



CRYSTAL: PAST, PRESENT AND ONWARD

The unparalleled success of Crystal began with – and is still rooted in – an expressed commitment to a superior standard of excellence and level of service within the luxury hospitality industry. This standard is one that Crystal continues to raise, as the company reaches new milestones and new travelers.

Founded in 1989 as Crystal Cruises, the company established the first true luxury travel experience at sea with the launch of its first ocean ship, *Crystal Harmony*. *Crystal Symphony* and *Crystal Serenity* followed and, with them, came continued accolades for the Crystal Experience™, with noted acclaim for the supreme level of service found aboard the elegant ships. The last 25+ years since have seen several stylish redesigns that have kept the ships at the height of elegance and latest technologies, groundbreaking itineraries that have reached all corners of the globe, and innovative experiences on board and ashore that explore the culinary and adventurous elements of worldwide cultures.

In 2015, under the new ownership of global leisure and hospitality company, Genting Hong Kong, Crystal announced plans to expand the company's fleet over the following years, as well as broaden its offerings into new markets. The Crystal portfolio now comprises Crystal Cruises, Crystal River Cruises, Crystal Yacht Expedition Cruises, Crystal Luxury Air and Crystal AirCruises, with new vessels set to launch over the next five years.

Throughout the venture, Crystal has expressed its continued dedication to the elevated standard of service and attention to detail across all brand extensions, expanding on its offerings of acclaimed butler service aboard Ocean, River and Yacht experiences. Combined with luxurious spaces and amenities aboard its ships, adventures ashore and access to sites only offered by Crystal, this dedication has remained true to Crystal's original cornerstones of *service, space, quality* and *choices*.

Today, more than 25 years after the launch of *Crystal Harmony*, and more than a decade spent as a two-ocean ship cruise line, Crystal has grown to include some of the world's most awarded travel experiences.

Crystal Cruises

Crystal Symphony and *Crystal Serenity* are two of the most awarded cruise ships at sea, boasting some of the highest space-per-guest ratios in the industry, and consistently earning recognition by *Travel + Leisure* and *Condé Nast Traveler*. Onboard amenities include numerous exceptional dining venues including specialty restaurants by Master Chef Nobu Matsuhisa; Feng Shui-inspired spa and full-service salon; enriching onboard programming and entertainment; and innovative Crystal Adventures ashore, many of which are exclusively available to Crystal Cruises guests. Travelers enjoy a bevy of world-class events and experiences worldwide, from VIP access to the annual Edinburgh Military Tattoo, to prime positioning and participation in the world's most elaborate New Year's celebrations in Dubai and Sydney.

Crystal Yacht Expedition Cruises

In December 2015, *Crystal Esprit* became the first vessel to sail under the newly expanded Crystal brand, Crystal Yacht Expedition Cruises. The 62-guest all-suite, butler-serviced boutique yacht offers travelers a relaxed and intimate atmosphere with the luxury trimmings for which Crystal is known – Michelin-inspired cuisine, high-tech capabilities, high-adventure watersports – including the cruise industry's first-ever submersible –, and exclusive access to destinations not accessible by large ships.

Crystal River Cruises

Renowned as the “Queen of the Danube,” *Crystal Mozart's* maiden voyage along the Danube River in July of 2016 officially launched Crystal River Cruises. As the largest river ship to sail the European rivers, *Crystal Mozart* offers voyages round-trip from Vienna that visit elegant medieval towns in Austria, Germany, Hungary and Slovakia. In summer of 2017, *Crystal Bach* and *Crystal Mahler* (respectively) – the first two new builds of Crystal's quadruplet sister ships – embarked on the Rhine, Main, Moselle and Danube Rivers, boasting chic design that again elevated the Crystal Experience™ above all others and earning “World's Best River Cruise Line” status from *Travel + Leisure*. In 2018, *Crystal Debussy* and *Crystal Ravel* will join the fleet.

Crystal AirCruises

A hybrid of innovative global travel and ultra-exclusive luxury, Crystal AirCruises' Boeing 777, *Crystal Skye*, took flight in September 2017 as the largest and most spacious privately-owned global tour jet in the industry. Available for charter and other special interest cruises, *Crystal Skye* offers a standard of luxury that is unmatched by any hotel, resort or cruise line in the world. The 88-guest aircraft features

Crystal's famous service, Michelin-inspired cuisine, a spacious dedicated social lounge with stand-up bar, an expansive wine collection housed in the Skye Cellar, fully reclining Crystal Exclusive Class™ flatbed seats, and the latest personal tech devices.

Crystal Luxury Air

Crystal's 12-guest Bombardier Global Express Jet is the most intimate travel experience encompassed in the company's growing fleet, as Crystal Luxury Air's stylish option for those seeking private chartered travel. The aircraft is available for personal transportation or to connect to any Crystal travel experience, whether yacht, ocean or river. Three spacious cabins can be configured for business activities, relaxation or sleeping quarters, with all the necessary capabilities for conducting conferences, or indulging in a luxury vacation. In 2017, Crystal Luxury Air completed a refurbishment of the jet that includes a completely revamped connectivity platform as well as new entertainment options for its guests. The jet also now boasts new carpeting, new window treatments, plush new seating and elegant wood finishes to all cabinets and doors.

CHRONOLOGY

- 1989:** Crystal Cruises is founded by NYK.
- 1990:** Crystal Harmony officially launches the dawn of Crystal Cruises.
- 1995:** Crystal Symphony sets sail.
- 2003:** Crystal Serenity sets sail.
- 2005:** Crystal Harmony is retired.
- 2015:** Genting Hong Kong acquires Crystal Cruises. Plans are set to usher in the next chapter for the New Crystal.
- 2015:** Crystal Esprit sets sail, launching Crystal Yacht Expedition Cruises.
- 2016:** Crystal Mozart sets sail, launching Crystal River Cruises.
- 2017:** Crystal Bach and Crystal Mahler launch; Crystal AirCruises inaugural journey takes flight; Crystal Symphony redesign; and Crystal Bombardier Global Express Jet XRS receives upgrades.

LOOKING AHEAD...

2018: Crystal Debussy and Crystal Ravel launch; Crystal Serenity redesign.

2020: Crystal Endeavor luxury expedition yacht to debut.

By sea, river, land or air, Crystal has redefined the way the world views luxury travel. The world-renowned Crystal Experience – featuring global journeys with Crystal Cruises, Crystal River Cruises, Crystal Yacht Expedition Cruises, Crystal AirCruises and Crystal Luxury Air – continues to entice the world’s most discerning travelers with incomparable luxury and unparalleled personal service. Crystal will expand its fleet with the upcoming *Crystal Debussy* and *Crystal Ravel* river ships, the *Crystal Endeavor* expedition yacht and an entirely new class of ocean ships over the next five years.

Celebrating 27 years of excellence, Crystal Cruises is the World’s Most Awarded Luxury Cruise Line, having earned “World’s Best Cruise Ship” in *Condé Nast Traveler’s* Reader Choice Awards for 24 years; been voted “World’s Best Large Ship Cruise Line” by *Travel + Leisure* readers for 20 years; and the “Best Luxury Cruise Line” by travel professional organization Virtuoso for three consecutive years (2014, 2015 & 2016). The readers of *Travel + Leisure* also voted Crystal River Cruises the “World’s Best River Cruise Line” and Crystal Yacht Expedition Cruises the “World’s Best Small-Ship Cruise Line” in 2017. Crystal is proud to be a platinum partner of the professionals of ASTA.

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