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Tweet: Cruise & Hospitality marketing veteran, Robert Castro, joins Scenic Group USA as Senior Director of Marketing #scenicusa #sceniceclipse #emeraldcruiises #traveladvisors

**Cruise & Hospitality Marketing Veteran, Robert Castro,
Joins Scenic Group USA as Senior Director of Marketing**

Hollywood, FL, January 2022 – Scenic Group USA has announced the addition of cruise and hospitality veteran, Robert Castro, as the new Senior Director of Marketing. Robert can be reached at Robert.castro@scenicusa.com.



“As the growth of the Scenic Group USA market accelerates, so does the growth of our talented marketing team,” offered Maggie Carbonell, VP Marketing, Scenic Group USA. “Robert’s wealth of marketing experience and his can-do positivity makes him a perfect fit - along with his forward-thinking ideas.”

Robert Castro spent more than 11 years in cruise marketing starting with Carnival, then Royal Caribbean and most recently with Silversea as their Senior Director of Marketing – Americas. At Silversea, he was a key player in the launch of Silver Muse in the Americas. Additionally, he led the Americas marketing services, campaign and media planning teams and their direct mail programs. Robert expanded his experience during his career having worked at Research in Motion, HBO Latin America and most recently Hard Rock International’s Cafe division – giving him additional perspective on audience trends and industry verticals.

His wide range of experience includes much of what drives marketing these days – digital focus, social media, and dynamic communication – as well as more traditional channels for a robust view on campaign plans. His leadership style, molded by his experience in strong marketing-focused companies, is team based and inclusive, which fits well with the style incorporated by the growing Scenic USA team.

“The opportunity to be back in the cruise industry with an innovative collective of brands and diverse product offerings is definitely exciting,” states Robert, “To be able to connect with consumers and travel advisors in my new role and share the story of what Scenic and Emerald Cruises can accomplish for them is incredibly fulfilling – especially at such an inspirational time as the company launches new industry-leading ocean vessels.”

Robert was born and raised in South Florida, where he still lives, and where his passion for travel, both on and off-duty, has him prowling the world with friends and family, always looking for those lifetime memories. When not traveling, he can be found relaxing at home and rooting for his University of Miami Hurricanes, of which he is a two-time alumnus.

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.emeraldcruiises.com, phone (844) 428-8389, hello@emeraldcruiises.com. Brochures can also be downloaded directly from the websites.

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