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SCENIC GROUP JOINS ELITE TRAVEL NETWORKS TO ENHANCE LUXURY OFFERINGS

*Scenic Luxury Cruises & Tours And Emerald Cruises
Join American Marketing Group To Offer Ultra-Luxury Voyages For Discerning Clients*



Hollywood, FL (July 29, 2024) – **Scenic Group**, a global frontrunner in luxury river and yacht cruising, is thrilled to announce its acceptance into The Affluent Traveler Collection, TRAVELSAVERS, and NEST networks of the American Marketing Group (AMG). This strategic affiliation highlights Scenic Group's unwavering dedication to delivering unmatched travel experiences through its renowned brands, Scenic Luxury Cruises & Tours and Emerald Cruises, further extending its influence within the elite luxury travel market.

As a preferred partner of The Affluent Traveler Collection, Scenic Group joins a curated selection of the world's finest travel providers, ensuring that sophisticated clients have access to exceptional travel opportunities. Acceptance into AMG's networks grants Scenic Group access to over 3,000 independently owned travel agencies and advisors across the U.S. and Canada. This affiliation positions Scenic Group to better reach and serve elite travelers seeking bespoke, high-end travel experiences. It also means that Scenic Group can offer affiliated advisors enhanced resources, exclusive promotions, and comprehensive training, enabling them to provide exceptional service and personalized travel experiences to their clients. This strategic partnership is a testament to Scenic Group's commitment to luxury, quality, and innovation.

“This exciting collaboration propels Scenic Group to new heights, aligning us with premier travel networks and enhancing our ability to offer unparalleled, ultra-luxury travel experiences to our guests and outstanding support to the valued travel advisor community,” said Ken Muskat, Managing Director for Scenic Group. “Our brands are stronger than ever, synonymous with excellence, and through these valued and trusted partnerships, we continue to solidify our position as leaders in the luxury travel industry.”

Revolutionizing Ultra-Luxury Yacht Cruising

Scenic Group's yacht experiences set a new standard in travel. For Scenic Luxury Cruises & Tours, the all-inclusive, ultra-luxury brand, this includes the revolutionary *Scenic Eclipse* and *Scenic Eclipse II*. These Discovery Yachts are meticulously designed to offer unmatched luxury, exceptional service, and exclusive experiences that stand out in the industry. The *Scenic Eclipse* yachts provide travelers with unique opportunities to explore remote destinations like Antarctica and the Kimberley, while also visiting warm-weather locales such as the Mediterranean, Caribbean, and South Pacific, enjoying cutting-edge amenities and personalized service.

Further, Emerald Cruises, known for its exceptional value and innovative design, offers superyacht experiences onboard *Emerald Sakara*, *Emerald Azzurra*, and the highly anticipated *Emerald Kaia*. These

yachts bring a new dimension of opulence, cruising through lesser-traveled, more exclusive ports in the Mediterranean and Caribbean, ensuring a travel experience that is both luxurious and immersive. This affiliation with The Affluent Traveler Collection is a perfect match, offering upscale travelers extraordinary journeys steeped in luxury.

Expanding River Cruising Experiences

River cruising continues to gain popularity, and clients can now indulge in this exquisite form of travel with Scenic Luxury Cruises & Tours and Emerald Cruises river voyages. Whether indulging in the seasonal magic of Christmas Markets, soaking up the natural beauty of tulip blooms, or immersing in the floating markets of the Mekong River, Scenic and Emerald Cruises offer diverse and immersive river cruising experiences for every adventurous, luxury-minded traveler.

Empowering Travel Advisors with Unmatched Resources

Scenic Group's inclusion in AMG's networks is also a significant benefit for their affiliated travel advisors. By providing comprehensive training programs, exclusive promotions, and extensive marketing support, Scenic Group continues to empower consultants to offer exceptional service and personalized travel experiences to their clients. This collaboration ensures that guests receive the utmost attention and care, from the initial booking to the final disembarkation.

"We're witnessing an extraordinary demand for luxury cruising, particularly deluxe yacht journeys," said Nicole Mazza, Chief Marketing Officer of TRAVELSAVERS, NEST and The Affluent Traveler Collection. "Affluent travelers are increasingly looking to explore less-charted territories in style. With their all-encompassing voyages to all seven continents, Scenic and Emerald Cruises are the perfect ultra-luxury partners for our advisors and their discerning clientele."

For more information, please visit <https://www.scenicusa.com/> and <https://www.emeraldcruiises.com/>. To book through a travel advisor affiliated with TRAVELSAVERS or The Affluent Traveler Collection, please visit <https://www.travelsavers.com/> or <https://www.theaffluenttraveler.com/>.

About Scenic Group

Over 38 years, Scenic Group has redefined luxury travel, embodying exploration and elegance across its esteemed brands: Scenic Luxury Cruises & Tours, Emerald Cruises, Mayflower Cruises & Tours, and Evergreen Tours. Offering award-winning river and ocean cruises, along with handcrafted land journeys, Scenic Group transports guests to the world's most captivating destinations on all seven continents. Since its inception, Scenic has revolutionized the river cruise market in Europe and Southeast Asia, offering all-inclusive, five-star journeys, and extending its luxury cruises to Egypt's Nile. In 2019, the launch of *Scenic Eclipse*, The World's First Discovery Yacht™, marked a new benchmark in ultra-luxury cruising, a legacy continued by its sister, *Scenic Eclipse II*, in 2023.

Emerald Cruises, celebrating its 10th anniversary in 2024, excels with nine Star-Ships that navigate the rivers of Europe and the Mekong. 2022 saw the advent of *Emerald Azzurra*, the first luxury yacht under the Emerald Cruises banner, sailing the Mediterranean, Adriatic, Caribbean, and Central America, followed by *Emerald Sakara* in 2023. The fleet will be further enhanced with the introduction of *Emerald Kaia*, promising a new era of luxury yacht cruising.

Discover more about our journeys, download brochures, and make reservations through travel advisors or by contacting us directly in the US at www.scenicusa.com, (844) 788-7985, info@scenicusa.com; or www.emeraldcruiises.com, (844) 428-8389, hello@emeraldcruiises.com.

About American Marketing Group, Inc.

Established in 1970, American Marketing Group is a dynamic organization encompassing 19 pioneering travel companies, including TRAVELSAVERS, NEST and The Affluent Traveler Collection. The international travel marketing leader is an essential business partner to agencies and suppliers, providing them with innovative

products and services that offer a competitive advantage in the leisure and corporate markets. With a global reputation for excellence, AMG advances the trade through dedicated sales support, proprietary technology, networking opportunities, longstanding supplier partnerships and award-winning marketing. With more than 25,000 top-performing advisors generating \$20 billion in revenue, AMG empowers affiliates to achieve greater success financially, professionally and personally.

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