

# CRYSTAL

MIAMI (May. 18, 2026)

## *Crystal* Expands Travel Advisor Support with launch of Approach Guides

### New Technology Will Empower Travel Advisors to Drive Engagement and Bookings

Crystal, the leader in exceptional cruise experiences, announced today a new collaboration with Approach Guides launching an innovative suite of marketing technologies designed to help travel advisors more effectively promote Crystal voyages, engage clients and increase bookings with ease.

At the heart of this new approach are “content experiences,” beautifully designed, ready-to-use digital marketing pages featuring Crystal’s itineraries, destinations and exclusive offers. These pages can be instantly co-branded by advisors and shared across email and social channels. Each piece of content is paired with a personalized, co-branded Crystal website, enabling advisors to capture private leads directly and seamlessly convert interest into sales.

To support adoption and maximize advisor success, Crystal is co-hosting a travel advisor webinar on May 21. The webinar will offer a live, hands-on demonstration of the platform, showing advisors how to co-brand content in real time, create their own marketing assets and begin sharing with clients immediately. Participants will hear directly from Matias Lira, Crystal’s Sr. Vice President, Trade Sales Americas and Approach Guides founder Jennifer Raezer on how this technology is designed to elevate advisor marketing, while driving measurable results.

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“Today’s luxury traveler expects inspiration and immediacy, and our advisors need technology that deliver both. Working with Approach Guides provides our travel partners an elegant, intuitive way to market Crystal, combining beautiful storytelling with powerful lead generation. It’s a meaningful step forward in how we support advisor success and help them grow their business.”

MATIAS LIRA, SVP TRADE SALES AMERICAS

“Crystal has a long-standing commitment to the advisor community,” said Jennifer Raezer, co-founder and CMO of Approach Guides. “By implementing co-branded content experiences alongside personalized websites, they are providing advisors with a cohesive platform to engage clients and generate measurable demand.”

The platform is designed with simplicity and speed in mind. Advisors can access Crystal’s marketing content, add their personal branding, and begin sharing with clients in minutes — eliminating the need for time-intensive content creation while ensuring a polished, high-end presentation consistent with the Crystal brand.

In addition, Crystal is offering agency-level integration options, allowing host agencies to co-brand Crystal content directly from their intranet systems. This ensures advisors can access and distribute marketing materials within their existing workflows, with minimal setup required.

Advisors can explore the new platform and begin creating their own co-branded content by visiting: [inspires.to/crystal](https://inspires.to/crystal). To register for the May 21 webinar, please visit: [https://us02web.zoom.us/webinar/register/WN\\_rzicEUjwTcaWnuihu-PorA](https://us02web.zoom.us/webinar/register/WN_rzicEUjwTcaWnuihu-PorA)

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## **About Crystal**

For more than three decades, Crystal has been synonymous with exceptional, award-winning voyages. In 2022, AKTG (Abercrombie & Kent Travel Group) acquired the Crystal brand and its two vessels, Crystal Serenity and Crystal Symphony, ushering in a new era of being 'Exceptional at Sea' following a \$170 million refurbishment of the two ships. The globally renowned cruise line offers discerning travelers industry-leading, authentic, and enriching experiences both onshore and at sea. Crystal's pioneering partnership with Abercrombie & Kent provides guests with unparalleled access to the most sought-after experiences and destinations around the world. The reimagined ships boast larger, updated suites with artisanal finishes, and almost one member of crew per guest.

Crystal is home to the first-ever Casino de Monte-Carlo at sea as part of an exclusive partnership with Monte-Carlo Société des Bains de Mer (SBM), and world-class dining includes Umi Uma®, the only dining experience at sea by chef Nobu (Nobuyuki Matsuhisa), and the only Beefbar on the ocean, a collaboration with visionary restaurateur Riccardo Giraudi, and a specially curated Osteria d'Ovidio menu by three-time Michelin-starred Italian chef Massimiliano and celebrated restaurateur Raffaele Alajmo. The ships also feature cutting-edge wellness at the Aurōra Spa, and spectacular entertainment including Broadway-standard shows. With a legacy of unrivaled service and commitment to sophistication and elegance at every touchpoint, once onboard guests feel as if they are perfectly at home.

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