

Mark Robinson

Senior Vice President Cruise Operations

Scenic Luxury Cruises and Tours

Mark Robinson originally from St Annes on Sea in the United Kingdom, currently he resides in Barcelona Spain for the past 20 years and has a vast knowledge of the cruise, travel and port industry globally. He has over 35 years experience in the cruise and travel industries living and working in various overseas countries in career working in senior executive management roles.



Mark is the Senior Vice President for Scenic Luxury Cruises and Tours and is responsible for their river and ocean vessels. The fleet is made up of 24 rivers ships and 2 ocean vessels with 2 more ocean vessel due for delivery in 2023. Prior to this he was previously the Chief Commercial & Operations Officer for Cruise Saudi based in Jeddah, Saudi Arabia and prior he was the Chief Commercial Officer at Global Port Holdings the world's largest cruise port operator.

In 2003 Mark was the founder and creator of Intercruises Shoreside & Port Services a brand within the TUI Travel Group which he led from its inception as a one port operator in Barcelona into the world's largest cruise handling company with over 12,000 cruise calls a year, he was CEO at Intercruises for 14 years.

Mark has a vast knowledge of the cruise industry where he started his career at Fetsval Cruises in Greece in 1998. Mark was the executive chairman of the CLIA associate members scheme for 3 years and has been an active speaker and moderator at various cruise industry and tourism events globally. Mark has attended numerous leadership and tourism courses in his career at the TUI Travel Group and successfully completed a senior leadership executive program at the Insead Fontainebleau Business School in Paris and has participated in various executive leadership programs with the Kornferry organization and is a seasoned veteran in the cruise industry globally.