Edie Rodriguez

CEO
& President

CRYSTAL®

CRYSTAL®

THE MOST LUXURIOUS HOSPITALITY & LIFESTYLE BRAND PORTFOLIO IN THE WORLD

1 Crystal Cruises®

2 Crystal River Cruises™

3 Crystal Yacht Expedition™

4 Crystal AirCruises™

5 Crystal Luxury Air™

6 Exclusive Class™ Cruises & Crystal Residences™

CRYSTAL®

CRYSTAL PILLARS

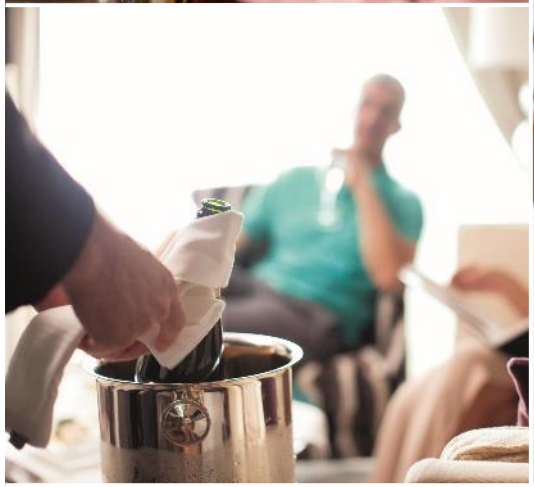
SERVICE

SPACE

QUALITY

CHOICES

DESTINATION EXPERIENCES



CRYSTAL®

THE CRYSTAL EXPERIENCE®

EXCLUSIVITY | CUSTOMIZATION | OPTIONS

CRYSTAL®

EXPERIENCES

THE ART OF CREATING MEMORIES OF A LIFETIME

CRYSTAL

WHO ARE OUR GUESTS?

CRYSTAL EXPERIENCES BRIDGE GENERATIONS

- Silent Generation | born between 1920s – 1940s
- Baby Boomers | born between 1946 – 1964
- Generation X | born between mid 1960s – early 1980s
- Generation Y / Millennials | born between 1980s – early 1990s
- Generation Z | born between mid 1990s – early 2000s

AGE IS ONLY
A NUMBER

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WHAT OUR GUESTS SEEK?

ADVENTURE

VOLUNTOURISM

CONNECTION

CULTURAL ENHANCEMENT

UNIQUE EXPERIENCES

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ADVENTURE

"It is important to me to try things I have never done before"

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CRYSTAL ADVENTURES®

OPEN UP THE WORLD TO EXPLORE AS YOU LIKE.

VOLUNTOURISM

"It is important that my children understand the importance of charitable giving"

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VOLUNTOURISM ADVENTURES

"YOU CARE, WE CARE.™"

CONNECTION

"More and more I am looking for vacations where I can include my entire family"

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CULTURAL ENHANCEMENT

"My goal when traveling is to gain a unique perspective on the local culture"

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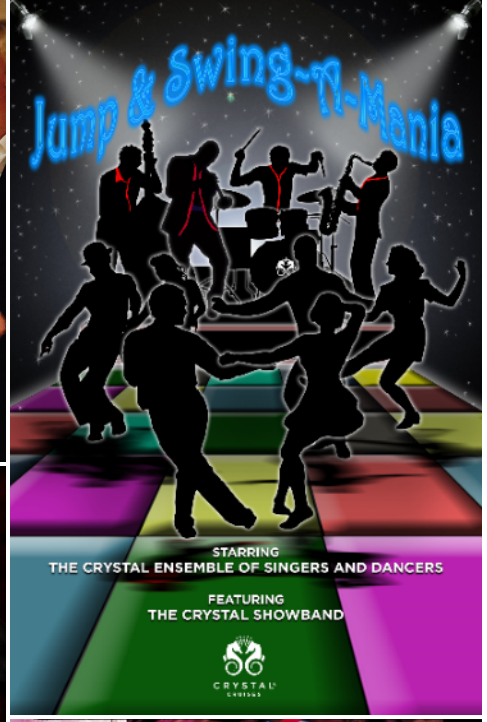
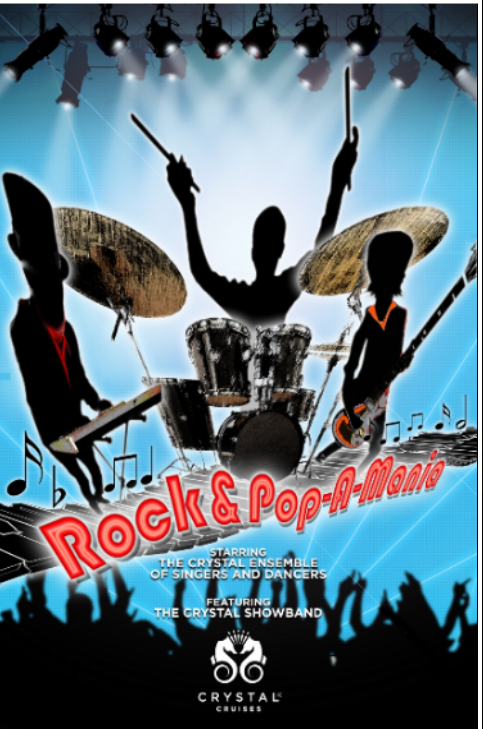
DESTINATIONS

