

A person wearing a traditional conical hat is silhouetted against a warm, golden sunset sky. They are on a boat, with a large, conical fishing net visible on the right side of the frame. The background shows a calm body of water and distant, hazy hills.

# SCENIC°

LUXURY CRUISES & TOURS

# SCENIC°

DISCOVERY YACHTS™



## EMERALD

YACHT CRUISES



## EMERALD

RIVER CRUISES

This is not an ADB material. The views expressed in this document are the views of the author/s and/or their organizations and do not necessarily reflect the views or policies of the Asian Development Bank, or its Board of Governors, or the governments they represent. ADB does not guarantee the accuracy and/or completeness of the material's contents, and accepts no responsibility for any direct or indirect consequence of their use or reliance, whether wholly or partially. Please feel free to contact the authors directly should you have queries.

# The Scenic Group Story

At Scenic Group we are renowned for continuous innovation ensuring guest experience is at the heart of everything we do. Across our luxury river and ocean cruises and handcrafted land journeys is a deep sense of delivering a range of inclusions and a high attention to detail, enabling our guests to be immersed in their chosen destination and to relax knowing everything is taken care of.

We invite you to learn more about our history and heritage:



**1986**

*Warmambool Scenic Tours commences tours to the Great Ocean Road. Scenic Group expands into Australia and New Zealand luxury land journeys by 1992*



**2008**

*Scenic Group enters the world of ship building. With a desire to customise ships tailored to the Scenic guest came the first Scenic Space-Ship*

**2006**

*Scenic sets sail on Europe River cruising. Scenic charts ships along Europe's historic waterways giving guests a new way to explore the European continent.*

**1999**

*Scenic Group goes International. Scenic Group quickly becomes a leading tour operator, escorting guests to Canada and Alaska as well as across Europe, Russia, Africa and South-Central America.*

**2013 - 2016**

*Scenic further expands its River sailing in Europe and Asia. To the magical South of France followed by Portugal and Myanmar.*



**2019-2023**

*Scenic Group sets the benchmark in ultra-luxury cruising with the launch Scenic Eclipse. A polar class, 6-star vessel which sails the entire globe.*



**2024**

*In 2024 the Scenic Eclipse II embarked on her maiden season in Australia and visited Newcastle, Australia where Scenic Group was founded 38 years ago. During 2024 Scenic Eclipse II made voyages to the Kimberley, South Pacific, Indonesia, New Zealand and East Antarctica.*



**2025 & Beyond**

*Scenic Group will be expanding its fleet of river and ocean vessels in the coming years.*

**2014-2019**

*Emerald Cruises launches in 2015 with first Star-Ships. Emerald Sky and Emerald Star, welcoming guests to the Rhine, Main and Danube. Over the next six years the fleet expands to include ships on the rivers of the South of France, Douro River in Portugal as well as Emerald Harmony on the Mekong River in Asia.*

**2022-2023**

*Emerald Cruises first 100 guest luxury yacht. Emerald Azzurra sails to the Mediterranean for her inaugural season followed by Emerald Sakara in 2023.*

**2023-2024**

*Scenic Eclipse II is launched. With its inaugural sailing from Barcelona to Lisbon and brings about a new era of Discovery Yacht cruising in unrivalled ultra-luxury.*

# Cherish the Planet

## Cherish the Planet – Six Pillars of Focus

### 1. Reducing Our Waste

We are constantly looking at ways we can reduce the amount of waste we generate.

#### SDG ALIGNMENT



### 2. Addressing CO<sub>2</sub> Emissions

We work with consultants to measure our carbon footprint and assist us in setting and developing emissions reduction strategies.

#### SDG ALIGNMENT



### 3. Sourcing Sustainably

We aim to source sustainably, supporting communities and minimising food storage and transportation impacts.

#### SDG ALIGNMENT



### 4. Growing with Communities

We are committed to respectful cultural interactions and to ensure local businesses benefit from our visits.

#### SDG ALIGNMENT



### 5. Grow from Within Value Diversity

Our people are at the very core of every memorable journey. We treat all crew and employees equally, regardless of identity.

#### SDG ALIGNMENT



### 6. Advocate Health, Safety & Security

We foster a supportive workplace focused on well-being, offering continuous training to embed our Cherish the Planet ethos.

#### SDG ALIGNMENT



# Green Port Potential

Interconnected enablers to drive desired goals

## COMMUNITIES & PARTNERSHIPS

Communities, fellow operators, local businesses and different levels of government.

