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Scenic And Emerald Cruises Make Plans for the Future

Zug, Switzerland, April 2022 – If anyone reviews the history of the Scenic Group and its numerous brands, they will find that industry firsts and innovation—and how those efforts positively impact the guest experience—are two of the company’s leading driving forces. From being the first to put walk-out balconies on river ships, to the first offering truly all-inclusive fares, to developing the first GPS-driven touring device (and now app), to being the first to launch an ultra-luxury ocean yacht that can cruise in the most-polar of regions as well as the French Riviera – with two helicopters and a submarine, the list keeps going.

So, it should come as no surprise that the company is looking to the future and ways it can continue to challenge the cruise industry to new standards of luxury and guest experiences. At the time of this writing, Scenic, the company’s ultra-luxury tour and cruise product line, is in the middle of building its second *Scenic Eclipse*, while its sister line, Emerald Cruises, is building its second in its series of luxury yachts, having launched its first, *Emerald Azzurra*, earlier this year. And then things will get even more interesting as Scenic looks to the next evolution of Discovery Yachts that is going to get lots of wows when introduced in the near future. Already near the tail end of its design stage, its debut in the 2024-2025 timeframe will truly keep the luxury cruise industry on its toes.

Scenic Eclipse II is due to launch in the 3rd quarter of 2023, doing mostly linear routes before joining her sister *Scenic Eclipse*, for the Antarctica season, and the newest opportunity to do Fly/Cruise options. Always looking for the new, interesting and most unique of ports, the twin ultra-luxury Discovery Yachts will take in six continents in the 2023-2024 season. Highlights include Australia’s Kimberly Coast, the Spice Islands of Indonesia, the Reefs & Volcanic Isles from Tahiti to Fiji, a true exploration of the Scottish Isles, a rare 28-day traverse through the incredibly remote Northeast Passage, multiple possibilities to dig into culture and history of Greenland and its Arctic cousins - Svalbard and Iceland, many of South America’s hidden treasures – on both the east and west coasts, the beauty of the lesser-visited ports of the Italian coast, and the spectacular Autumn colors of New England.

Scenic Eclipse II is built from the same blueprint as her sister, identical in her design, and offers a wealth of world class features, and state-of-the-art technology for unrivalled exploration. Guests joining the new *Scenic Eclipse II* will enjoy an immersive underwater experience aboard the first-of-its-kind

Triton 660/9 AVA submarine, with large ultra-clear acrylic spheres designed for optimum underwater viewing. Enhancements to the fleet include a newly designed ‘Deck 10’ on both yachts, featuring the Panorama Bar that has been stylishly-appointed and furnished with relaxed outdoor seating with chairs and sun loungers alongside the outdoor pool.

Hosting just 228 guests (200 in polar regions), the yacht offers spacious all verandah suites from 345² to nearly 2,600², a 1:1 guest-to-staff ratio, butler service, 10 dining experiences, a 5,920 ft² luxury spa, yoga and Pilates studio, vitality pools and bars, two state-of-the-art helicopters, a six-guest submarine, and an expert Discovery Team.

Luxury/Premium line, Emerald Cruises, has stepped up their already successful efforts as they head into their ninth year of sailing. Going beyond their European and SE Asia river cruise roots, the line has broken into the luxury yacht market this year with the launch of the 100-guest *Emerald Azzurra* sailing the warm waters of the Mediterranean, Adriatic, and Red Seas. It will be followed by *Emerald Sakara* in February of 2023, which will add the Seychelles to the destination lineup.

Emerald Azzurra offers a luxurious small ship cruising experience to ports and harbors only accessible to small yachts. The custom-built vessel features a variety of public areas including a wellness center, which comes complete with TechnoGym equipment and an infrared sauna—a first for a yacht of its size. The yacht’s marina platform provides guests with easy access to water sports and activities, including the use of SEABOBs and the very latest in electric bikes from GoCycle.

Featuring designer furnishings throughout, the stylish pool deck has proven a popular spot for guests to relax and take in the sweeping views. Outfitted with Paola Lenti day loungers and Kettal lounge chairs in cool tones that complement the infinity-style pool, this space also features a café serving healthy breakfast items like smoothies and a selection of light-as-air flatbreads at lunch. Indoors, the stylishly appointed Observation Lounge includes a Dedon MBrace Wing Chair and footstool, as well as sleek L’Object games such as chess and tic tac toe for guests to enjoy. Of the 50 deluxe staterooms and suites, 88 per cent feature private balconies, and each come equipped with Missoni towels and ESPA amenities – the same luxury line found in the onboard Elements Spa.

The rivers are also getting another Star Ship, with the April 2022 launch of the 180-guest *Emerald Luna*. From her three-tier atrium to the heated swimming pool that seamlessly transforms into a cinema, *Emerald Luna* has been meticulously designed to maximize space and guarantee comfort, ensuring that the journey is as memorable as the destination. Designed to dock directly in the heart of cities, towns and villages that line rivers of central Europe, the river ship boasts spacious suites and staterooms, including the line’s innovative balcony complete with decked area and ingenious open-air system. *Emerald Luna*

will be officially welcomed to the fleet when she christened in Amsterdam on July 21 by godmother Vanessa McGovern, travel industry advocate, educator and co-founder of Gifted Travel Network.

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. 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, 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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