Crystal Cruises

ECSC Cruise Line Segment: Luxury

CONTACT INFORMATION	
Head Office Address:	11755 Wilshire Blvd., Suite 900 Los Angeles, CA 90025
Consumer Website:	www.crystalcruises.com
Crystal Cruise Academy	http://crystalcruisesspecialist.com/
Agent Website / Online Reservation:	agent website: www.crystalcruises.com/agent booking engine: http://book.crystalcruises.com
Reservation #:	800-446-6620

COMMISSION STRUCTURE

Commission level is based on 2017 sailed Revenue

0 - $39,999	12% commission
$40,000 - $199,999	13% commission
$200,000 - $449,999	14% commission
$450,000 - $549,999	15% commission
$550,000 - $749,999	16% commission
$750,000+	17% commission

5% on pre/post hotel packages

10% on travel insurance

ABOUT THE SUPPLIER

- Voted World's Best, more than any other cruise line, hotel or resort in history, by travel industry most prominent Travel Media, such as *Conde Nast Traveler* and *Travel + Leisure*
- Perfect Service: Your Wish. Our Command. One of the highest space-to-guest ratios in the industry. It's their exceptional skill and quiet skill in remembering your preferences.
- Space: small intimate public areas, 360* Teak Promenade Deck, most staterooms offer private Verandahs

KEY CUSTOMER DEMOGRAPHIC

- 81% are married
- 51% are first-time cruisers
- Of the remaining 49%, 78% have been on 10 or more cruises
- 41% last sailed on a non-luxury cruise line
- 73% say they are likely to take another Crystal cruise within the next 24 months
- 97% are likely to recommend Crystal to a friend
- 65% say that destination is the most important criteria when selecting a cruise; 61% say reputation
- Overall average age in 2010 = 61
- New-to-Crystal = 59

® CruiseShipCenters International Inc.

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KEY CUSTOMER DEMOGRAPHIC

- Crystal Society guest = 68
- 32% Work Full time
- 64% Semi/fully-retired

TOP 6 MAJOR SELLING POINTS

- Crystal's 4 Pillars: Service, Space, Quality and Choices
- Exceptional service from every Crystal employee. "Your Wish Our Command". It's their exceptional service and quiet skill in remembering your preferences
- All Inclusive offering fine wines and premium spirits and prepaid gratuities
- The only Feng Shui-inspired spa at sea. 360* teak Promenade Deck.
- Up to eight evening dining options featuring the cuisine in our specialty restaurants of Nobu Matsuhisa and Piero Selvaggio
- Multiple Overnights**:** Enjoy the convenience of overnight port stays at the beginning and end of your cruise to explore more of the places you visit.

DESTINATIONS – **Worldwide**

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PRIMARY CONTACTS

Name	Region	Title	Phone	Email
John O'neill	Eastern Canada	District Sales Manager	416-786-9644	joneill@crystalcruises.com
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