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Tweet: Scenic Group adds cruise industry veteran, Sharla Smith, as Regional Sales Director – Southwest
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Cruise Industry Veteran, Sharla Smith, Joins Scenic Group USA
as Regional Sales Director – Southwest Territory

Hollywood, FL, December 2021 – The Scenic Group USA sales team is finishing up a year of growth and team building with the hiring of cruise industry veteran, Sharla Smith. Ms. Smith, with more than 25 years working for several top cruise lines, comes aboard as Regional Sales Director – Southwest, supporting the sales and marketing efforts of Scenic and Emerald Cruises travel partners in Texas, New Mexico, Arkansas, Oklahoma and Louisiana. Sharla can be reached at sharla.smith@scenicusa.com.

“This has been an incredible year of growth for our sales team,” offered Ann Chamberlin, vp of sales for Scenic Group USA. “Not just in how well they are doing with supporting our great travel advisor partners but also as a team as we have added to their ranks. Sharla brings a wealth of ocean cruising expertise and we are excited to enter 2022 at full throttle.”

Ms. Smith joins Scenic Group USA after spending nearly eight years with Paul Gauguin Cruises as Southeast Director of Sales, where she worked with numerous industry host organizations, affinity groups and a legion of top travel advisors – achieving more than a 200% increase in revenue. Her time at Royal Caribbean and Celebrity Cruises (1996-2013) brought numerous awards for outstanding performance and substantial growth in her career and her employers’ revenue.

“Having sailed on a luxury river cruise, I’m excited about selling these intimate unique experiences along with the amazing ocean itineraries offered by the Scenic Group brands,” stated Ms. Smith. “I am honored to be representing such an amazing company and look forward to continuing to build on (and grow) my already strong relationships with my travel partners, supporting their marketing and sales efforts, and help the Scenic Group sales team develop tactical plans for 2022 and beyond.”

Residing full time in Texas, Ms. Smith has “been fortunate to experience some of the activities she most enjoys – zip-lining, snorkeling and kayaking – all over the world.” When she is able to sit a spell at home, she prefers to sit and read in her garden.

Scenic Group, which includes Emerald Cruises, Scenic Luxury Cruises & Tours, Mayflower Cruises & Tours and Evergreen Tours, has grown over its 35-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.

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, hello@emeraldcrises.com. Brochures can also be downloaded directly from the websites.

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