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Tweet: Cruise industry veteran Julie Block, brings a wealth of experience to Scenic Global USA in her new role as the company's new Southeast USA Regional Sales Director #scenicusa #sceniceclipse #emeraldcruiises #traveladvisors

**Scenic Group USA Welcomes Travel Industry Veteran,
Julie Block, as Regional Sales Director for Southeast USA**

Hollywood, FL, January 2022 – Scenic Group USA is proud to welcome Julie Block as their newest Regional Sales Director, covering the Southeast USA territory. Ms. Block brings more than 30 years of travel industry experience, the vast majority in cruising, and an encyclopedic knowledge of destinations, having visited 167 countries to date. She can be reached at Julie.Block@scenicusa.com.

“Julie has done it all in the cruising world,” offered Ann Chamberlan, vp of sales for Scenic Group USA. “Whether working with travel partners when she was at Ensemble, joining Holland America ships as an onboard lecturer and excursion manager, or working on guest needs with Norwegian Cruise Lines, she has always shown a devotion to helping her peers and contacts succeed. We look forward to her making her mark at Scenic and expanding our market in the Southeast USA.”

Ms. Block's wealth of cruise industry experience and knowledge contributes to her ability to communicate clearly with so many different travel advisor needs. Her list of management positions include managing a full-service travel agency, working on group and incentive sales at Carnival Cruises, developing and supervising Norwegian Cruise Lines nearly 300 shore excursion programs as well as serving as the guest and travel advisor liaison for the company's President, handling guest and crew Internet needs and environments, dealing with all facets of golf excursions for multiple cruise brands, and spending more than seven years at Holland America as one of their port lecturers, creating and presenting talks on more than 250 cruise ports and excursions - both live on the ships and via the company's onboard television station.

Ms. Block's more recent position was with Ensemble Travel Group as the business development manager for eight years, and then as the director of member experience, a position that made her responsible for developing new product opportunities and optimizing the existing programs used by the 800+ member agencies around the world – and reporting directly to the co-presidents. She was also entrusted to restructure the Ensemble Cruise Program, representing more than 1,000 annual ocean, river,

and niche sailings, with a focus to increase member engagement and supplier support.

“I am excited to be part of an organization that is expanding its reach in the US market and developing new and off the beaten track itineraries that take guests to places they have only dreamed about,” offered Ms. Block. “Introducing the Scenic brands to our partner travel advisors and helping them to reinspire the confidence in their clients to travel to faraway places safely on beautifully appointed vessels is something that is right up my alley - especially in to the Southeast region.”

Travel is both Ms. Block’s work and passion – as she takes to it even when not in the office. An avid golfer, she is also training for her first 10k marathon in 2022.

Scenic Group, which includes Emerald Cruises, Scenic Luxury Cruises & Tours, Mayflower Cruises & Tours and Evergreen 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 as well as luxury cruises on Russia’s Volga River on board Scenic Tsar and on Egypt’s Nile on board a private luxury charter. 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, as well as the chartered river ship along the Volga River in Russia (MS Nizhny Novgorod). In February 2022, Emerald Azzurra will be the first yacht to launch under the Emerald Cruises brand - a 100-guest superyacht that will sail the warm waters of the Mediterranean, Adriatic, Black and Red seas, 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.emeraldcrucises.com, phone (844) 428-8389, hello@emeraldcrucises.com. Brochures can also be downloaded directly from the websites.

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