CRYSTAL LAUNCHES NEW 'ALL EXCLUSIVE' BRAND CAMPAIGN AND ANNOUNCES PRIVATE CHARTER AIR SERVICE

News / Business aviation

Aboard the newly christened Crystal Esprit, Crystal Cruises' ultra-luxury yacht, CEO and President Edie Rodriguez unveiled to special guests and distinguished travel partners the line's new brand campaign – All Exclusive™ – heralding the debut of the new Crystal as the company embarks on the most significant brand expansion in luxury travel and hospitality.

In addition to sharing Crystal's new advertising campaign, Rodriguez announced the company's plan to expand Crystal Luxury Air that currently includes a Boeing 777-200LR and Boeing 787 Dreamliner, with the addition of two ultra-long-range aircrafts in an elegant ACJ319 jet and a Bombardier Global Express XRS. The new planes will service private charters and transport

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guests to their Crystal destinations for ocean, river or yacht voyages from any point in the United States to the Mediterranean, Indian Ocean and the Pacific.

A play on the all inclusive platform the line adopted in 2013, which offers travelers a world-class luxury vacation that includes fine wines and spirits, pre-paid gratuities and enriching onboard experiences, Crystal's All Exclusive™ embodies the world's most luxurious travel portfolio. The campaign highlights a revolutionary collection of experiences that go far beyond all inclusive luxury to offer the most elegant journeys around the globe – by ocean, yacht, river and air.

"In a single phrase, 'All Exclusive' takes the common industry term of 'all inclusive' and reshapes it into something bigger, bolder and unprecedented, where all inclusive is all exclusive," said Rodriguez. "Since my arrival at Crystal, it has been my vision to grow this brand into something even more magical. Today, we are reinventing travel in a class all by itself, and All Exclusive is the perfect representation of that. Whether it is by ocean, river or air, everything we do is designed to take our guests to a new level of luxury, service and adventure."

Crystal's private charter jet service, which takes flight in March 2016, will provide the luxury line's superior guest service, catering to corporate executives, small groups and discerning travelers with a preference for flexible and individual travel. Recognized in the private jet industry as the epitome of luxury and comfort, the Bombardier Global Express XRS will feature a spacious two-cabin configuration, accommodating up to 13 guests, four executive wide club seats with foldout tables, a four-place conference space opposite a single seat workstation and cabinet, laptop imagery on cabin monitors, surround sound, high temperature oven and an aft entertainment cabin with a 31.5 inchLCD.

The ACJ319 jet will accommodate just 30 travelers in the utmost luxury, including 16 lay-flat seats, and beginning summer 2016 it will transport guests to their desired Crystal destination, including to ocean, river and yacht voyages.

"With our vast choice of aircrafts, we are confident Crystal Luxury Air will deliver the fast and hassle-free requirements our guests and discerning travelers have been wanting with global air travel," said Rodriguez.

The comprehensive, 360-degree brand campaign roll-out will encompass all elements of Crystal's marketing and sales – advertising, brochures, website, direct mail and more. Leveraging high-end, stunning and stylish photography to evoke the feelings and sensations unique to the award-winning Crystal Experience, the imagery portrays a dreamlike state where imaginations are brought to life, where anything you want in travel is available to you, any time, all the time, creating the memories of a lifetime.

Crystal Cruises is the world's most awarded luxury cruise line, having earned more "World's Best" accolades than any other cruise line, hotel, or resort in history. Crystal Cruises has won "World's Best Cruise Ship" in Conde Nast Traveler's Reader Choice Awards for 22 years; been voted "World's Best Large Ship Cruise Line" by Travel + Leisure readers for 20 consecutive years; and the "Best Luxury Cruise Line" by Virtuoso for two-consecutive years (2014 & 2015). In summer 2015, Crystal embarked on the most significant brand expansion in the history of luxury travel and hospitality, which will introduce three new classes of cruising – recently launched Crystal Yacht Cruises (December 2015), Crystal River Cruises (July 2016), Crystal Exclusive Class Ocean Cruises (late 2018) – and Crystal Luxury Air (fall 2017).

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