



CRYSTAL
RIVER CRUISES™



CRUISE *to* SUCCESS

A GUIDE TO SELLING CRYSTAL RIVER CRUISES
THE WORLD'S MOST LUXURIOUS RIVER CRUISE LINE™

EXPLORE EUROPE in UNRIVALED LUXURY

Elegance and innovation reign aboard Crystal's sleek river ships, as the fleet marks the introduction of true luxury sailing along Europe's rivers.

CRYSTAL MOZART

Guest Capacity | 154
Per Guest Staff Ratio | 1.67
Length | 395 ft (120.4 m)
Width | 75 ft (22.9 m)
Cruising Speed | Max 17.8 Knots

OFFICERS & CREW

European Captains
All European Officers
Total Crew | 92

THE RHINE CLASS

CRYSTAL BACH | CRYSTAL MAHLER
CRYSTAL DEBUSSY | CRYSTAL RAVEL

Guest Capacity | 106
Per Guest Staff Ratio | 1.55
Length | 442 ft (135 m)
Width | 37.5 ft (11 m)
Draft | 5.5 ft (1.7 m)
Cruising Speed | Max 17.8 Knots

OFFICERS & CREW

European Captains
All European Officers
Total Crew | 68



CRYSTAL MOZART

CRYSTAL MOZART — 154 GUESTS

As the largest and most spacious of any European river ship, the award-winning *Crystal Mozart* commands the Danube with a regal presence and a host of exclusives: the most expansive, beautifully designed suites, a 360° promenade deck, a dedicated cigar lounge, a living rooftop garden and Crystal's exclusive pop-up bar — an iconic spot on the river yacht's top deck. Magnificently reimaged to Crystal's exacting standards of service, space, quality and choices, this legendary vessel captivates the incomparable Crystal Life Spa, complete with private treatment rooms an indoor swimming pool and a salon, making it the largest and most comprehensive on the rivers.

THE RHINE CLASS

CRYSTAL BACH | CRYSTAL MAHLER
CRYSTAL DEBUSSY | CRYSTAL RAVEL

— 106 GUESTS

The all-balcony, all-suite, butler-serviced "Rhine Class" river ships continue to elevate the standard of excellence on Europe's rivers, as they debut with astounding style and design unmatched in the industry. With every exquisitely appointed suite situated above the water line, guests relish unobstructed views of the picturesque landscapes through Panoramic Balcony Windows. Plush social spaces allow for indoor and alfresco recreation, while every detail is attended to by the six-star service for which Crystal is celebrated.

the ALL EXCLUSIVE WORLD of CRYSTAL

Welcome to All Exclusive™, an entirely new standard of travel born of a singular passion for innovative excellence. From the World's Most Awarded Luxury Cruise Line™, the unrivalled Crystal Experience® has evolved into an extraordinary collection of remarkable travel experiences that goes far beyond all-inclusive luxury to offer the most elegant journeys by ocean, yacht, river and air. Modern and sophisticated, yet infused with a classic elegance, Crystal's All Exclusive is defined by a fleet of stylish ships, yachts and jets of exceptional design, epic land adventures and a level of six-star service simply unsurpassed in luxury travel today.

OUR PORTFOLIO

CRYSTAL CRUISES®

Crystal Symphony®

Crystal Serenity®

CRYSTAL RIVER CRUISES™

Crystal Mozart™

Crystal Bach™

Crystal Mahler™

Crystal Debussy™ (2018)

Crystal Ravel™ (2018)

CRYSTAL YACHT EXPEDITION CRUISES™

Crystal Esprit™

Crystal Endeavor™ (2019)

PRIVATE JET CHARTERS

Take advantage of new unprecedented charter opportunities with Crystal.

CRYSTAL AIRCRUISES™

Crystal Skye™

Aircraft operated for Crystal AirCruises by Comlux Aruba NV.

CRYSTAL LUXURY AIR™

Bombardier Global Express XRS Jet

Crystal Luxury Air operated by Corporate Flight Management, Inc.

FROM BASEL TO BUDAPEST, ANTWERP TO
AMSTERDAM, **CRYSTAL'S RIVER SHIPS** BRING
GUESTS INTO THE HEART OF EUROPE'S
GREATEST CITIES WHILE BRINGING A **NEW**
STANDARD OF LUXURY TO ITS MAJOR
WATERWAYS. YOU CAN FOLLOW A COURSE
DOWN THE DANUBE, RHINE, MAIN AND
MOSELLE RIVERS TO **ICONIC DESTINATIONS**,
ENJOYING A COMPLIMENTARY EXCURSION IN
EVERY PORT AND **NEW SIGHTS TO BEHOLD**
AROUND EVERY RIVER BEND.

