



# CRYSTAL LUXURY AIR TO TAKE TO THE SKIES WITH A BOEING 777

News / Business aviation



**Crystal Cruises**, the world's most awarded luxury cruise line, is once again pioneering new fronts in the luxury travel industry with the purchase of a **Boeing Business Jet B777-200LR**, offering an array of global itineraries for its expanded brand extension **Crystal Luxury Air**. The announcement comes on the heels of Crystal's groundbreaking news in July of an extensive brand expansion, which will include extravagant air vacations around the world aboard a luxurious Boeing 787-8 Dreamliner.

In addition to doubling the initial air projections with the expanded aircraft fleet, Crystal will work with the Registry of Aruba in developing and securing an Air Operator's Certificate (AOC). This will pave the way for Crystal Luxury Air to launch international operations. The twin-aisle BBJ B777-200LR will be redesigned to accommodate just 88 guests with flat-bed first class seats; a beautifully appointed lounge and bar; and offer 14- and 28-day around-the-world and international itineraries, beginning in 2017.

"Our mission is to make Crystal the core of what will become the world's premier luxury hospitality and lifestyle brand collection, not only for the immediate future, but for years to come," said Crystal

Chairman Tan Sri Lim Kok Thay. “The acquisition of our second luxury aircraft is another profound step toward establishing our goal.”

The twin-aisle Boeing 777-200LR, and the Boeing 787-8 Dreamliner, which typically seats up to 300 passengers and will be redesigned to accommodate just 52 guests, will boast the premium luxury that discerning global travelers have come to expect from Crystal, including copious amounts of guest space, plush amenities and Crystal’s world-class service and crew. Trips will include accommodations at the world’s most luxurious hotels, the finest Michelin star-level cuisine prepared by celebrated chefs and fabulous local cultural entertainment. Additionally, the aircrafts can be arranged for special charters.

“Following our expansion announcement, travelers and travel agents expressed a strong interest in all-inclusive luxury air travel with a wider range of itineraries,” says Crystal’s President and CEO Edie Rodriguez. “Based on this enthusiastic feedback, we are growing our fleet to meet the demand from our guests and travel partners in luxury air options.”

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