## PROCUREMENT

Making conscious decisions on what we purchase, from where and the port facilitating this.

## THE PORT

How does it work collaboratively with our goals in this space...



## TOURING INCLUSION

The port is the gateway to the shorex – enhance guest experiences and meet our ESG desires.

## EDUCATION

Education and access to information for our guests, staff, partners and crew is a key enabler.

## FOOD & BEVERAGE

How do we 'connect' our F&B onboard offerings to our other key pillars.

# Port Wish list

**Stable** shore power.

Guest **and crew** facilities.

Waste separation collection points with end-to-end transparency.

Materials/labour being local and sustainable where available and appropriate.

Clean water refill stations (Vessels, Community, Staff & Guests)



# Our Sustainable Procurement Guidelines

Our sustainable procurement guidelines have been developed to address key procurement streams associated with our operations and outline expectations related to minimising environmental impacts, ensuring social responsibility whilst selecting options that provide value for money.

## Scenic Group Sustainable Procurement Objectives



*Reduce Emissions*



*Minimise Waste*



*Source Locally*

### Procurement Principles

1. *Accountability and transparency*
2. *Ethical behaviour*
3. *Sustainability*
4. *Collaboration and engagement*
5. *Continuous improvement*
6. *Integration*

### Procurement Factors

1. *Quality*
2. *Safety*
3. *Compliance*
4. *Fair Labour*
5. *Location*
6. *Diversity and inclusion*



