

Crystal Announces Deal with Ensemble



MIAMI –Jan. 16, 2024 – Crystal announced today that it will be a preferred supplier to Ensemble, a leading consortium of top-tier travel agencies throughout the U.S. and Canada.

Crystal will provide an onboard amenity program for clients, Ensemble-hosted sailings and access to travel advisor reduced rate voyages, enabling members to experience Crystal firsthand. To celebrate the announcement, Crystal is Ensemble’s featured ‘Partner of the Month,’ which includes training webinars, enhanced marketing initiatives and additional benefits including a contest to win a free trip with Crystal for bookings made in January.

“Ensemble is an ideal partner with a great network of agencies across North America,” said Vice President, National Accounts, Abercrombie & Kent and Crystal Kim Guimaraes. “We are excited to kick off our relationship being recognized as their ‘Partner of the Month’ and look forward to welcoming their advisors and clients onboard in the coming months.”

Ensemble has decades of experience and prides itself on offering its members and their clients' choices that go beyond elevating standards but lead to unique, memorable experiences.

"We are thrilled to welcome Crystal as a partner as we continue to expand our offerings in the luxury travel sector," said Michael Johnson, President of Ensemble. "Watching Crystal's relaunch last summer has excited all of our members, and they cannot wait to speak to their clients about the exceptional voyages Crystal has to offer around the world."

Following their extensive multi-million-dollar refurbishment, the reimagined *Crystal Serenity* and *Crystal Symphony* returned to service last summer. With an industry-leading space-to-guest ratio, reduced passenger capacity and nearly one staff member per guest, the ships offer larger, redesigned suites, award-winning specialty dining restaurants and restorative public spaces that enhance passengers' experiences en route to the world's most sought-after destinations.

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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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About Ensemble

Ensemble is a leading travel agency consortium of top-tier agencies throughout the U.S. and Canada that

was established in 1968. Acquired by Navigator Group in June 2022, Ensemble provides members with access to exclusive offers, unique hosted tours, partnerships and superior marketing opportunities with best-in-class suppliers, and proprietary travel platforms such as ADX (Agent Digital Experience) that offers agents instant commission visibility, one click insurance and more to improve efficiencies and earnings. Ensemble maintains offices in Toronto and New York.

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