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Crystal Sails Into The World Of *Golf* With The Inaugural *Crystal Cup*

Crystal, Troon and Crystal Cup Ambassadors *Luke Donald* and *Lexi Thompson* Launch *Exclusive* Annual Tournament

Crystal, the leader in exceptional cruise experiences, announced today the launch of The Crystal Cup, an exclusive golf tournament in collaboration with Troon, the world's leading golf management company. This prestigious event invites golfers to experience the ultimate fusion of world-class travel and golf, culminating in a final at the renowned Sea Island Golf Club in St. Simons Island, Ga., home of the PGA TOUR's RSM Classic.

Bringing star power and global appeal to The Crystal Cup, former World No. 1 and European Ryder Cup Captain for 2023 and 2025 Luke Donald and LPGA professional Lexi Thompson will serve as official ambassadors for the program. They will be featured in



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Crystal's brand campaigns and take part in exclusive events and appearances throughout the tournament. In the lead-up to the 2025 Ryder Cup, Crystal will also launch a special campaign offering golf fans the chance to win a virtual lesson with Luke Donald. This will be a rare opportunity to learn directly from the European Team Captain and Crystal ambassador.

"The Crystal Cup is a fantastic initiative that brings together the best of both worlds - challenging golf at well-known courses and the exceptional service, dining and entertainment you get on a Crystal cruise," said Donald. "I look forward to welcoming participants to this unique event and showcasing the incredible experiences that await them both on and off the course."

The Crystal Cup will tee off with two-person teams competing in 10 local qualifiers held at private clubs across the country beginning this month. Troon will host three regional qualifiers for golfers to attempt to qualify for The Crystal Cup final at Troon-affiliated daily-fee courses, including Aviara Golf Club in Carlsbad, Calif. on July 10; Tobacco Road Golf Club in Sanford, N.C., on Aug. 19, and La Cantera Golf Club in San Antonio, Texas, on Aug. 26. In total, 940 teams and 1,880 players are expected to compete in Crystal Cup qualifiers. The tournament will culminate in October 2025, with the grand finale at Sea Island Golf Club in St. Simons Island, Ga. Participants will have the unique opportunity to play alongside Crystal's golf brand ambassadors, enjoy unparalleled hospitality and compete for exceptional prizes including cruise vouchers worth \$1,000. Signed memorabilia and a 29-night cruise from Singapore to Tokyo onboard *Crystal Symphony*.

“We are delighted to partner with Troon to create an unparalleled golf experience that embodies the luxury and exclusivity synonymous with Crystal. From our research, we know golf is a huge passion point among our guests, and creating this tournament will appeal not only to our loyal customers, but future guests as well,”

PETER CHIPCHASE, CMO OF A&K TRAVEL GROUP



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"The Crystal Cup provides a unique opportunity for golfers to enjoy superlative competition at prestigious courses while indulging in the exceptional service and amenities that define a Crystal voyage."



LEXI THOMPSON AND LUKE DONALD

"I'm excited to be a part of The Crystal Cup and share my passion for golf with fellow enthusiasts," said Thompson. "This tournament combines the thrill of competition with the luxury of a Crystal cruise, creating an unforgettable experience for everyone involved."

"We are honored to partner with Crystal on the launch of The Crystal Cup, bringing Troon's world-renowned golf experiences to sea," said Troon's President & CEO, Tim Schantz. "This exclusive collaboration offers Crystal guests privileged access to some of the top courses in the United States. The Crystal Cup will provide a level of play and luxury that simply can't be found anywhere else."



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The Crystal Cup promises an unforgettable experience for golf and cruise enthusiasts alike. Crystal has embarked on an exciting new chapter, acquired by A&K Travel Group (AKTG) in 2022, and relaunched in 2023. Crystal has returned to service with a renewed commitment to providing unparalleled amenities and exceptional experiences for discerning travelers and golf fans alike as each ship features a driving cage and putting green as well as a golf professional on each sailing providing lessons. With a refurbished fleet and three new ships on order, expanded itineraries and a focus on personalized service, Crystal is once again, poised to redefine luxury travel.

To learn more about the tournament, including registration details and participating courses, please visit www.crystalcruises.com/the-crystal-cup.

For visuals, please click [here](#).

ABOUT CRYSTAL

For more than three decades, Crystal has been synonymous with exceptional, award-winning voyages. In 2022, A&K Travel Group (AKTG) acquired the Crystal brand and its two vessels, Crystal Serenity and Crystal Symphony, ushering in a new era of being 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 and destinations around the world. The reimagined ships boast larger, updated suites with artisanal finishes, and almost one member of crew per guest.

Crystal is home to the first-ever Casino de Monte-Carlo at sea as part of an exclusive partnership with Monte-Carlo Société des Bains de Mer (SBM), and world-class dining includes Umi Uma®, the only dining experience at sea by Michelin-rated chef Nobu (Nobuyuki Matsuhisa), and the only Beefbar on the ocean, a collaboration with visionary restaurateur Riccardo Giraudi, and a specially curated Osteria d'Ovidio menu by famed



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Italian chef Massimiliano and celebrated restaurateur Raffaele Alajmo. The ships also feature cutting-edge wellness at the Aurōra Spa, and spectacular entertainment including Broadway-standard shows. With a legacy of unrivaled service and commitment to sophistication and elegance at every touchpoint, once onboard guests feel as if they are perfectly at home.

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ABOUT TROON

Headquartered in Scottsdale, Ariz., Troon is the world's largest golf and golf-related hospitality management company providing services at 940-plus locations in 45-plus states and 40-plus countries, including operational responsibility for 575-plus 18-hole equivalent golf courses. In addition to golf, Troon specializes in homeowner association management, private residence clubs, estate management and associated hospitality venues. Troon's award-winning food and beverage division operates and manages 600-plus food and beverage operations located at golf resorts, private clubs, daily fee golf courses and recreational facilities. Troon's family of brands includes Troon Golf, Troon Privé, Troon International, Indigo Sports, CADDIEMASTER, ClubUp, Cliff Drysdale Tennis, Peter Burwash International, True Club Solutions, RealFood Hospitality, Strategy and Design, Casa Verde Golf, ICON Management and Eventive Sports. For additional news and information, visit www.Troon.com, TroonMagazine.com or connect with Troon on Facebook, X, and Instagram.

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