THE CRYSTAL RIVER DIFFERENCE

Extraordinary personal attention, butler service for every suite and superb, and farm-to-table cuisine are among the defining characteristics of Crystal River Cruises, as are all-suite ships of stunning design, the largest luxury suites in river cruising, expansive social spaces and an ambience of boutique elegance. Our fleet will comprise four sleek luxury river ships — *Crystal Bach*, *Crystal Mahler*, *Crystal Debussy* and *Crystal Ravel* — in addition to The Queen of the Danube, *Crystal Mozart*. As Europe's only all-balcony, all-suite river ships, the 106-guest capacity Rhine Class river ships will join the award-winning 154-guest

Crystal Mozart to explore the Danube, Rhine, Main and Moselle Rivers calling in charming riverside ports in Netherlands, Germany, Slovakia, Austria and Hungary, plus bustling hubs like Vienna, Frankfurt, Budapest and Basel. Guests enjoy a curated collection of Crystal Complimentary Adventures™ ashore, offering unmatched options for cultural enrichment and active adventure, including an invitation to dine at renowned restaurants in select cities. Each river ship carries its own excursion yacht as well, allowing for intimate explorations into smaller waterways.



» SIGNATURE HALLMARKS

- » **Crystal's heritage of over 26 years** of award-winning experience serving luxury travelers best
- » Crystal's state-of-the-art river yachts are exceptionally designed to capture the classic elegance of the **Crystal Experience*** found aboard our award-winning ocean ships
- » The **most spacious state-of-the-art fleet**, carrying fewer guests than similar-sized ships
- » The **largest luxury suites** of any European river ship, measuring up to 883 square feet (82 square meters)
- » The **highest staff-to-guest ratio** among all European river cruise lines and the only river line to include European Butler service for every room category.
- » The only river line to **provide simulation riverboat training** for all Captains.
- » The only all-suite river yachts in Europe; every suite featuring a **king-size bed**, most with **walk-in closets** and **double sink vanities**
- » **High-tech in-suite amenities**, including: bedside iPad directory; interactive TV system with complimentary movies on demand, extensive music library; ambient lighting and temperature controls
- » Flexible **open seating dining**: guests can dine when they want, where they want and with whom they want
- » **Wine sommeliers offering educational insight** and endless pour of acclaimed vintages
- » **Farm-to-table dining** featuring Crystal's innovative and acclaimed six-star cuisine with regionally-inspired menus
- » The only river line to include **European Butler service** for every room category
- » Full service, well-appointed **Crystal Life Spa aboard each river ship**, staffed by dedicated, highly-trained professionals
- » Fitness center led by a **dedicated fitness director** who leads daily yoga and exercise classes
- » **24-hour room service**, including selections from Waterside
- » **Complimentary Crystal Signature Event** on every itinerary
- » Expertly curated exclusive shoreside events including **Michelin-star Culinary Experiences** at renowned restaurants and private concerts at signature venues
- » **Crystal luxury motor coach**, featuring complimentary Wi-Fi
- » 32 ft. (9.75 m) **private excursion yacht** on the stern with climate-control cabin for adventurous and intimate explorations of the rivers and their tributaries for exclusive tours on the river
- » Unmatched collection of multiple **Crystal Complimentary Adventures ashore in each destination**; cultural, active and overland

LUXURY AT EVERY TURN

The celebrated Crystal River Cruises Experience begins in the fine details, culminating in an All Exclusive, unforgettable luxury vacation. Attending to these details is Crystal's expert staff, who meticulously works to ensure travelers' ultimate comfort at every point in their journey. Each moment aboard a Crystal River Cruise is filled with luxurious ease and amenities that surpass the comforts of home.

- › Unmatched culinary experiences featuring Michelin-inspired, farm-to-table dining on board and exclusive reservations in select ports
- › The only river cruise line to offer European butler service for every suite category
- › The highest staff-to-guest ration among all European river cruise lines
- › Full-service Crystal Life Spa aboard each river ship



