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**Scenic Group’s Newest Brochures Detail MICE Programs
for Scenic Luxury Cruises & Tours and Emerald Cruises**

Options range from ultra-luxury expedition vessels and luxury yachts to European and Asian River Cruises

Hollywood, FL (August 2023) – Scenic Group, parent company of Emerald Cruises and Scenic Luxury Cruises & Tours, has released two new brochures detailing their Meetings, Incentives, Charters and Events (MICE) program across their ocean and river fleets. These comprehensive new brochures – essentially the “encyclopedias” of Scenic and Emerald Cruises for MICE planners – provide full details on the yachts and river ships, itineraries, inclusions, and amenities as well as a variety of ways to customize their guests’ voyages including on-board branding opportunities and hand-picked itineraries.

MICE Planners can find the new catalog for Emerald Cruises at [Emerald Cruises MICE Planners](#), and for Scenic Luxury Cruises & Tours at [Scenic MICE Planners](#). A dedicated MICE service team is available at 888.887.6729 or by email at Charters-incentives@scenicusa.com.

On every full-ship charter with Scenic and Emerald Cruises, MICE groups can feel like the owner of the ship thanks to generous standard inclusions and myriad ways to personalize any sailing. Standard offers aboard Scenic’s ultra-luxury fleet are truly all-inclusive, with Wi-Fi, top-shelf beverages, and all gratuities, transfers and excursions included. The worry-free luxury on the Emerald Cruises fleet delivers all onboard meals; complimentary wine, beer and soft drinks with lunch and dinner; plus gratuities, transfers and excursions. To make each exclusively chartered sailing truly theirs, MICE groups may customize their voyage from bespoke menus and entertainment to group functions and activities on-board and ashore. On-board branding opportunities – from flying a corporate or organizational flag to including a group’s logo on menus, programs and shipboard signage – puts any group front and center, but for that true “ownership” feel, charter groups have the power to personalize their itinerary, selecting the ports of call that speak to their unique goals and needs. Every ship in the fleet has space available for team building, corporate training, break-out groups and celebratory gatherings.

“We’re excited by the range of options we can offer MICE planners – from expedition voyages in remote polar locales to warm-water yacht sailings in the Med and Caribbean to river cruises throughout Europe and SE Asia,” says Donna Kurtz, Director, Charter and Incentive Sales, Scenic Group USA. “Each itinerary can be fully customized to meet a group’s specific needs and desires, including individualized service, bespoke menus and tailor-made experiences. Our highly professional crews and unrivaled eye for detail help ensure our guests can indulge in lavish, comfortable surroundings no matter which ship they

choose. In addition, MICE planners will work with a single point of contact from crafting custom itineraries to the post-cruise follow-up to ensure consistency and timeliness in the planning process.”

On the oceans, Discovery Yachts *Scenic Eclipse* and *Scenic Eclipse II* present MICE planners with elegant, luxurious settings for their groups to gather. These ultra-luxury vessels carry a maximum of 228 guests (220 in Polar regions) in an all balcony-suite configuration with every suite featuring personalized butler service. The theatres – equipped with cutting-edge A/V technology and a trio of wall-sized projection screens – provide space for meetings, training sessions, presentations and entertainment. Ten on-board dining experiences serve sushi – brought in from Japan – refined French cuisine, innovative Asian-fusion and, at the intimate Chef’s Table, interactive, avant-garde dishes. Both ships are equipped with two helicopters and a submersible to give guests or hosts the opportunity for once-in-a-lifetime experiences.

Sailing the high seas through warmer climes, the twin yachts *Emerald Azzurra* and *Emerald Sakara* carry a maximum of 100 guests on sunny, temperate itineraries that can lend a festive ‘my yacht’ air to corporate gatherings or c-suite retreats or can lean into the vacation vibe for celebratory custom cruises. Of the 50 suites, 88 percent have a private balcony or terrace, but ample public space – the Observation Lounge and Terrace, Aqua Pool and poolside lounge, and the Sky Deck – provides plenty of room for guest enjoyment. At each yacht’s stern, a custom-built marina platform is home to water toys – kayaks, paddleboards, snorkeling equipment, SEABOBS and more – perfect for getaway enjoyment or a twist on team building. Meals in the spacious La Cucina dining room – featuring indoor and terrace seating – or the poolside Aqua Café range from buffet breakfasts and casual bites to formal dinners (dictated by the standard menu or a menu built for a chartered sailing); the Amici Lounge provides added social and meeting space.

On the storied rivers of Europe and South East Asia’s mighty Mekong, a fleet of more than 20 Emerald Cruises and Scenic ships await MICE planners and their groups. With capacities ranging from 68 to 180 guests, the fleet can accommodate groups small and large in style and comfort. Aboard Emerald Cruises’ Star-Ships, the pool area transforms into a cinema, quiet disco or gathering space at the press of a button; the Horizon Bar and Lounge and offers social and meeting space; and the topside Sun Deck’s panoramic views and room for receptions, relaxing, team building and more. Sailing on Scenic’s Space-Ships, guests will find spacious suites and attentive butler service as well as ample room for social and more formal gatherings, entertainment, talks and receptions in the Panorama Lounge & Bar and topside on the Sun Deck and Riverview Terrace. Scenic’s fleet boasts distinct dining venues from Crystal Dining (the main venue for meals), serving seasonal cuisine; Table La Rive (Table d’Or in France) serving a six-course menu with paired wines; and Portobello’s (L’Amour in France) serving a five-course menu of French, Italian or Portuguese specialties with wine pairings.

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 as well as luxury cruises on Egypt's Nile on board a private luxury charter. In 2019, Scenic introduced *Scenic Eclipse*, The World's First Discovery Yacht™, a 228-guest ultra-luxury ship, and in 2023, unveiled its sister, *Scenic Eclipse II*. Emerald Cruises has nine branded Star-Ships offering river sailings in Europe and on the Mekong. In 2022, *Emerald Azzurra* was the first yacht to launch under the Emerald Cruises brand – a 100-guest superyacht sailing the warm waters of the Mediterranean, Adriatic, Caribbean and Central America – 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 MICE groups/charters and other cruises, brochures and reservations can be obtained for Scenic and Emerald Cruises by email at Charters-incentives@scenicusa.com or by phone at 888.887.6729. Digital brochure downloads are available on the websites.

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