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MIAMI, Oct. 1, 2026

Crystal Introduces *That Crystal Feeling*, a New Global Brand Campaign

Campaign Captures the Effortless and Carefree Experiences that defines the Crystal Difference

Crystal, the leader in exceptional cruise experiences, unveiled today “That Crystal Feeling,” a new global brand campaign that shifts the focus from simply where a journey takes guests to how it feels to travel with Crystal. Dreamlike, impressionistic and deeply sensory, the campaign captures the unhurried rhythm of life at sea, from morning through night, and the freedom that comes when there is nowhere else you need to be.

At the heart of the campaign is a simple idea: Crystal is not just a way to see the world, it’s the perfect place to step out of it.

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While much of travel culture is built around maximizing every destination, experience and moment, Crystal offers a different perspective. With every detail taken care of and personal preferences met, guests enjoy the freedom to set their own pace, wander without a plan, linger over a meal, watch the world go by or simply do nothing at all.

The campaign represents an evolution in how Crystal tells its brand story. While the destinations remain an important part of every Crystal journey, the experience on board is what makes the journey exceptional. From highly personalized service and award-winning dining to enriching entertainment and beautifully designed spaces, Crystal creates an environment where guests can step away from the demands of everyday life and settle into their own rhythm.

“Today, we are surrounded by the idea that we need to do more, see more and make the most of every moment. With ‘That Crystal Feeling,’ we wanted to celebrate the luxury of doing the opposite. It’s the freedom to slow down, to wander without a plan, to linger a little longer and to let the world unfold around you. Ultimately, it’s about how Crystal makes you feel, not where our ships take you.”

PETER CHIPCHASE, CHIEF BRAND OFFICER, AKTG

The campaign follows a day and night with Crystal, using cinematic imagery and sensory storytelling to evoke the feelings of travel rather than simply depicting the places visited. Sunlight, sea, movement, dining, conversation, music and moments of quiet come together to create an impression of a journey where time feels expansive and the world can wait.

Developed by Crystal’s in-house creative team, the campaign will launch Oct. 1, 2026, and run through Sept. 30, 2027. The new assets will be seen across global markets through connected TV, digital & online video advertising, print, DOOH and social media.

“We wanted the campaign to feel less like a traditional travel advertisement and more like a memory,” added Chipchase. “A collection of impressions, sensations and

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emotions that transport you back to how it felt to be there. 'That Crystal Feeling' is something you experience, rather than something you can simply describe."

For more information about Crystal and to experience "That Crystal Feeling," visit www.crystalcruises.com. To book any of Crystal's exceptional voyages, contact your travel advisor or call (800) 446-6620.

For brand assets, click [here](#).

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About Crystal

For more than three decades, Crystal has been synonymous with exceptional, award-winning voyages. In 2022, AKTG acquired the Crystal brand and its two vessels, Crystal Serenity and Crystal Symphony, ushering in a new era of "Exceptional at Sea" following a \$170 million refurbishment of both ships. Today, Crystal is investing in the future of luxury cruising with three new ocean ships joining the fleet. Crystal Grace is currently under construction at Fincantieri and scheduled to debut in 2028, followed by sister ships in 2031 and 2034. Together, the new vessels will carry forward Crystal's award-winning approach to exceptional service, spacious design and immersive travel.

The globally renowned cruise line offers discerning travelers enriching experiences both onshore and at sea, with Abercrombie & Kent providing unparalleled access to sought-after destinations and experiences around the world. Crystal's ships feature larger suites with refined, artisanal finishes and an industry-leading crew-to-guest ratio of nearly one-to-one.

Crystal is home to the first Le Casino de Monte-Carlo at sea, through an exclusive partnership with Monte-Carlo Société des Bains de Mer (SBM), as well as an exceptional collection of dining experiences. These include Umi Uma®, the only restaurant at sea by chef Nobu Matsuhisa; Beefbar, a collaboration with visionary restaurateur Riccardo Giraudi; and Osteria d'Ovidio, featuring a specially curated menu by Italian chefs and restaurateurs Massimiliano and Raffaele Alajmo. The ships also feature Aurōra Spa, offering cutting-edge wellness, and Broadway-style entertainment. With a legacy of unparalleled service and a commitment to sophistication and elegance at every touchpoint, Crystal invites guests to feel perfectly at home at sea.

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