

JOIN THE 2024 CRYSTAL GRAND CHALLENGE: AN EXCLUSIVE INVITATION FOR TRAVEL ADVISORS

Crystal Announces \$450,000 in Prizes for US and Canada's Top Travel Advisors in Two Unique Challenges



MIAMI (March 14, 2024) — Crystal is celebrating its triumphant return to the seas by launching the 2024 **Crystal Grand Challenge**. With \$450,000 in awards, this contest is designed to honor and reward the dedication of top travel advisors and welcome newcomers to the exceptional world of Crystal.

The challenge extends an invitation to travel advisors in the United States and Canada to participate in one of two races: the **Crystal Sprint Race** and the long-distance **Crystal Ocean Race**. In the Crystal Sprint Race, travel advisors who have booked a Crystal sailing since its relaunch are eligible to enter for a chance to win the top prize of \$150,000. The first prize will be awarded to the travel advisor who books fifteen 2024 cruises by May 31, 2024, with subsequent prizes of \$100,000 and \$50,000 for two runners up. For travel advisors who have not yet booked a cruise aboard the newly reimagined vessels **Crystal Serenity** and **Crystal Symphony**, Crystal welcomes them to enter the Crystal Ocean Race. The first travel advisor to make ten bookings for 2024, by December 16, 2024, will win the first prize of \$75,000, with subsequent prizes of \$50,000 and \$25,000 for two runners up.

"The 2024 Crystal Grand Challenge stands as a testament to our unwavering commitment to excellence and our enduring partnership with travel advisors, both seasoned and newcomers alike," said **Marett Taylor**, Chief Sales Officer of **A&K Travel Group**. "This challenge celebrates their invaluable contributions and reinforces our dedication to providing unparalleled experiences for our discerning guests. We eagerly anticipate witnessing the remarkable achievements of travel advisors as they embark on this exciting journey this year."

Travel advisors have compelling reasons to recommend Crystal to their clients, including unparalleled experiences and amenities. These include access to world-class dining options, such as **Umi Uma** — the only **Nobu** at sea, and the upcoming addition of **Beefbar**. Guests can also enjoy curated experiences crafted by sister company **Abercrombie & Kent** and seamless service with an industry-leading guest-to-crew ratio of almost 1:1. Personalized butler service is available across all room categories and exceptional entertainment offerings such as nightly performances and educational lectures guarantee a memorable journey for all guests.

Additionally, since its relaunch, Crystal won 'Best Luxury Cruise for Foodies' in Forbes and has collected a myriad of accolades, including being named one of the "Best Cruises of 2024", according to Travel & Leisure experts.

To learn more about the 2024 Crystal Grand Challenge and to enter, log in or register as a travel advisor by visiting www.crystalcruises.com to access the travel advisor MyAccount portal. For additional support visit, <https://crystalcruises.com/travel-advisors>.

2024 Crystal Grand Challenge Terms & Conditions:

The 2024 Crystal Grand Challenge (the "Challenge") is only available to eligible travel advisors in the United States and Canada. An eligible travel advisor is defined as a seller of travel, who makes cruise bookings, and is a registered travel advisor with Crystal. Bookings made as part of the Challenge must be new individual full fare (FIT) bookings; any bookings made prior to the Challenge which are canceled and rebooked will not count towards the travel advisor's tally. Bookings that are made, canceled, and rebooked during the Challenge will count as one booking. Groups and contracts for charters and incentives are excluded. Qualified bookings are those in which the required deposit has been timely received by Crystal. Back-to-back sailings or combo sailings count as one (1) individual booking. Any qualified bookings made during the Challenge which are then canceled will be reduced from the travel advisor's booking total prior to the end of the Challenge. Travel advisors are not permitted to pool bookings. Where inconsistencies are discovered, Crystal reserves the right to disqualify travel advisors from the Challenge. A third-party accounting firm will be appointed by Crystal to validate the winners. Other exclusions may apply; void where prohibited or where the travel advisor is not permitted to participate in competitions for cash, based on the rules of their parent agency. Please refer to terms, conditions, and details that apply to all bookings available on the travel advisor MyAccount portal <https://www.crystalcruises.com>.

Crystal Sprint Race: Travel advisors with at least one (1) past or active booking in booked status with Crystal between February 1, 2023 and March 1, 2024, are eligible to enter the Crystal Sprint Race. Eligible travel advisors who register for the Crystal Sprint Race and make at least fifteen (15) bookings between February 29, 2024, and May 31, 2024, for voyages departing on or before December 31, 2024, can win up to \$150,000 USD. First travel advisor to book fifteen (15) individual bookings will win \$150,000 USD. Second travel advisor to book fifteen (15) individual bookings will win \$100,000 USD. Third travel advisor to book fifteen (15) individual bookings will win \$50,000 USD. Travel advisors are eligible to win one prize only. Crystal Sprint Race winners will be announced no later than January 10, 2025. Payouts are made after all qualified bookings have sailed.

Crystal Ocean Race: Eligible travel advisors with no current bookings in booked status with Crystal since February 1, 2023, are eligible to enter the Crystal Ocean Race. Travel advisors who qualify for the Crystal Ocean Race are not eligible for the Crystal Sprint Race. Eligible travel advisors who enter the Crystal Ocean Race and make at least ten (10) bookings between February 29, 2024, and December 16, 2024, for voyages departing on or before December 31, 2024, can win up to \$75,000 USD. First travel advisor to book ten (10) individual bookings will win \$75,000 USD. Second travel advisor to book ten (10) individual bookings will win \$50,000 USD. Third travel advisor to book ten (10) individual bookings will win \$25,000 USD. Crystal

Ocean Race winners will be announced no later than January 10, 2025. Payouts are made after all qualified bookings have sailed.

Travel advisors who are not registered with Crystal who wish to enter the Crystal Ocean Race should contact a member of our Sales Team by calling +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 reimaged 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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