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Scenic Group USA Announces Record-Breaking Bookings for January 2024



HOLLYWOOD, Fla., February 26, 2024 – Scenic Group USA, comprised of [Scenic Luxury Cruises & Tours](#) and [Emerald Cruises](#), is thrilled to announce a historic booking record this January 2024, surpassing its previous record set in January 2020 by an impressive 67%. The line also reported that 2024 bookings were the larger share of sales, with 2025 close behind.

“The exceptional January bookings are a testament to the unparalleled experiences we offer across our fleet,” said Ken Muskat, managing director of Scenic Group USA. “This milestone not only reflects our team’s hard work and dedication but also the confidence and desire for travel that our guests are demonstrating. The robust start to 2024 signals a promising wave season ahead.”

Of the record-breaking January sales, the “[Rhine Highlights](#)” itinerary led river cruise bookings for Scenic Luxury Cruises & Tours. This quintessential European river experience is elevated with Scenic’s ultra-luxury, truly all-inclusive offerings. Scenic Eclipse’s expedition to the Arctic was the highest in demand for polar exploration ocean voyages with its journey to discover untouched landscapes and awe-inspiring wildlife.

Emerald Cruises’ most-booked river cruise itinerary was the “[Danube Delights](#),” an 8-day journey immersing travelers in the beauty of Central Europe. The Caribbean reigned supreme for Emerald Cruises fleet of

luxury yachts where passengers adventure through idyllic islands offering an intimate experience, combining the best of relaxation and exploration.

The surge in bookings highlights unprecedented interest and excitement for the 2024 and 2025 cruise seasons amidst wave season offers, showcasing the appeal and growing demand for luxury and ultra-luxury cruise offerings by Scenic Luxury Cruises & Tours and Emerald Cruises. The meticulously curated itineraries, designed for an immersive experience of the world's most breathtaking destinations, continue to captivate travelers.

Scenic Group's sales team continues to grow amidst record bookings, and the robust team is primed to assist travelers with reservations. To explore the full range of luxurious river, ocean and expedition cruises, visit [ScenicUSA.com](https://www.ScenicUSA.com) and [EmeraldCruises.com](https://www.EmeraldCruises.com).

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About Scenic Group USA

Scenic Group USA, which includes Emerald Cruises, Scenic Luxury Cruises & Tours, Mayflower Cruises & Tours, and Evergreen Tours, has grown over its 37-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 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 in 2023, unveiled its sister, *Scenic Eclipse II*. Emerald Cruises has nine branded Star-Ships offering river sailings in Europe and on the Mekong. In 2022, *Emerald Azzurra* was the first yacht to launch under the Emerald Cruises brand – a 100-guest luxury yacht sailing the warm waters of the Mediterranean, Adriatic, Caribbean and Central America – followed in August 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, hello@emeraldcrises.com. Brochures can also be downloaded directly from the websites.

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