

SCENIC°

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

Tweet: Each new booking on Scenic, Emerald Waterways and Scenic Eclipse equals 25,000 Bonus Rewards points with Scenic Group's new offer #scenicusa www.scenicusa.com

Scenic Group Offers 25,000 Bonus Reward Points for New Bookings Across All of its Brands

Boston, January 2019 – Scenic Group, parent company of Scenic Luxury Cruises & Tours, Emerald Waterways and Scenic Eclipse, has announced that U.S.-based travel agents will receive a bonus of 25,000 Rewards Points for every new booking they make between January 1 and February 28, 2019 on any of its three brands – Scenic Luxury Cruises & Tours, Emerald Waterways and Scenic Eclipse. And with no cap, the sky is the limit. The Rewards bonus points will be in addition to the already generous points agents earn based on the value of the booking. Scenic Group's Rewards Program, started in 2018, grants one point for every two dollars spent. Those points can then be traded in for a huge array of products that includes appliances (big and small), fitness and outdoor equipment, electronics, jewelry and fashion items, multiple gift card options, food and wine items, etc.

Citing a couple of examples, Rob Huffman, VP Sales USA for Scenic Group, points out how agents can really walk away with great products while helping their clients enjoy the best deals of the season. "Many of the agents who sell Scenic products will make multiple bookings in the next two months of WAVE Season. Make just five bookings, at an average value of \$20,000 net, and the agent will receive 175,000 Rewards points, more than enough for a new GE dishwasher or a Bose Soundtouch speaker and a KitchenAid microwave. Make 10 bookings and the resulting bonus points means they could pick up a new iPhone and still have more than 100,000 Bonus points left to spend."

After their first booking, travel agents receive a welcome email from Scenic and/or Emerald Waterways Rewards with a password reset link and a unique Rewards Member ID. This ID is pre-populated in the agent's profile on Express Book and must appear on all Scenic and/or Emerald Waterways bookings to earn points. One point is earned for every two dollars spent – excluding air components, taxes and non-commissionable products which form part of the booking, as well as any surcharge or service fees on payments made by credit card, charge card or other forms of non-cash payment. Travel agents access their accounts (USA-based agents - www.scenicrewards.com or www.emeraldwaterwaysrewards.com; Canada-based agents – www.scenicrewards.ca or www.emeraldrewards.ca), review their points status and browse the catalogue to redeem their points.

Emerald Waterways Rewards points are transferrable to their Scenic Rewards accounts (but not the other way around).

Scenic Luxury Cruises & Tours has grown over its 31-year history to include award-winning, all-inclusive escorted tours that take participants to many of the world's most fascinating destinations and, since 2008, truly all-inclusive, five-star river cruises in Europe, SE Asia, Russia and Egypt on its 15 Space-Ships. In 2019, Scenic is introducing the world's first Discovery Yacht, the 228-guest *Scenic Eclipse*, and a sister ship to launch in 2020. Sister brand Emerald Waterways has seven Star-Ships offering European river sailings with an eighth (*Emerald Harmony*) launching in 2019 for SE Asia's Mekong River. Exclusive charters are offered on SE Asia's Irrawaddy River; the Volga River in Russia; yacht cruises out of Croatia; and Egypt's Nile River.

Additional information on these and other cruises, brochures and reservations can be obtained via travel agents or www.scenicusa.com; phone 844-788-7985; or email: info@scenicusa.com. Brochures can also be downloaded directly from the website.

###

Gillies and Zaiser
www.gilliesandzaiser.com
media@gilliesandzaiser.com
SC-04-January 2019