

SCENIC°

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Scenic Appoints Luxury Cruise Veteran Lisa Auguste as Groups Director - North

Hollywood, FL & Vancouver, B.C., October – Scenic has appointed Lisa Auguste, a leader in luxury groups cruise travel, to be its new Groups Director – North America.

Ms. Auguste comes to Scenic with a wealth of cruise experience, much of it in the arena of groups, but also with a history of success in guest services, training, project management, operations, etc. Her career at Oceania Cruises grew from Manager of Reservations, Groups Department to VP of International Operations for Oceania and Regent – in the space of eight years. She then spent 18 months getting Atlas Ocean Voyages up and running in the USA, handling and overseeing nearly all aspects of a start-up operation -- from launching the company’s reservations system to hiring staff to developing and implementing policies and procedures to launching the line’s group program. She has also worked for Swan Hellenic, Cunard, and Commodore Cruises.

“With the hiring of Lisa, we are reorganizing our efforts to establish a cohesive Groups Department for North America,” offered John Stunson, VP of Finance, Scenic USA. “Lisa comes to us with significant experience in groups in the cruising world, having served as a VP, Groups at Oceania, Groups Management in Cunard, Seabourn and Celebrity, and more recently as VP of Operations and Reservations with Atlas Ocean Voyages. We look forward to her driving a new groups vision for Scenic.”

“My love is groups and developing long-term relationships with travel partners” stated Ms. Auguste. “I look to build upon Scenic Group brands’ existing strengths by bringing more awareness and simplicity to the group program and make it more user friendly and profitable for travel advisors. Scenic is an established brand that’s always been recognized for offering an outstanding product. I believe its multi-pronged direction for the future with both luxury river and ocean products which promises many great things to come.”

Travel is certainly a big part of Lisa’s life, but she does a good job of balancing her work life with her home life – enjoying time with her family, being active with her two dogs, and tending to her orchids.

Scenic Group, which includes Emerald Cruises, Scenic Luxury Cruises & Tours, and Mayflower Cruises & Tours, has grown over its 36-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 across Europe and on the Mekong. In March 2022, the 100-guest luxury yacht, *Emerald Azzurra*, was the first oceangoing yacht to launch under the Emerald Cruises brand, and will be followed by a sister, *Emerald Sakara*, in 2023.

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; at www.scenicusa.com, phone (844) 788-7985, or email: info@scenicusa.com; or www.emeraldcrises.com, phone (844) 428-8389, or email hello@emeraldcrises.com. Brochures can also be downloaded directly from the websites.

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SC-34-October 2022