

TRAVEL AND HOSPITALITY

Crystal updates loyalty program for more flexibility

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Crystal is revamping its loyalty program. Image credit: Crystal

By STAFF REPORTS

Luxury cruise line Crystal is expanding its loyalty program to better reflect its growing portfolio of global experiences.

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Through the revamped program, Crystal Society members can now earn and redeem benefits across the Crystal lineup, which includes ocean, river, yacht and forthcoming expedition cruises. Crystal continues to cater to affluents wanting experiential, flexible travel by expanding its offerings.

Crystal Society

Crystal's enhanced loyalty program takes effect on Sept. 1.

Travelers can join the Crystal Society after their first sailing. Members enjoy discounts of 2.5 percent on all voyages, onboard bookings, complimentary upgrades and access to exclusive cocktail parties.

Loyalty members also earn milestone points, called "As You Wish" credits, based on the duration and type of voyage. For instance, a 10-night sailing on a ocean, river or yacht vessel earns guests one credit, while an expedition sailing is worth two credits.

Free cruises are awarded after reaching milestones of 25, 50, 75, 120 and 150 cruises. Crystal Society members can also earn up to \$10,000 toward future sailings based on milestone level.



Crystal offers several types of voyages, including river cruises. Image credit: Crystal

"We are tremendously grateful for the incredible number of guests who continue to return home' to Crystal again and again many who have sailed with us since the beginning," said Carmen Roig, senior vice president of marketing and sales at Crystal, in a statement. "Choices are what make luxury truly personal, and the new Crystal Society benefits allows guests to earn loyalty milestone rewards on the Crystal experience of their choice, and also redeem these rewards on any experience of their choice."

Earlier this year, Crystal made another customer-centric move by unveiling a freshly designed Web site for guests to discover and book its cruises.

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 ([see story](#)).

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