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CRYSTAL NORTH AMERICAN TRADE RESERVATIONS TEAM RELOCATES TO MIAMI HEADQUARTERS

Cruise Line Welcomes Several New Sales Team Members Across Global Regions



MIAMI – June 4, 2024 – Crystal, the leader in exceptional cruise experiences, announced today significant advancements in its global reservations and trade sales operations including the North American trade reservations team exclusively based in the Miami headquarters since May 1st. Additionally, localized teams are now completely based in London and Melbourne to support key global markets. Providing personalized service and enhancing operational efficiency underscored this decision ensuring travel partners will receive assistance whenever needed.

"Bringing our trade reservations team in-house is a strategic move that underscores our commitment to providing the highest level of service to our travel partners and guests," said SVP of Global Sales & Reservations for Crystal Mary-Beth Meadowcroft. "By centralizing our operations, we can ensure more consistent, efficient and personalized support which is crucial for fostering strong relationships and delivering the exceptional experiences that Crystal is known for."

The cruise line also shared the expansion of global trade sales teams throughout key regions. In North America, **Margaret Thwaites** has been appointed as the new Southeast Regional Sales Director bringing more than two decades of experience and a proven track record in sales and customer relations. Additionally, a team of new Business Development Specialists will be introduced to provide support to travel advisors and Regional Sales Directors, ensuring they have the resources they need to succeed.

As Crystal continues to target growth in the UK and across Europe, the brand is increasing its focus and support for its trade partners with the promotion of **Stephen Joyner** to Senior Sales Manager, UK and Ireland. In his new role, Joyner will continue to focus on growing trade distribution and commercial reach

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while enhancing Crystal's support for trade partners. The team has also recently welcomed **Giorgio Costa** as a Regional Sales Manager for Europe, a seasoned cruise sales leader specializing in Spain, Portugal, Italy, Greece, Turkey and other key European markets.

Evon Ler has been named the new Sales Director for the Asia-Pacific region. Ler's extensive industry experience and strategic vision will be instrumental in driving growth and engagement in this key market.

"We are confident that these global enhancements and expansions demonstrate our dedication to our trusted travel advisors," said Marett Taylor, Chief Sales Officer for A&K Travel Group. "We appreciate their ongoing support and look forward to creating unforgettable experiences for their guests to enjoy across the regions we operate in."

To book any of Crystal's exceptional itineraries, contact your travel advisor, visit crystalcruises.com or call 1-800-446-6620.

About Crystal

For more than three decades Crystal has been synonymous with exceptional, award-winning voyages. In 2022 A&K Travel Group acquired the Crystal brand and its two vessels, *Crystal Serenity* and *Crystal Symphony*, ushering in a new era of Exceptional at Sea. The globally renowned cruise line offers discerning travelers' industry-leading, authentic, and enriching experiences both onshore and at sea. Crystal's pioneering partnership with Abercrombie & Kent provides guests with unparalleled access to the most sought-after experiences, destinations, and the latest cultural makers around the world. The reimagined ships will boast larger, updated suites with artisanal finishes, new cutting-edge wellness offerings, spectacular entertainment, and complimentary world-class dining - including the return of UMI UMA - the only dining experience by Michelin-Star Chef Master Chef Nobuyuki (Nobu) at sea. With a legacy of unrivaled service and commitment to sophistication and elegance at every touchpoint, once on-board passengers feel as if they are perfectly at home.

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