

ELEVATE YOUR STAY: SUITE DREAMS UPGRADE OFFER
Crystal Announces Wave Offer on a Series of Voyages for 2024

MIAMI – Dec. 15, 2023 – To herald this year’s Wave Season, [Crystal](#) has announced an exclusive offer for those looking to embark on remarkable voyages in 2024.

Guests booking a 2024 cruise before Jan. 31, will receive a complimentary suite upgrade, as well as an upgraded wardrobe valeting service with dry-cleaning and garment care also included free of charge.

The promotion includes:

- Up to a three-category upgrade from an Aquamarine Veranda Suite to Sapphire Veranda Suite or from a Double Guest Room with Veranda to an Aquamarine Veranda Suite on select departures in 2024. Terms and conditions apply.
- Complimentary garment care and dry-cleaning services. Terms and conditions apply.
- Only eligible for new reservations made after Dec. 14, 2023. Any changes to existing reservations would require guests to pay the prevailing rate.

Additionally, Crystal has been running new creative tied to its *Exceptional at Sea* campaign, the first since the brand’s acquisition by the Abercrombie & Kent Travel Group in 2022, and the multi-million-dollar refurbishment and relaunch of its beloved ships, *Crystal Serenity* and *Crystal Symphony* earlier this summer.

Celebrating Crystal’s heritage as the most awarded cruise line in the industry’s history, a team drawn from the worlds of luxury fashion, design, hospitality, and travel created a refreshed brand identity, positioning and art direction, of which this landmark campaign is the first expression.

The creative features guests enjoying moments of tranquility, connection and celebration onboard the reimaged Crystal ships – whether that’s poolside, on private verandas, fine-dining at Crystal’s landmark restaurants Umi Uma and Osteria d’Ovidio, or sipping champagne at sunset.

“We went back to the DNA of what made Crystal so special to everyone who has sailed with us,” said **Crystal’s Senior Vice President of Global Marketing Jacqueline Barney**. “*Exceptional at Sea* aims to connect all of those elements in one campaign and transmit the feeling of a Grande Dame of travel, being beautifully remodeled for a new chapter. We wanted to use a group of creatives drawn from fashion, film and architecture to capture these two iconic ships in all their glory and create an emotional bridge linking the modern with the classic.”

Exceptional at Sea will form part of a seven-figure print, out-of-home and digital campaign that launched in the United States, United Kingdom and Australia this fall. Creative is appearing in some of the top US and UK lifestyle and travel publications including *The New York Times*,

Conde Nast Traveler, The Telegraph, Travel & Leisure and more. Imagery will also be featured across the brand's owned social media channels. Additionally, Crystal will be working with all its major consortia partners on specialized initiatives.

Click [here](#) for photography assets.

For more information on Crystal and to book your exceptional experience, visit <https://crystalcruises.com/offers>, or contact your preferred travel advisor.

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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 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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