



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

**Senior Business Development Veteran Brandon Oscarson Joins
Scenic Group USA as Regional Sales Director for Southeast USA**

Hollywood, FL, January 2023 – Scenic Group USA is proud to welcome Brandon Oscarson as their newest Regional Sales Director, covering the Southeast USA territory that includes WV, VA, NC, SC, TN, KY, GA, AL, MS & D.C. Brandon brings a history of stellar business development success in the cruise industry and a deep understanding of the needs of travel advisors and executive teams. He can be reached at Brandon.Oscarson@ScenicUSA.com. Travel advisors can locate their Regional Sales Director at <https://www.scenicusa.com/agent-portal/scenic-sales-team>.

“Brandon is an excellent fit with the professional and experienced sales team we have built to date,” offered Ann Chamberlin, VP of Sales for Scenic Group USA. “He joins the team bringing nearly a decade of experience selling river cruises and is eager to work with our valued travel partners in the Southeast to help them understand why Scenic Luxury Cruises and Tours and Emerald Cruises are the best options for their clients. We are thrilled to have Brandon join the team and look forward to him expanding our market in the Southeast USA.”

Mr. Oscarson has worked in a variety of positions for several companies and most recently spent nine years with AMA Waterways building an impressive list of successes. He more than doubled his territory’s sales in two years, increased revenue for the top 50 accounts by more than 80% and built and enhanced profitable relationships with both top agency executive teams and agencies that had underperformed prior to his tenure. His leadership in advisor training sessions and webinars cascaded into handling consumer events with more than 7,000 in attendance.

“I see this as a great next step in my career with a company that spends every day looking at ways to work with their valued travel partners to grow both their business and profits,” offered Mr. Oscarson. “I can’t imagine anything more rewarding than introducing the Scenic and Emerald

Cruises brands to our partner travel advisors and helping them to inspire the confidence in their clients to travel to faraway places safely on beautifully appointed vessels.”

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 plans to deliver a second yacht of the same category, *Scenic Eclipse II*, in 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 superyacht that will sail the warm waters of the Mediterranean, Adriatic, Black and Red seas, to be followed in 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.emeraldcruiises.com, phone (844) 428-8389, hello@emeraldcruiises.com. Brochures can also be downloaded directly from the websites.

Note to Editors: Hi-res photos are available upon request.

###

Gillies and Zaiser

www.gilliesandzaiser.com

media@gilliesandzaiser.com

SC-02-January 2023

