

TRAVEL AND HOSPITALITY

Crystal cruises into the New Year with a new Web site

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Crystal Cruises' new Web site. Image credit: Crystal

By STAFF REPORTS

Luxury cruise line Crystal is hoping to make things easier for customers to discover and book its cruises with a freshly designed Web site.

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All of Crystal's brand extensions including Crystal Cruises, Crystal River Cruises, Crystal Yacht & Expedition Cruises, Crystal AirCruises and Crystal Luxury Air will all see updates on their dedicated platforms. The experience is designed for an optimal omnichannel experience, available across all digital devices and platforms.

Cruising the Internet

Marketing and technology firm MRM/McCann worked with Crystal to develop the site, which is tailored to customers' needs.

The new site debuts intuitive search in which users can browse by destination, embarkation date, duration, specific ship, theme programming and special offers.

To ensure helpfulness to all customers and their needs, Crystal now allows for itinerary viewing in different ways such as by map or list. It also includes details and fares.

Guests will also be able to plan their itineraries and get a closer look at the individual ports through a zoom feature. Users can also explore the various ships Crystal offers.

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- Hawaii & South Pacific
- Indian Ocean
- Mediterranean
- Mexican Riviera
- Middle East
- New England & Canada
- Northwest Passage
- Panama Canal
- South America
- Trans-Ocean
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Customers can easily browse destinations on the new Web site

"Crystal is known for offering our guests a luxurious experience aboard all of our ships, with numerous choices that allow them to make their experience exactly what they want with impeccable service at every turn," said Carmen Roig, senior vice president of marketing and sales at Crystal, in a statement. "We are thrilled to bring this philosophy to our Web site, which is often the first point of contact for travelers, making the Crystal experience pleasant and enticing from the first click.

"Every facet of the Crystal experience is showcased beautifully throughout this new format, creating an immersive, illustrative adventure for travelers before they've even booked their voyage," she said.

For Crystal's River Cruises division, the cruise line is responding to consumers' desires to plan ahead by launching availability for its 2021 bookings three years in advance.

The company claims it is the first river cruise line to allow for reservations this far before itineraries. Providing additional incentive for early bookings, Crystal gave consumers who reserved before Nov. 30 up to a \$2,000 discount per suite ([see story](#)).

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