

## Crystal Named Preferred Partner of Global Luxury Travel Group Virtuoso<sup>®</sup>

**MIAMI –April 6, 2023** – Crystal announced today that it has been accepted into Virtuoso<sup>®</sup>'s exclusive portfolio of travel partners, comprising over 2,300 preferred suppliers in 100 countries.

As a preferred provider, Crystal will offer Virtuoso's travel advisors exceptional experiences at sea that will delight their clients and create lifelong memories. Inclusion in Virtuoso will present new sales and marketing opportunities to the network's more than 21,000 travel advisors and their highly desirable clientele. Virtuoso agencies worldwide sell an average of (U.S.) \$28–\$32 billion annually, making the network the most significant player in luxury travel.

"As a leader in the affluent travel category, Virtuoso is an ideal partner for Crystal as we look towards our return to service later this summer," said A&K Travel Group CEO Cristina Levis. "The reputation Virtuoso member agencies have for outstanding dedication to their clients is a perfect fit with our own bespoke approach to service, and we are honored to have the opportunity to collaborate with their advisors and look forward to a long-term relationship."

Crystal joins Virtuoso's collection of the finest luxury hotels, resorts, cruise lines, airlines, tour operators and other travel entities worldwide. These partners, which specialize in world-class client service and experiences, provide superior offerings, rare opportunities and exceptional value for Virtuoso clients. These prestigious providers are able to market to Virtuoso clients via network vehicles and to Virtuoso agencies through multiple communications channels and events, including Virtuoso Travel Week, luxury travel's preeminent worldwide gathering. Crystal's acceptance into Virtuoso gives it direct relationships with the world's leading leisure travel agencies in North and Latin America, the Caribbean, Europe, Asia-Pacific, Africa and the Middle East.

“With Crystal’s new ownership in place, we are confident that our relationship will only grow stronger,” said Virtuoso Senior Vice President Sales & Partnerships Cory Hagopian. “We look forward to being an integral part of Crystal’s relaunch strategy as they bring back the world-class experiences and offerings that loyal Crystal enthusiasts – from our advisors to their clients – know and love about the brand.”

*Crystal Serenity’s* inaugural sailing will depart July 31, 2023, from Marseille for a Mediterranean cruise, and *Crystal Symphony* will depart on Sept. 1, 2023, from Athens. Planned voyages will travel throughout the Mediterranean, Northern Europe, Canada and New England, Alaska, the Caribbean, through the Panama Canal, the Middle East, Asia, Australia, and New Zealand.

For more information about Crystal, visit [crystalcruises.com](https://www.crystalcruises.com), or call 1-800-446-6620.

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#### **About Crystal**

##### ***Exceptional at Sea***

For more than three decades Crystal has been synonymous with exceptional, award-winning voyages. Last year, the A&K Travel Group acquired the Crystal brand and its two most beloved vessels, *Crystal Serenity*, and *Crystal Symphony*, ushering in a new era of *Exceptional Suites*, *Exceptional Service*, *Exceptional Dining*, and *Exceptional Experiences*.

#### **About Virtuoso**

Virtuoso® is the leading global travel agency network specializing in luxury and experiential travel. This by-invitation-only organization comprises over 1,200 travel agency locations with more than 21,000 travel advisors in 54 countries throughout North America, Latin America, the Caribbean, Europe, Asia-Pacific, Africa and the Middle East. Drawing upon its preferred relationships with more than 2,300 of the world’s best hotels and resorts, cruise lines, airlines, tour companies and premier destinations, the network provides its upscale clientele with exclusive amenities, rare experiences and privileged access. Normalized annual travel sales of (U.S.) \$28-\$32 billion make Virtuoso a powerhouse in the luxury travel industry. For more information, visit [www.virtuoso.com](https://www.virtuoso.com).

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