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SCENIC GROUP CHARTS A GREENER FUTURE FOR LUXURY TRAVEL
2023 Impact Report Highlights ESG Programming
Under Scenic Group's "Cherish the Planet" Global Initiative

Hollywood, FL (April 22, 2024) –Scenic Group, the leader in small-ship river and ocean cruising, today published its 2023 Impact Report, outlining environmental, social, and governance (ESG) commitments worldwide. As a pioneer in the luxury cruise and tour industry, Scenic Group details strides in environmental innovation and social responsibility in alignment with its Cherish the Planet platform and the United Nations Sustainable Development Goals (UNSDGs).

"At Scenic Group, we balance ultra-luxury travel with environmental stewardship," said Glen Moroney, Founder and Chairman of Scenic Group. "We understand that responsible practices are crucial not just for safeguarding the world in which we live but also for ensuring that we can continue to bring our guests to some of the most extraordinary places on earth. Our commitment to sustainability secures the future of transformative travel and is critical to our dynamic growth strategy."

Highlights from the 2023 Impact Report include:

- **Reduced single-use plastics by 95%** across its fleet
- **Investing in advanced ship design to protect** the sea floor and progressive water treatment systems to purge invasive species
- **Launched the 'Cherish the Planet' menu** promoting locally sourced and sustainable ingredients
- **Created the 'Cherish the Planet' Sustainable Touring Inclusion Program** to support community engagement around the globe

"Our strategic approach not only focuses on operational enhancements but also on deepening our connections with the communities we visit," said Phil Jordan, Director of Sustainability for Scenic Group. "From sustainable sourcing to engaging in meaningful cultural exchanges, every action is aimed at preserving the world's natural and cultural heritage for future generations."

This report further positions Scenic Group within the global movement toward sustainable tourism, offering travelers a luxurious yet responsible way to explore the world. Discover the full scope of Scenic Group's environmental and social advancements via the 2023 Impact Report, found [here](#).

About Scenic Group

Over 38 years, Scenic Group has redefined luxury travel, embodying exploration and elegance across its esteemed brands: Scenic Luxury Cruises & Tours, Emerald Cruises, Mayflower Cruises & Tours, and Evergreen Tours. Offering award-winning river and ocean cruises, along with handcrafted land journeys, Scenic Group transports guests to the world's most captivating destinations on all seven continents. Since its inception, Scenic has revolutionized the river cruise market in Europe and Southeast Asia, offering all-inclusive, five-star journeys, and extending its luxury cruises to Egypt's Nile. In 2019, the launch of *Scenic Eclipse*, The World's First Discovery Yacht™, marked a new benchmark in ultra-luxury cruising, a legacy continued by its sister, *Scenic Eclipse II*, in 2023.

Emerald Cruises, celebrating its 10th anniversary in 2024, excels with nine Star-Ships that navigate the rivers of Europe and the Mekong. 2022 saw the advent of *Emerald Azzurra*, the first luxury yacht under the Emerald Cruises banner, sailing the Mediterranean, Adriatic, Caribbean, and Central America, followed by *Emerald Sakara* in 2023. The fleet will be further enhanced with the introduction of *Emerald Kaia*, promising a new era of luxury yacht cruising.

Discover more about our journeys, download brochures, and make reservations through travel advisors or by contacting us directly in the US at www.scenicusa.com, (844) 788-7985, info@scenicusa.com; or www.emeraldcruiises.com, (844) 428-8389, hello@emeraldcruiises.com.

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