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Cruise Industry Veteran Mark Robinson
Joins Scenic Group as Vice President of Cruise Operations

Zug, Switzerland, April 2022 – Cruise and tourism industry veteran Mark Robinson has joined the senior executive leadership team at Scenic Group as Vice President of Cruise Operations. Robinson comes to Scenic with more than 35 years of industry experience, encompassing a wide range of cruise and tourism sectors and roles, including cruise port and ship operations, new business and corporate structure development, team leadership, and guest experience programs. He will oversee the day-to-day operations of Scenic Group’s award-winning luxury river and ocean yacht fleet as well as direct the transitioning of the company’s new builds into operation. Specific oversight duties include the company’s cruise/shore operations, hotel services, nautical and technical departments, HR and purchasing. He will report directly to Rob Voss, Scenic Group’s Chief Operating Officer.

“As we continue the growth our new luxury ocean yachts and river ships in the global markets, we are keen to reinforce a strong and robust executive leadership team for Cruise Operations that can assist in the operational integrity of all our many programs as well as support our strong guest-focused culture both onboard the vessels and ashore,” offered Rob Voss. “We look forward to Mark adding his extensive knowledge and successful history to our team and contributing to our never-ending focus on delivering the highest standards of luxury experiences and guest services across our fleets worldwide.”

Robinson’s most recent role was chief commercial & operations officer with start-up Cruise Saudi, where he was able to build considerable global interest in the region as a new cruise destination. Previously, Robinson spent three years as the Chief Commercial/Head of Business Development for Global Port Holdings, the world’s largest cruise port operator. His tourism and cruise experience includes 27 years with TUI & First Choice Group, where he was integral to the start-up and growth of InterCruises Shoreside & Port Services as its CEO, taking it from a single port operator to operating more than 500 ports globally, and establishing its position as the world’s largest global port services provider. While serving as InterCruises president, he was also managing director of Destinations Services and Pacific World, a TUI owned DMC Group with subsidiaries in the Med, Europe and globally.

“I am delighted to be joining the Scenic Group during this exciting period of its growth of both the Scenic and Emerald Cruises river and ocean brands,” said Robinson. “I am looking forward to working

closely with our award-winning teams onboard our vessels and ashore as we offer our guests a first-class luxury experience for which the Scenic Group is renowned.”

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 March 2022, Emerald Azzurra was 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.emeraldcrises.com, phone (844) 428-8389; in Canada: www.scenic.ca; phone (866) 689-8611; or email: info@scenic.ca; or www.emeraldcrises.ca, phone (844) 626-4303. Brochures can also be downloaded directly from the websites.

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