



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 Cruises and Crystal Expedition Cruises, with new vessels set to launch over the next several 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, nearly 30 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 top 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 Destination Discoveries 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 and the Monaco Grand Prix to prime positioning and participation in the world's most elaborate New Year's celebrations in Dubai and Sydney.

Crystal River Cruises

Crystal River Cruises officially launched in 2016 with the maiden voyage of *Crystal Mozart*, renowned as the "Queen of the Danube." As the largest river ship to sail the European rivers, *Crystal Mozart* offers distinctive design and abundant onboard space on voyages from Vienna and Budapest that visit capitals of culture and charming 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,, boasting chic all-suite, all-balcony design that again elevated the Crystal Experience™ above all others. The two were joined on the Danube, Rhine, Main and Moselle rivers by *Crystal Debussy* and *Crystal Ravel* in 2018, bringing the Crystal River fleet to five and further redefining luxury in the river cruising industry. In 2017, following just one year in operation, Crystal River Cruises won "World's Best River Cruise Line" status from *Travel + Leisure*..

Crystal Yacht Cruises

In December 2015, *Crystal Esprit* became the first vessel to sail under the newly expanded Crystal brand, Crystal Yacht 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. The yacht sails to elite harbors throughout the Adriatic, Greek Isles, Arabian Peninsula and Seychelles, offering at least two complimentary experiences ashore on every voyage focusing on the culinary and cultural elements of the destinations.

Crystal Expedition Cruises

Debuting in 2020, *Crystal Endeavor* will be the most spacious, purpose-built polar class expedition yacht in the world, accommodating just 200 guests and fitted with all the luxurious amenities and special touches for which Crystal is famous. The yacht will feature all-suite accommodations with private butler service for every suite and generous public spaces that provide enclaves of elegance and comfort following days of rugged adventure beyond the vessel. On board, guests can indulge in the full-service Crystal Life Salon & Spa, six dining venues including Nobu Matsuhisa's Umi Uma, expedition rooms and lounges and bars favored aboard Crystal's Ocean ships. Luxury touches include king-sized beds, walk-in closets, heated storage for drying parkas, and spa-like bathrooms with adjustable heated floors, dual vanities, anti-fog mirrors and rain-showerheads. Ashore, travelers can explore far off the beaten paths in the Russian Far East and Japan; New Zealand, Australia and Tasmania; Borneo, Indonesia and Philippines; the Northeast Passage and Antarctica.

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 Cruises.
- 2016:** Crystal Mozart sets sail, launching Crystal River Cruises.
- 2017:** Crystal Bach and Crystal Mahler launch; and Crystal Symphony redesign.
- 2018:** Crystal Debussy and Crystal Ravel launch; Crystal Serenity redesign.

LOOKING AHEAD...

2020: Crystal Endeavor luxury expedition yacht to debut.

About Crystal

Only the world-renowned Crystal Experience offers an unwavering, unparalleled standard of excellence and luxury across *four* distinct cruising options: Crystal Cruises, the World's Most Awarded Luxury Cruise Line; Crystal River Cruises, the World's Most Luxurious River Cruise Line; Crystal Yacht Cruises, offering boutique luxury and bold adventure in the world's most elite harbors; and Crystal Expedition Cruises, taking Crystal's acclaimed elegance to the farthest reaches of the world. Crystal has been recognized with top honors in the *Condé Nast Traveler* Readers' Choice Awards for a record 25 years; voted "World's Best" by the readers of *Travel + Leisure* for 20 years; and won the "Best Luxury Cruise Line" by *Virtuoso* for four years (2014, 2015, 2016 & 2018). Crystal is proud to be a platinum partner of the advisors of ASTA.

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MEDIA CONTACTS:

Susan Robison
Director, Global Public Relations
mediarelations@crystalcruises.com

Kristine McGlinchey
Manager, Global Public Relations