

SCENIC°

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Tweet: Scenic delivers next generation GPS Tailormade tour app for use by guests on their own Apple or Android mobile device; #rivercruise www.scenicusa.com

Scenic Delivers Next Generation Tailormade App For Exclusive Use By Guests On Their Mobile Device

Apple and Android App brings self-guiding GPS-based touring to the guest cruise experience

Boston, March 2019 – [Scenic Luxury Cruises & Tours](http://www.scenicusa.com) launched the next generation of its very popular and exclusive Tailormade GPS device – moving from its own handheld device to an app that guests can download onto their own [Apple](#)- or [Android-based](#) smartphone. Utilizing an innovative software solution, Scenic Tailormade gives guests a powerful program on a platform they are already comfortable using – their own phone.

[Scenic Tailormade](#) was originally launched in 2013 and comprised a purpose-built, hand-held device. The App moves Tailormade to the guest’s mobile phone and provides commentary on more than 240 tour options in over 140 European locations. It also features more than 1,500 points of interest with expert narration about the history, culture and landscapes of the regions through which Scenic Space Ships sail. Scenic Tailormade can be uploaded prior to departure and used both on board and ashore. The Riverview Commentary System is automatically activated at highlights and points of interest along each of Europe’s major waterways while ashore guests can use the Independent City Tours function with point to point navigation, maps, expert commentary and an off-line Navigation System to discover Europe’s fascinating cities at their leisure.

“This new generation of Scenic Tailormade enables ease of access in a much more direct way via a guests’ personal mobile device,” states Jayne O’Brien, managing director, Scenic Group USA. “It’s simple to download before travel and lets them start planning their journey itinerary ahead of their river cruise. We’re incredibly excited to be sharing this new app with our guests. It’s unique to Scenic and has an informative and practical range of functions which can only improve the cruise experience for our guests.”

In addition, through the My Cruise function, guests can access information on the Daily Cruise Program including the entire Travel Guide Book and full listings of Scenic Freechoice and Scenic Enrich excursions and experiences. The app also provides a Travel Wallet for all travel documents and a Badge Scan option.

Scenic Tailormade can also be downloaded on board through the ship’s free WiFi service. Headphones and existing Scenic Tailormade devices are also available on board and free of charge. The App

has been developed for Scenic in conjunction with Initree Software GMBH (App software) and iTour (Hardware service).

The 5-star Scenic Space-Ships offer all-inclusive luxury experiences - from private butler service and unlimited complimentary beverages and spirits including mini-bar re-stocked daily, to six on-board dining options and a wellness area, fitness center and, on the European Space Ships, a Salt Therapy Lounge. And guests will never have to reach for the wallet or purse as everything (except a haircut or massage) is included: tips and gratuities, expert local guides, all Scenic Freechoice activities that allow for a more personalized vacation, plus Scenic Enrich events which are exclusive to Scenic and its guests.

Scenic Luxury Cruises & Tours has grown over its 33-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*.

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.

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Notes to editors: Photos are available for download at [Photo Library](#).

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