THE CRYSTAL EXPERIENCE IS DELIVERED THROUGH EXTRAORDINARY DESTINATIONS





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ENTERTAINMENT!

Whether on the high seas, the idyllic waterways of Europe or in remote tropical harbors - Crystal offers more options than ever before!

UNIQUE EXPERIENCES

"I'm always looking for new, enriching experiences"

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CRYSTAL®

TEAM
CRYSTAL
CRYSTAL

BRIDGING GENERATIONS THROUGH SOCIAL MEDIA

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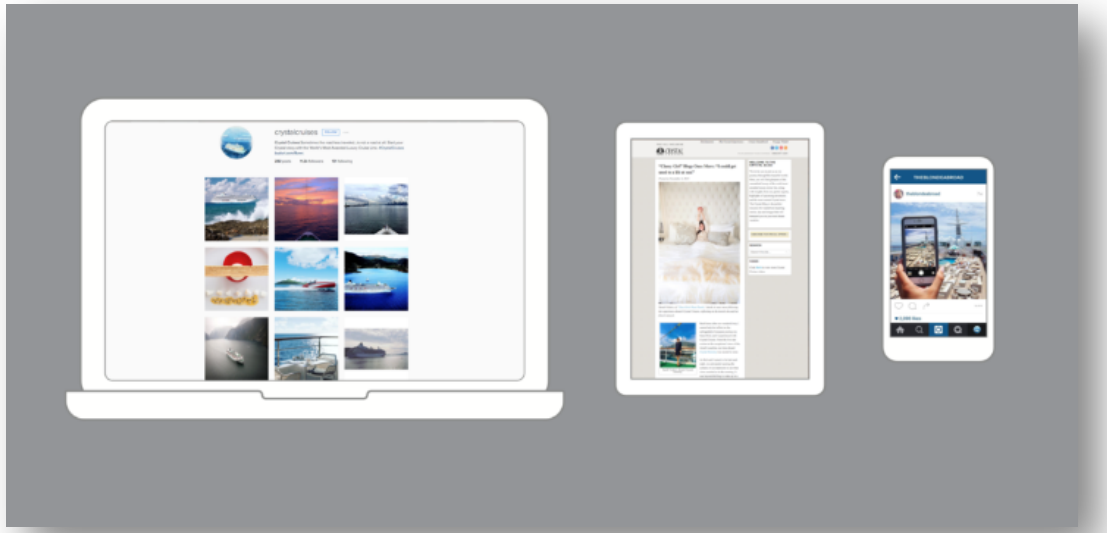
THE OPPORTUNITY

Ongoing project to broaden recognition among future generations of luxury cruisers while generating awareness about Crystal Cruises.

While generating strategic awareness and potential bookings, secondary goals were identified as growing the brand's Social Media following.



THE CAMPAIGN

An example of the ongoing project - Three travel and fashion influencers were chosen to share their first-person perspective on social media while journeying on two hand-picked voyages.

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RESULTS

The three influencers (on two separate voyages) shared a total of 117 social posts across Instagram, Facebook, Twitter and on their blogs.

These posts gained a total of 120,962 engagements on Crystal Cruises' accounts and 573,962 engagements on the influencers' accounts. As the campaign evolves we look forward to continued results.

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FOLLOW CRYSTAL. WE'RE SOCIAL!

FOLLOW EDIE ON SOCIAL MEDIA

Facebook

@Edie.Rodriguez

@EdieRodriguez

FOLLOW CRYSTAL ON SOCIAL MEDIA

Facebook

@CrystalCruises

Crystal Blog

@CrystalCruises

Thank You!

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