# Menu Inclusions



*1. Touring Links*



*4. Emissions minimisation*



*7. Culture / Story*



*2. Farm to table –  
Paddock to plate*



*5. Sustainably sourced /  
accredited*



*8. Support local suppliers*



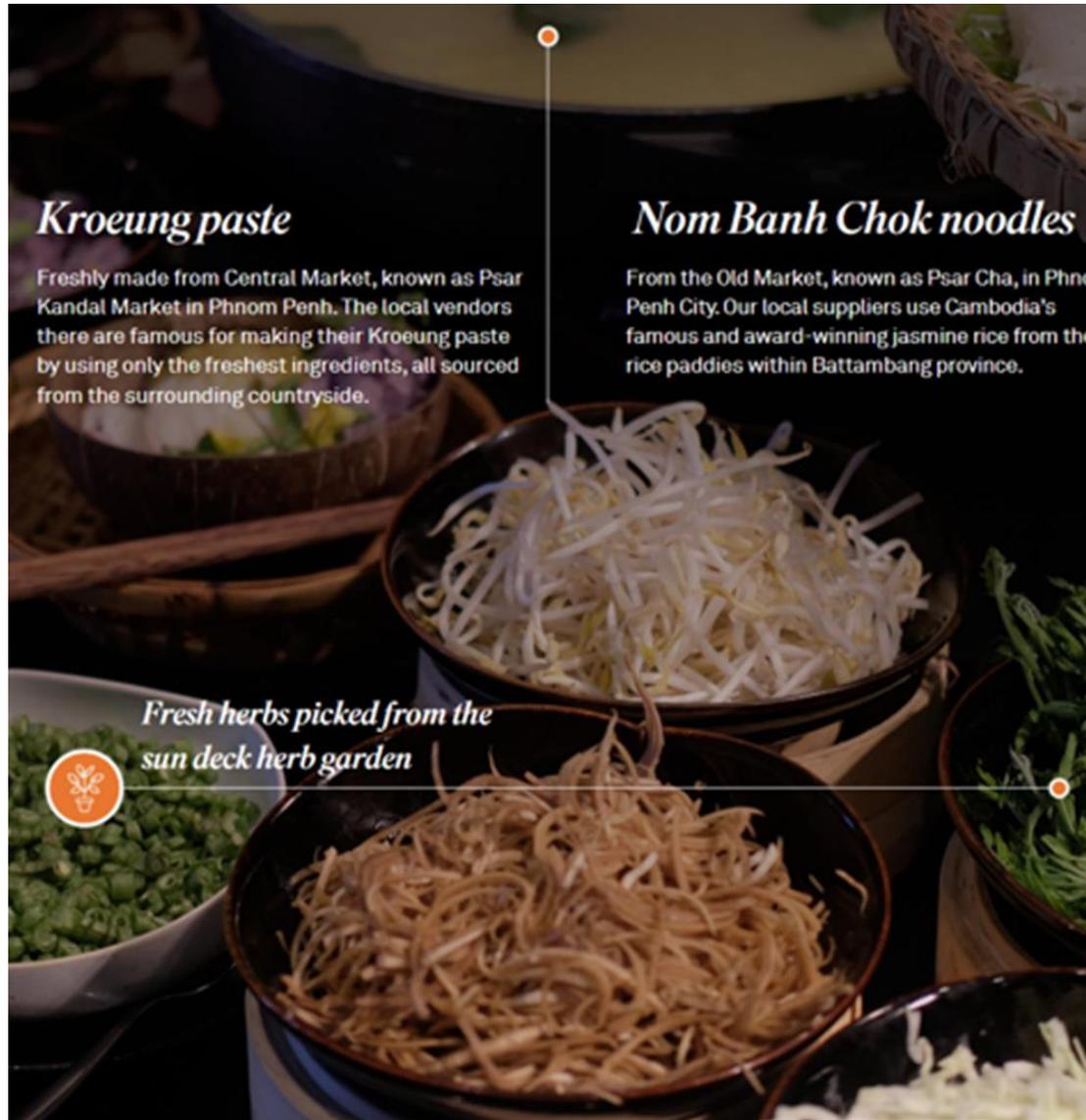
*3. Supplier Policies*



*6. The ingredient/s themselves*



*9. Innovation & circularity*



### *Kroeung paste*

Freshly made from Central Market, known as Psar Kandal Market in Phnom Penh. The local vendors there are famous for making their Kroeung paste by using only the freshest ingredients, all sourced from the surrounding countryside.

### *Nom Banh Chok noodles*

From the Old Market, known as Psar Cha, in Phnom Penh City. Our local suppliers use Cambodia's famous and award-winning jasmine rice from the rice paddies within Battambang province.

*Fresh herbs picked from the sun deck herb garden*



# Touring Inclusions



## *1. Carbon Conscious*

Minimise GHG emission through low carbon experiences.



## *2. Cultural Interaction*

Enable meaningful and respectful cultural interactions between local communities and our guests



## *3. Social Impacts*

Allocating a portion of the tour price to local programs focused on the social needs of the community.



## *4. Making a Difference with Accredited Partners*

Support accredited charities with monetary donations, included in tour pricing.



## *5. Engagement and Consultation*

Engage and consult with local representatives and support fair and equitable benefits to whole communities.



## *6. Future Sustainability*

Considering cumulative impacts of tourism and ensuring long term viability of communities



## *7. Circularity*

Incorporating reduce, reuse, recycle and circular economy practices into touring options.



*Case Study:*  
*The Impact of Local Partnerships*

*Pour un Sourire d'Enfant*

In July 2024 Scenic Group, Samai and PSE (Pour un Sourire d'Enfant) signed a memorandum of understanding to build on already existing relationship.

Since 1995 Pour un Sourire d'Enfant (which translates to; For a Child's Smile) has been helping the poorest children in Cambodia by reintegrating them into society and creating a safe and supportive environment in which they can study, learn a trade and become qualified. For over 30 years they have both changed and saved thousands of lives.

Samai is Cambodia first ever Premium Rum distillery. Founded under Venezuelan traditions they use high-quality, locally grown ingredients, innovation and passion to create a premium product. Scenic Group had been working with Samai providing exclusive touring inclusions and product creations to help provide exclusive and memorable guest experiences along with and ongoing assistance to PSE.



**PSE** POUR UN  
SOURIRE  
D'ENFANT



### Case Study: The Impact of Local Partnerships

Scenic Group and Samai wanted to do more than raise money and awareness to assist this great cause. One of the most valuable offerings we learned we could provide was to provide training and experience through student placement, vocational training sessions and student apprenticeships to learn valuable trades and skills. This helps students apply the knowledge and skills learned in a professional workplace.

In addition to the placements, training and experience we will endeavour to offer employment opportunities to graduated students. At the end of 2024 Scenic Group had 14 employees working onboard our River Vessels and Samai has 3 employees, all of whom came through the PSE school and are working across various departments. The hope is that over the years Scenic Group and Samai can add a lot of value and assistance to the already amazing work PSE is doing. If you would like to learn more about PSE and Samai please click the links on this page.



