



Scenic Group Celebrates Ceremonial Launch of Emerald Astra, Ushering in a New Era of River Cruising Excellence

Vancouver, BC, October 9, 2025 - Scenic Group marked a major milestone in the evolution of its award-winning river cruise fleet with the [ceremonial launch](#) of *Emerald Astra*, the newest Emerald Star-Ship, held on September 30, 2025, at the company's shipyard in Turnu Severin, Romania. The moment the vessel first touched water, it symbolized the beginning of a new era for Emerald Cruises & Tours, known globally for its innovative design, elevated onboard experiences, and focus on modern luxury river travel.

Emerald Astra: A New Era of Luxury River Cruising

Set to officially debut in May 2026 along the Danube River, *Emerald Astra* represents the next generation of Emerald Star-Ships, blending sophisticated design with a renewed focus on guest comfort, sustainability, and style. With luxurious interiors and cutting-edge features now taking shape, the ship debuts a refreshed design narrative with art installations in partnership with leading European galleries and collaborations with luxury design houses such as Missoni and Freifrau. Guest suites and staterooms feature luxurious ESPA toiletries, premium linens, pillows (with an expanded pillow menu⁺), towels, mattresses, and toppers from top European brands, with select suites incorporating Missoni soft furnishings.

Emerald Astra will also introduce complimentary guest laundry facilities – a first for the Emerald Cruises Star-Ship fleet. Following *Emerald Astra*'s debut, *Emerald Lumi* will join the fleet on the River Seine in 2027, carrying forward this same design ethos.

Godmother of Emerald Astra Announced

In keeping with maritime tradition, *Emerald Astra*'s Godmother will be Toni Day, a respected first responder turned travel advisor whose remarkable service and leadership embody the values of the Scenic Group. Toni will officially christen the vessel during its naming ceremony in Amsterdam, Netherlands, in May 2026. "Toni embodies the passion, dedication, and resilience that define the very best of the travel industry," said Ken Muskat, President, Scenic Group USA/LATAM. "Her service as a first responder and her leadership as a travel advisor have touched countless lives. We are deeply honoured to welcome her as Godmother of *Emerald Astra* and to celebrate her as part of the Scenic Group family."

Seasonal Fleetwide Enhancements

Scenic Group remains committed to ensuring every sailing feels fresh, modern, and aligned with evolving guest expectations. At the close of each season, both Emerald Cruises & Tours and Scenic Luxury Cruises & Tours fleets undergo strategic end-of-season enhancements designed to keep the on-board experience innovative and best-in-class. For Scenic Space-Ships, winter works enrichments include updated suite design elements, refreshed linens and bedding from premium European brands, and elevated top-deck furnishings that create inviting outdoor spaces. Across the Emerald Cruises river fleet, enhancements

extend to pool areas, and the extension of design collaborations, ensuring the refined style pioneered aboard *Emerald Astra* resonates across all Emerald Star-Ships.

For more information, to view available sailings, or to secure space on an upcoming journey, visit www.emeraldcruiises.ca or call 855-444-0161 or connect with a preferred Canadian travel advisor.

About Scenic Group

Founded in Australia, Scenic Group has established a strong presence in Canada, with its head office located in Vancouver, British Columbia. The company employs over 80 people across the country, including an all-Canadian Contact Centre dedicated to supporting both travel advisors and guests. By leveraging global expertise alongside a local presence, Scenic Group is able to deliver high-quality service and support tailored to the needs of Canadian travellers.

For nearly 40 years, Scenic Group has redefined luxury travel, gaining global acclaim for its award-winning river cruises, intimate yacht experiences, and meticulously curated land journeys. With a portfolio of renowned brands – Scenic Luxury Cruises & Tours, Emerald Cruises, Emerald Tours, and Mayflower Cruises & Tours – Scenic Group offers transformative experiences that provide unparalleled access to the world’s most breathtaking destinations across all seven continents.

Scenic Luxury Cruises & Tours’ ultra-luxury river cruises span Europe, Southeast Asia, and Egypt’s Nile, offering truly all-inclusive, five-star journeys that elevate the art of travel. On the oceans, *Scenic Eclipse*, The World’s First Discovery Yachts™, are pioneers in expedition and discovery cruising – blending exploration and indulgence with state-of-the-art yachts that allow guests to explore remote polar regions and secluded destinations, all while enjoying world-class dining and personalized service.

Celebrating a decade of excellence in 2024, Emerald Cruises continues to expand its fleet of innovative Emerald Star-Ships on the world’s rivers and luxury ocean yachts. *Emerald Azzurra* and *Emerald Sakara* will be joined by *Emerald Kaia* in 2026, further enhancing luxury yacht cruising with itineraries across the Mediterranean, Adriatic, Caribbean and Central America, Seychelles and Indian Ocean. Additionally, *Emerald Astra*, debuting in 2026 as the 10th Emerald Star-Ship in the river fleet, will elevate Emerald Cruises’ renowned river cruising experience. Looking ahead to 2027, the 11th Star-Ship, *Emerald Lumi*, will mark the brand’s first sailing on the Seine River, offering roundtrip cruises from Paris. The fleet will further grow with *Emerald Raiya* (2027) and *Emerald Xara* (2028), offering new boutique superyacht itineraries in warm-water destinations.

Scenic Group’s commitment to innovation and exceeding expectations ensures that every journey – whether on river, ocean, or land – brings moments of wonder and creates memories that last a lifetime.

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