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## Crystal Cruises gives "all inclusive" strategy a luxury makeover

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Rendering of Crystal Cruise's Esprit yacht

By STAFF REPORTS

Crystal Cruises is taking an "all exclusive" approach to its latest brand campaign and expansion in the luxury travel and hospitality sector.

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During a VIP event held on Crystal's newly christened vessel, Crystal Esprit, the brand's ultra-luxury yacht, CEO/president Edie Rodriguez shared with guests a new 360-degree advertising campaign. The event also served as an announcement for Crystal's move from the high seas to the sky with Crystal Luxury Air.

All aboard for luxury

For the advertising aspect of the announcement, Crystal's updated communication strategy will touch on all elements of the cruise liner's marketing sales, including advertising, brochures, Web site, direct mail and other touchpoints.

The photography used for the All Exclusive campaign aims to capture the "feelings and sensations unique to the award-winning Crystal Experience." The imagery revolves around a "dreamlike state" that brings travelers imaginations to fruition to create memories of a lifetime through travel experiences.

All Exclusive also extends to onboard experiences that go beyond the "inclusive" luxury to offer elegant journeys around the globe with offerings that include fine wines and spirits, pre-paid gratuities and enriching onboard programs.



### *Crystal Cruise's All Exclusive campaign*

"In a single phrase, All Exclusive takes the common industry term of all inclusive' and reshapes it into something bigger, bolder and unprecedented, where all inclusive is all exclusive," Mr. Rodriguez said in a statement. "Today, we are reinventing travel in a class all by itself, and All Exclusive is the perfect representation of that. Whether it is by ocean, river or air, everything we do is designed to take our guests to a new level of luxury, service and adventure."

With the introduction of Crystal Luxury Air, Crystal will now offer private charters and transportation for guests boarding ocean, river or yacht voyages. Crystal Luxury Air, with a fleet of Boeing 777-200LR, Boeing 787 Dreamliner, a ACJ319 jet and a Bombardier Global Express XRS, will operate from any point in the United States to the Mediterranean, Indian Ocean and the Pacific.

Crystal's private charter jet service will take flight in March 2016. Mr. Rodriguez is "confident Crystal Luxury Air will deliver the fast and hassle-free requirements our guests and discerning travelers have been wanting with global air travel."

In a similar move, Four Seasons shored up autonomy during its global travel programs by introducing a branded 52-passenger jet.

The retrofitted Boeing 757 began flying passengers on bespoke journeys in 2015. Many of the hotel chain's journeys bring guests to a new country every other day, so being able to further curate a significant portion of the experience will reduce the chance for mishaps and increase the chance for branded connections ([see story](#)).

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