CRYSTAL MOZART LIBRARY

› ALL-INCLUSIVE CRYSTAL LUXURY

- › All-suite, butler-serviced accommodations
- › All gratuities, shipboard and shoreside
- › Michelin-inspired, farm-to-table dining
- › Unlimited fine wines, champagnes, premium spirits, and beers
- › Welcome bottle of champagne and two bottles of wine in-suite
- › Unlimited soft drinks and bottled water in-suite
- › The Pantry: 24-hour self-service venue offering specialty coffees, teas, wines and nonalcoholic beverages
- › 24-hour room service with options available from Waterside
- › 24-hour free unlimited Wi-Fi access
- › Complimentary use of Atlanta eBikes
- › Daily yoga and fitness classes
- › Onboard entertainment and enrichment programs
- › Daily choice of electronic international newspapers
- › High-tech in-suite amenities including bedside iPad directory with ambient lighting and temperature controls
- › Complimentary self-service guest laundry
- › Complimentary airport transfers between the airport and the river ship on days of embarkation and disembarkation



RHINE CLASS PALM COURT

ENTICING INCENTIVES

A Crystal voyage is one of exceptional value, made even more alluring by compelling savings and promotions. Travelers will find valuable options that suit their preferences and global experiences to suit their wish lists.

EARLY FULL PAYMENT SAVINGS

All guests paying in full 180 days in advance of departure will receive an additional 2.5% Early Full Payment Savings (available for cruise fare only).

ONBOARD BOOKING SAVINGS

Book your next Crystal cruise while onboard your current voyage and enjoy. Combine these savings with Crystal Society Savings and Early Full Payment Savings for maximum value.

CRYSTAL SOCIETY SAVINGS

Exclusive, member-only savings on all full cruises extend to all Crystal guests who have sailed with Crystal and are combinable with Early Full Payment, and onboard savings.

SPECIAL SOLO FARES

Solo travelers enjoy Crystal's exceptionally low solo fares, which, depending on voyage and accommodation category, range from 130% to 200% of the applicable double occupancy fare.

OPTIONAL PERSONAL SELECT AIR PROGRAM*

Numerous flight options with Crystal's exclusive lower airfares and complimentary transfers, plus, the assurance of Crystal's support in the event of unanticipated airline or cruise itinerary schedule changes or delays.

*Only available in North America.

NEW-TO-CRYSTAL SOCIETY SAVINGS

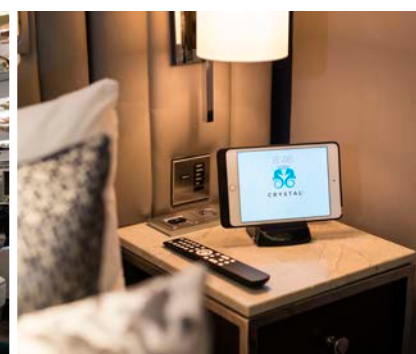
Once your clients complete their first Crystal experience and become a Crystal Society® member they are eligible to qualify for an **additional \$500 per guest**, up to \$1,000 per suite, off on their second Crystal voyage when booked within 180 days of disembarkation.



CRYSTAL MOZART SUITE WITH FRENCH BALCONY



CRYSTAL MOZART PALM COURT



THE CRYSTAL RIVER GUEST

Seeking pursuits of style and sophistication, of culture and complexity, the Crystal River Cruises guest is selective in taste yet welcoming to new discoveries. They wish to connect authentically with the world as they explore the intellectual and cultural wonders. And they value unique, exclusive encounters that will enrich their lives.

- › Broadly defined, the Crystal River guest is a highly affluent, active, luxury traveler intrigued by world cultures and international destinations. Our marketing efforts target travelers aged from their mid-40s to mid-70s, looking for a new way to immerse themselves in Europe's vibrant and cultural scene.
- › Some may have not previously considered river cruising, believing the levels of luxury, personalized service and unique destination experiences they demand are not available. This is where Crystal River Cruises truly delivers.
- › They value experiences over luxury material possessions; they relish being able to do things, see places and meet people outside the reach of the casual traveler.
- › They seek a high degree of exclusivity and personalization and prefer to have control and ability to customize their experiences.
- › Others may have cruised other river lines and are looking to move up to a much higher level of luxury.
- › In 2015, 23 million consumers took an ocean cruise and data shows that the majority of river cruisers have previously experienced an ocean cruise.
- › Among Crystal's own past guest club, the Crystal Society, 80% have expressed an interest in river cruising, indicating a strong market of potential river cruisers also exists among your clients who may frequent other luxury ocean cruise lines, too.
- › Crystal River Cruises guests have sailed other ocean lines such as Oceania, Regent, Seabourn and Silversea, and in top suites aboard Celebrity and Princess.



