



Contact: Elliot Gillies, (212) 724-7783, [elliott@gilliesandzaiser.com](mailto:elliott@gilliesandzaiser.com)

**Senior Cruise Industry Executive Ken Muskat**  
**Joins Scenic Group as Managing Director for the USA Market**

Hollywood, FL, November 2022 – Scenic Group has appointed Ken Muskat, a highly-regarded and experienced cruise line executive, as Managing Director – Scenic Group USA. Ken will join the USA management team on December 12 in the Hollywood, FL office and will report directly to Anna Wolfsteiner, Global Chief of Sales & Marketing.

Ken comes to Scenic Group USA with more than 25 years of cruise industry management experience with leading travel brands, most recently serving as EVP & Chief Operating Officer for MSC Cruises (USA), CEO of SkySea Cruise Line in Shanghai, China as well as serving 18 years in a variety of key leadership roles at Royal Caribbean International. His high marks for professionalism, strategy development and execution, securing new business opportunities, trade relations and team building fueled his steady and rapid rise through the executive ranks.



“With the exciting growth of Scenic Group, the US Market is a key strategic market for our company’s success,” said Anna Wolfsteiner. “Ken’s experience and expertise in developing teams, forging strong relationships with the trade distribution, and building brand awareness will ensure we drive demand from our valued travel advisors and consumers for our ocean and river brands. We are excited to welcome Ken to the Scenic Group family during this time of growth for our company and strong return of the cruise industry.”

As the USA managing director for Scenic Luxury Cruises & Tours and Emerald Cruises, Ken will be responsible for the oversight and development of the US Market with key focus in the areas of sales, marketing, finance, revenue management and contact center working alongside colleagues from around the globe. He will lead significant growth efforts within the luxury trade distribution in the US, Mexico, Central & South America and continue to build brand awareness and demand for Scenic Group’s growing family of luxury ocean yachts and luxury river cruise ships. With two new ocean yachts being delivered in 2023, top priorities for Ken include building demand through sales and marketing efforts by ensuring the

talented sales force and trade distribution have the best tools to market and sell Scenic Luxury Cruises & Tours and Emerald Cruises as well as providing outstanding service in the company's contact center for guests and travel advisors. He can be reached at [Ken.Muskat@Scenicusa.com](mailto:Ken.Muskat@Scenicusa.com).

"I am beyond excited to begin this next chapter in my career with Scenic Group," offered Ken. "I have wanted to expand into the luxury ocean, expedition and river cruise vacation segment and I cannot think of two better brands to do this with than Scenic Luxury Cruise & Tours and Emerald Cruises. Having now personally experienced the industry leading vacation product provided on *Scenic Eclipse*, I am certain there is tremendous opportunity to build brand awareness and significant demand amongst the trade distribution and consumers in the US market as well as Mexico, Central & South America. The once in a lifetime vacation experiences and meaningful memories these brands provide our guests is something consumers are looking for today and one that I am excited to work with an outstanding team to deliver."

Ken has also been involved at the industry level, serving two years as the Chairman of CLIA's Trade Relations Committee. He was twice named Travel Agent's Top 100 Rising Stars of the Travel Industry.

When not working, Ken contributes time to charitable causes, promoting the importance of physical and mental activities for himself and friends, traveling the world for the sake of new experiences and learning, and mentoring his team and up-and-coming hospitality industry professionals.

Scenic Group, which includes Emerald Cruises, Scenic Luxury Cruises & Tours, and Mayflower Cruises & 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. 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 across Europe and on the Mekong. In March 2022, the 100-guest luxury yacht, *Emerald Azzurra*, was the first oceangoing yacht to launch under the Emerald Cruises brand, and will be followed by a sister, *Emerald Sakara*, in 2023.

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](http://www.scenicusa.com), phone (844) 788-7985, [info@scenicusa.com](mailto:info@scenicusa.com); or [www.emeraldcruses.com](http://www.emeraldcruses.com), phone (844) 428-8389. Brochures can also be downloaded directly from the websites.

**NOTE TO EDITORS:** Interviews can be arranged by contacting [elliott@gilliesandzaiser.com](mailto:elliott@gilliesandzaiser.com).  
Photos are available.

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Gillies and Zaiser  
[www.gilliesandzaiser.com](http://www.gilliesandzaiser.com)  
[media@gilliesandzaiser.com](mailto:media@gilliesandzaiser.com)  
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