

TRAVEL AND HOSPITALITY

Crystal creates itineraries to cater to all family members

May 5, 2017



Crystal Symphony, Seabreeze Penthouse, Artist Rendering (PRNewsfoto/Crystal Cruises)

By BRIELLE JAEKEL

NEW YORK Hospitality service provider Crystal's CEO detailed how it was able to go from an established hospitality brand that originally catered to an older demographic to being an all-ages travel provider at Luxury Roundtable: Engaging Gens X, Y & Z May 3.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

During the session, "Crystal: How to Tailor Travel Experiences to Gens X, Y & Z," Crystal's CEO explained that the cruise line is always working to curate a range of experiences for all generations. While many startups are able to target millennials, Gen X and baby boomers, established brands need to build a specialized strategy to shift in this direction.

"In catering to all demographics it is really working for us, and is resonating for us," said Edie Rodriguez said. "For instance, 50 percent of our guests on river and yacht expedition are new to cruising.

"They have never cruised and are a much lower age range, depending on the itinerary," she said.

Luxury Roundtable: Engaging Gens X, Y & Z was organized by Luxury Daily on May 3.

Crystal cruises

"If we didn't grow, we would die," said Ms. Rodriguez in regards to Crystal.

The cruise line is focused on not selling a product, but on experiences that create memories for a lifetime. But when it comes to the different generations, these experience interests can greatly vary.



Still from Crystal Cruises' advertisement

This means that Crystal works to provide all different forms of itineraries that can appeal to different individuals. For instance, many of the brand's cruises will stay at ports overnight so that young guests, who want to experience local nightlife, can stay out without having to worry about missing the ship.

Making WiFi and connectivity available throughout the travel experience is very important in catering to generations X, Y and Z.

Another major key point for these individuals is being connected to adventures. Crystal works to create adventures that are interesting to all different generations and individuals.

Many of these guests are interested in traveling with family and are looking for experiences that cater to everyone.



Crystal's Boeing plane

Crystal is working to cater to the range of individuals in every aspect of the travel experience, including entertainment. There are specific entertainment experiences that are booked for the younger consumer as well as the older.

Crystal capability

In lieu of the strategy to cater to younger, as well as older demographics, Crystal is remodeling two of its flagship ocean vessels, giving them an updated look as it extends its brand beyond sea cruises.

During the process dubbed "Evolution of Crystal Luxury," Crystal Symphony and Crystal Serenity will undergo their most extensive makeovers to-date, which will include new penthouses, dining options and technology. This remodel comes during Crystal's expansion into air travel and its increased focus on river cruises ([see more](#)).

Crystal also recently helped prospective travelers imagine themselves on one of its cruises with the addition of virtual reality technology.

Crystal Preview allowed travelers to view Crystal's Serenity and Mozart ships and select shore destinations in 360 degrees, transporting consumers to the Arctic or locations along the Danube River. Most travelers consult digital channels before booking, making virtual reality another way to help them make decisions about their itineraries ([see](#)

more).

"It is purely about perpetual evolution," Ms. Rodriguez said. "The minute you think you have got there or you are there, that is when you will start to fail."

"I tell my team all the time, it will be infinite perpetual evolution because consumers' tastes change, technology changes," she said. "With perpetual evolution, you really get to segment and understand what each genre is looking for."

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.