

# CRYSTAL®

## CRYSTAL ANNOUNCES NEW TRAVEL ADVISOR BOOKING ENGINE

*Innovative Platform to Revolutionize Travel Advisor Booking Experience with  
Enhanced Features and Support*



**MIAMI (July 31, 2024)** — Crystal, the leader in exceptional cruise experiences, announced today the launch of its state-of-the-art booking engine, designed to streamline and enhance the booking experience for travel advisors. This groundbreaking platform will go live Aug. 1, 2024, offering unparalleled ease of use, advanced features and robust support tailored to meet the needs of today's travel professionals.

With the launch of this sophisticated tool, Crystal aims to set a new standard in the cruise industry, making it simpler and more efficient for travel advisors to manage cruise bookings. The booking engine, seamlessly integrated into [crystalcruises.com](https://crystalcruises.com), offers a suite of resources designed to provide travel advisors with the flexibility, speed and reliability they need to serve their clients effectively.

### **Key Features:**

- **Intuitive User Interface:** The new booking engine boasts a clean, easy-to-navigate design that simplifies the search and booking process.
- **Real-Time Availability:** Advisors can access up-to-date information on cruise availability, suite categories and pricing.
- **Personalized Recommendations:** The platform leverages advanced algorithms to provide cruise recommendations based on clients' preferences and optional back-to-back voyage combinations.
- **Enhanced Support:** A dedicated support team and comprehensive training resources ensure travel advisors can make the most of the new system.

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- **Exclusive Promotions:** Travel advisors can access special deals and promotions through the new booking engine.

"Travel advisors are at the heart of our business, and we are committed to providing them with the best tools and resources available," said Marett Taylor, Chief Sales Officer of A&K Travel Group. "Our new booking engine is a testament to our dedication to innovation and excellence. We believe it will significantly enhance the efficiency of our valued travel partners, enabling them to deliver exceptional service to their clients."

## **Training and Support**

To ensure a smooth transition, Crystal has developed comprehensive training resources, including webinars, video tutorials and step-by-step guides. Travel advisors will also have access to a dedicated support team ready to assist with any questions or issues that may arise.

"I am thrilled that Crystal has made the commitment to its travel advisor community by investing in this new booking engine," said Melissa Araya, Vice President of Cruise at Virtuoso. "With everything we need now right at our fingertips, it will make it easier and more efficient for our travel advisors to deliver exceptional service to their clients."

For more information about the new booking engine, please visit [crystalcruises.com/travel-advisors](https://crystalcruises.com/travel-advisors), or contact our support team at [salesupport@crystalcruises.com](mailto:salesupport@crystalcruises.com).

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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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