**PSE** POUR UN  
SOURIRE  
D'ENFANT





## Case Study

### *Providing clean water and education to guests and communities*

#### Eliminating single use water bottles

PILLARS 1, 2 & 3

The most obvious place to begin to reduce single use plastic was with plastic water bottles. We started by providing our cruise guests with high quality, refillable, stainless steel drinking bottles at the beginning of their journey.

We then installed multiple refill stations (some fixed, some mobile) on all vessels. The water is treated through reverse osmosis, UV and carbon filtration and regularly tested to ensure the highest quality.

We are also focusing on working with key partners and suppliers to provide alternatives to single use plastics.

### *Changing perceptions*

PILLARS 6

Many of our guests arrive with a belief that sealed plastic water from a bottle is the safest option for them in the developing regions of the world. Whilst this may be true to an extent, there are important factors to be taken into consideration:

1. Black Market water is not uncommon in developing regions. Discarded bottles are refilled from unsafe sources, relabelled, sealed and make their way back into the regular commercial market.
2. Water storage and transport is important. We can control the temperature and conditions packaged products like water are stored at on our vessels. However, we cannot guarantee conditions and treatment prior to the arrival to the ship and what effect that may have on the end product.

Based on our knowledge and experience, we are confident the water we offer to our guests is the safest option.



**SCENIC**  
GROUP





## Case Study

### Providing clean water and education to guests and communities

#### Working with communities

PILLAR 4

As we progressed further along this journey we became better educated on how much of an issue unsafe drinking water and single use plastics are across Asia. As a result we partnered with VinaCapital Foundation on their Clean Water program which focuses on providing clean drinking water to those in need. To date we have jointly cofunded the installation of 5 water filtration units to 5 schools on the outskirts of Ho Chi Minh City.

Along with the water filtration units, which provide clean drinking water to 5,591 students, 378 teachers and school staff, we provide education on the importance of clean water along with the issues of single use plastic and their effects. We firmly believe that by targeting young people in these regions we can have the greatest impact of this knowledge passing through to the older generations as well.

We will continue to fund water filtration units for schools. Our goal is to provide at least one additional school with a filtration system each year.

### Communication and engagement

PILLAR 6

Our ambition is to bring our guests along on this journey. Through communication with our guests prior to their trip, we will not only encourage them to bring along their own refillable bottle, but also encourage them to bring in excess bottles from home which would otherwise be unused or discarded. If they use a Scenic provided bottle we will give them the option to return it at the end of their journey to give the bottle a second life. This will allow us to:

1. Reduce the volume of bottles we need to produce and assist us in reducing our carbon footprint.
2. Donate returned and excess bottles to the next recipient school of the water filtration units. By providing refill bottles in conjunction with the filtration units and accompanying education we hope the clean water messaging will be better received and implemented.
3. Engage and educate our guests in our journey and encourage more sustainable behaviours.
4. Our future goal is to replicate this model outside of South East Asia to other areas of operations where similar issues exist.



## Work Placement & Continued Support

In 2024 we fulfilled our earlier commitment to partner with an NGO in Cambodia to provide work placement opportunities and training for disadvantaged communities. This partnership is highlighted in the [Sourcing Sustainably](#) section of this report as a featured case study.

In partnership with the Vina Capital Foundation (VCF), Scenic Group continues to support the Clean Water Program, which provides safe drinking water to underserved communities across Southeast Asia. Our collaboration has funded the installation of water filtration systems in schools and villages, including two schools in Vietnam and a clean water system for Chrio Village in Kampong Cham Province, Cambodia.



Your support is a profound act of kindness that ensures children now have access to safe and clean water, fostering better health, hygiene, and opportunities for growth. This life-changing contribution not only benefits the children but also uplifts the entire local community, creating a foundation for a brighter future.

*Tra Thank*  
Kindergarten

## Update: Clean Water and Sanitation

In 2024, we extended the Clean Water Program initiative to Tra Thanh Kindergarten in Tra Bong District, Quang Ngai Province, Vietnam. Tra Bong is recognised as one of Vietnam's 74 poorest districts. The kindergarten serves 185 children and 17 staff members, primarily from local farming families and labour workers.

With approval from local authorities, the water filtration system was installed in December 2024. This system provides potable water for cooking, drinking, and handwashing, aiming to reduce illness and improve attendance and productivity. Children can also take bottles of clean water home, extending the benefits to their families.

This demonstrates our commitment to enhancing the quality of life and prospects for members of the communities where we operate.