- › They are luxury travelers who prefer hotel brands including Four Seasons, Ritz-Carlton and One&Only Resorts; they have taken vacations with Abercrombie & Kent.
- › The Crystal River Cruises guest has a high appreciation for exceptional service above all, tempered with a friendly, welcoming attitude that creates just the right sense of familiarity and informality.
- › Among Crystal River Cruises guests, 50% are Crystal Society members and 50% are new to Crystal.
- › 80% of Crystal River Cruises guests are married.
- › 62% hail from North America.
- › 57% are career professionals.

DID YOU KNOW?

- › Crystal River Cruises' Rhine Class vessels are the **only river ships with all-balcony, all-suite** accommodations above the waterline.
- › *Crystal Mozart* is the **widest river ship** in all of Europe, with the **only true full-service spa facility**.
- › Crystal River Cruises is the only river cruise line to include **European Butler service** for every suite category.
- › Crystal River Cruises' is the only river cruise line to **provide simulation riverboat training** for all Captains.
- › Crystal River Cruises' collection of **Crystal Complimentary Adventures** ashore is unrivalled with active and leisure options in every port of call and several overland choices.
- › Complimentary invitation to dine at **world-renowned restaurants ashore** (categories PH and above)
- › Also, did you know that Crystal offers some of the most **attractive commissions** for all Partners? Ask your Sales Representative for details.

TRAVEL PARTNER TOOLBOX

PARTNER RESOURCE CENTER

Crystal has a legacy of providing a level of six-star service simply unrivaled in luxury travel today. We are committed to offering the most elegant journeys by ocean, yacht, river and private air, and to providing you — our valued travel partners — with an unparalleled level of commitment and support to sell the World's Best.

- › View and download the latest Crystal marketing flyers, promotional videos, webinars, images, and online training videos.
- › Access and personalize convenient email and flyer templates.
- › Download agent forms, such as Third-Party CC Authorization (TPCA) form; Travel Industry Agreement Letter; Cruise Protection Plan Overview; Air/Sea Program forms; Guest Immigration forms and more.
- › Review Crystal's marketing materials for the latest consumer offers.
- › Request a brochure, or the latest issue of Passport®, Crystal's complimentary magazine for returning Crystal Society members.
- › Learn more about Crystal Cruises Academy, Crystal's online program designed to provide our valued travel partners with the latest "how to" sales tools and detailed information of all that our award-winning ships have to offer your discerning clients.

CRUISEBUILDER

Crystal Cruises' online booking engine, CruiseBuilder, provides convenient booking access to our travel agent partners, **24 hours a day, 7 days a week**. Access CruiseBuilder at <https://Book.CrystalCruises.com>.

- › CruiseBuilder's user-friendly filter options help you search for a cruise using a variety of criteria such as destination, theme, travel date, duration, ship, country/port, or voyage number.
- › When "Download as PDF" is selected, cruise information will appear in an easy to print, or email, PDF document.
- › When you know exactly what you want, CruiseBuilder's 2.2 Fast Sell feature allows you to find your client's cruise, and book it quickly.
- › Complete your client's online booking in a user-friendly format.
- › Reserve dining times, pre- and post-hotel options, Cruise Protection, air and transfers.
- › View and email final booking and commission.
- › Contact a Crystal Reservations expert at **1-800-446-6620, ext. 2** with any questions on a specific client booking.

PCPC | Priority Check-In & Planning Center

The Priority Check-in & Planning Center (PCPC) is Crystal's online pre-cruise check-in system. Here you can confirm and coordinate many of your clients' cruise-related activities in advance of their travels, as well as streamline their check-in process at the pier on embarkation day. This online system is accessible and available to guests — or their agents — with deposited Crystal bookings and is available online up until 8 days prior to cruise departure. To access the PCPC site directly, go to CheckIn.CrystalCruises.com as a bookmark on your computer.

- › Under Priority Check-in Checklist, provide your clients' required pre-cruise information prior to sailing for a smoother and faster check-in at the pier.
- › Within The Planning Center, make specialty dining, Crystal Adventures® shore excursions, Vintage Room and Luggage Concierge Service reservations in advance of your clients' travels.
- › Access your clients' Personal Cruise Calendar: a customized daily agenda of all special arrangements and reservations that includes date/day, port/location, docking times and daily dress codes.



CRYSTAL®

BY SEA, RIVER, LAND AND AIR,
CRYSTAL HAS REDEFINED
THE WAY THE WORLD VIEWS
LUXURY TRAVEL.

TO BOOK YOUR CLIENT'S LUXURY CRYSTAL CRUISE, CALL
1.800.446.6620

FOR ADDITIONAL INFORMATION AND THE MOST
CURRENT ITINERARIES AND FARES, VISIT
CRYSTALRIVERCRUISES.COM

