

# Crystal Cruises

A New Day!



THE ALL INCLUSIVE



# *Crystal Symphony and Crystal Serenity*



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CRUISES



# World's Most Awarded Luxury Cruise Line



## *Travel + Leisure*

2015 World's Best Large-Ship  
Cruise Line

**20 YEARS IN A ROW - 89.98**

*Hall of Fame*



## *Condé Nast Traveler*

2014 Best Mid-Size Ship  
Cruise Line

**21 YEARS - 90.142**

*Highest score of ANY cruise  
line, small, mid-size or large*



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# CRYSTAL

## YACHT CRUISES™



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# Crystal Esprit





# CRYSTAL

## RIVER CRUISES™



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# Crystal River Cruises



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# *Crystal Exclusive Class*



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# *Crystal Residences*



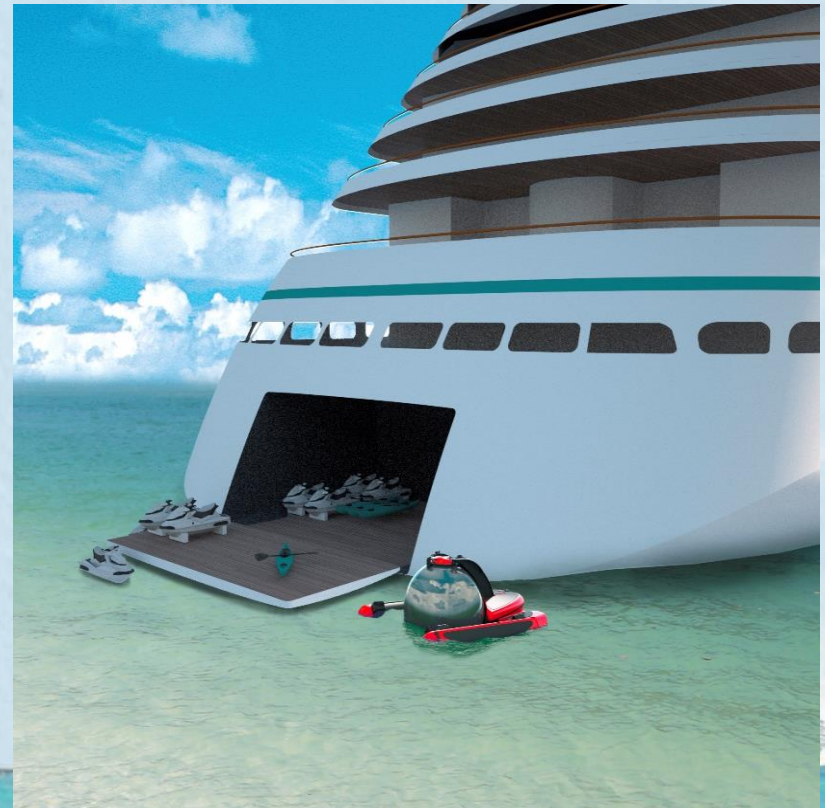
- 600 to 4,000 square feet
- Opportunity to combine Residences to create the perfect size home
- No more than 48 Residences
  - Private Elevator
  - Exclusive Amenities
    - Customizable



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# Crystal Residences





**CRYSTAL**  
**LUXURY AIR™**



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# *Crystal Luxury Air*



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# *Crystal Exclusive Class luxury vacation experience*





The World's Premier luxury hospitality  
and lifestyle brand portfolio!



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# Thank You!



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# What opportunities do you see for Australia and its proximity to Asia?

*Growth of New BIG ship capacity.  
Originating from: Shanghai, Tianjin,  
Hong Kong & Singapore  
STAR Cruises new & longer itineraries  
= Australia*



*The Leading Cruise Line In Asia-Pacific*<sup>SM</sup>



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What is the main driver for you at the moment in relation to global trends and meeting passenger experiences?

*Geopolitical situation  
Safety & Security*

- *Guests*
- *Crew*
- *Hardware*





Is there enough diversity in our experience offerings

*Sydney & Melbourne; of course*

*Darwin, Cairns, Broome – Proximity to Asian source market*

*Simplified:*

*Selfies on location & Shopping!*



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What would you like to see change in Australian destinations that would encourage you to visit more often and stay longer?

*More and suitable berthing for new Generation of large ships*

*Infrastructure to handle guests/languages*

*LOWER costs for marine services, fuel etc.*

*Tax savings for the business = Caribbean*



How do you balance the logistical needs of your line with the sometimes rudimentary facilities in regional ports?

*In the context of the entire itinerary.*

*Dialog with the port/service providers*

*Or – eliminate a port(s) that cannot Deliver.*



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Australia is a large country with great distances between some major ports. What impact does distance have on the overall cruise experience for your guests?

*Marquee ports at bottom of continent.*

*Thus more time at sea & other ports loose out.*

*Ships designed for sea days.*

*Fuel costs in Australia!*





Australia is also geographically remote from other major centers. What impact does this have on deployment decisions and how can regional areas be more involved?

*Seasonal deployment in the region.*

*However, hindered by high costs in Australia.*

*Regional assistance with cost issues.*



Are we doing welcomes well? Are they surprising and delighting your guests or just providing enough?

## *Guaymas, Mexico*

- *Pier side band/dance arrival/departure*
- *Shopping, Wi-Fi, Assistance Desk, Maps*
- *Clean & welcoming environment*
- *Organized bus park*
- *In town “May I help You?” Students*







# Guaymas, Mexico



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# Guaymas, Mexico



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# *Guaymas, Mexico*



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# *Guaymas, Mexico*



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Is the Crystal passenger changing? If so, what are their needs and expectations?

*We are trying to change them – LOL*

*Current (older) guests – provide more Options and try new things.*

*Attract new & younger ones – Shorter trips Needed. Short attention span. Unique life experiences*



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How are you considering international & domestic guest mix? How are you marketing to each?



*Common language = Aussie  
friendliness*

*Mix is a positive  
influence on our  
Business. Meet  
people from  
beyond your own  
borders.*

*Different voyage  
durations and  
B2B options*



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Are there opportunities for new moorings to be pitched to Crystal?

*Contact me anywhere, anytime 24/7  
Cdocekal@crystalcruises.com*

*For our ships, Yachts & Private Jets.  
Rivers...*

*Remember type of Crystal Client and  
know what you can & cannot deliver.*

*PS: Trust but verify; seeing is believing*



How far in advance are you locking in your itineraries?

*2019 Big ships*

*2017 Yachts, Private Jets & Rivers*

*However = Change is constant*





As the China market grows, what do you think will be the effect on the Australian market both from travelers and from ship deployment?

*More of each.*

*However – Vacation duration for the Mass market currently an issue.*



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What do you consider to be the most important issues facing the cruise industry in Australia today?

***COSTS involved to operate in region!***

***Distances & thus itinerary durations***

***Port Infrastructure at Melbourne & Sydney! (Air costs, frequency & marquee ports)***

***As well as secondary ports***



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If there was one thing you could change, what would it be





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*Thank You!*

*Claudius Docekal  
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