at @emerald_cruises, on Facebook as EmeraldCruisesGlobal and on Instagram as @EmeraldCruises.global.

Additional information on these and other cruises, brochures and reservations can be obtained via travel advisors; or in the US: www.scenicusa.com, phone (844) 788-7985, info@scenicusa.com; or www.emeraldcrises.com, phone (844) 428-8389, hello@emeraldcrises.com. Brochures can also be downloaded directly from the websites.

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