



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

### **Scenic Group USA Sets New Booking Records in November**

#### ***Brand announces best booking day, week, and month in history of US Market***

Hollywood, FL, December 2023 – Scenic Group USA is proud to announce they set three booking records last month—November 27 marked the best booking day in the history of the brand for the US market, coinciding with the best booking week ever, and November 2023 saw the highest booking performance historically over past Novembers.

On Cyber Monday (Nov. 27), Scenic Group USA, which includes [Scenic Luxury Cruises](#) and [Emerald Cruises](#), saw a 30% increase in net booking volume over Cyber Monday in 2022 and higher numbers than any single day in the company’s history. Last week total bookings were up 171% over the average 2023 booking week, year-to-date. Booking numbers for November 2023 were 92% ahead of the previous best November in 2019. Looking at the big picture, year-to-date monthly average bookings have doubled over 2022.

Ken Muskat, Managing Director Scenic Group USA commented; “These numbers are encouraging for the cruise industry as a whole, and for Scenic Group as they reinforce that travelers are resonating with our award-winning ships, innovative itineraries and world-class service on the rivers and oceans. Special thanks to the travel advisors and sales partners who have contributed to our success.”

These records come on the heels of the announcement that Scenic and Emerald Cruises won five esteemed awards in the 2023 US Editors’ Picks Awards from Cruise Critic:

- Best New Ship, Expedition: *Scenic Eclipse II*
- Best in Antarctica, Expedition: Scenic Cruises
- Best Dining, Expedition: Scenic Cruises
- Best Value for Money, River: Emerald Cruises
- Best Value for Money, Luxury: Emerald Cruises

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 luxury yacht sailing the warm waters of the Mediterranean, Adriatic, Caribbean and Central America – followed in August 2023 by its sister, *Emerald Sakara*.

Emerald Cruises can be found on Twitter at [@emerald\\_cruises](#), on Facebook as EmeraldCruisesGlobal and on Instagram as [@EmeraldCruises.global](#).

Additional information can be found by contacting your local travel advisor; on Emerald Cruises' website, [www.emeraldcrises.com](http://www.emeraldcrises.com); or by calling the consumer/travel agent reservations line at 844-428-8389. Digital brochure downloads are available on the website.

**Note to editors:**

Videos are available for downloading at: [Scenic Eclipse II Video](#)

Hi-resolution photos are available to download at [Scenic Eclipse II Hi-Res Photos](#)

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Gillies and Zaiser

[www.gilliesandzaiser.com](http://www.gilliesandzaiser.com)

[media@gilliesandzaiser.com](mailto:media@gilliesandzaiser.com)

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