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Scenic Group USA Welcomes Well-Respected Cruise Sales Executive

Tim Burtch as New Regional Sales Director – Midwest

Hollywood, FL, October 2021 – Scenic Group USA continues to build an outstanding sales team with the hiring of cruise sales veteran Tim Burtch as its new Regional Sales Director – Midwest. Utilizing more than 32 years of travel industry experience, 28 years specifically in the cruise segment, Tim will be responsible for supporting the sales and trade marketing efforts of Scenic Luxury Cruises & Tours and Emerald Cruises’ travel partners based in the Midwest, which includes Minnesota, Nebraska, Kansas, Iowa, Montana, Wisconsin, Illinois, Michigan, Indiana, and Ohio. Tim can be reached at tim.burtch@scenicusa.com.



“I am so thrilled to have Tim join our growing team of regional sales directors,” stated Ann Chamberlin, vp of sales for Scenic Group USA. “Tim’s three decades of experience along with the respect he enjoys within the travel advisor community means he will hit the ground running and add to our work in fostering great travel advisor partnerships and brand awareness through sales support and marketing opportunities.”

Tim began his cruise industry career at Norwegian Cruise Line, first as a District Sales Manager for six years and then spending the next six years in management, overseeing a regional sales team in the Midwest and Pacific Northwest. A near three-year stint as director of franchise development at Carlson Wagonlit was followed by his most recent position as Regional Sales and Marketing Director at Oceania Cruises, where he consistently exceeded expectations, being named Salesperson of the Year three times during his 16 years and nearly doubling sales revenues.

“I have sold luxury cruising for the last 17 years, and I have always been very impressed with what Scenic and Emerald Cruises had to offer whenever I saw them making presentations at trade shows and consumer events,” offered Tim Burtch. “I am excited and looking forward to now be on their side of

the desk and work to ensure ALL of the travel advisors in my territory are aware, proficient and comfortable selling both Scenic and Emerald Cruises. And keeping them updated on the great new products coming their way.”

Living just outside Detroit, Tim enjoys living life to the fullest, traveling with his spouse, playing golf and socializing with friends, and spending time with his two adult children and his awesome grandson.

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 January 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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