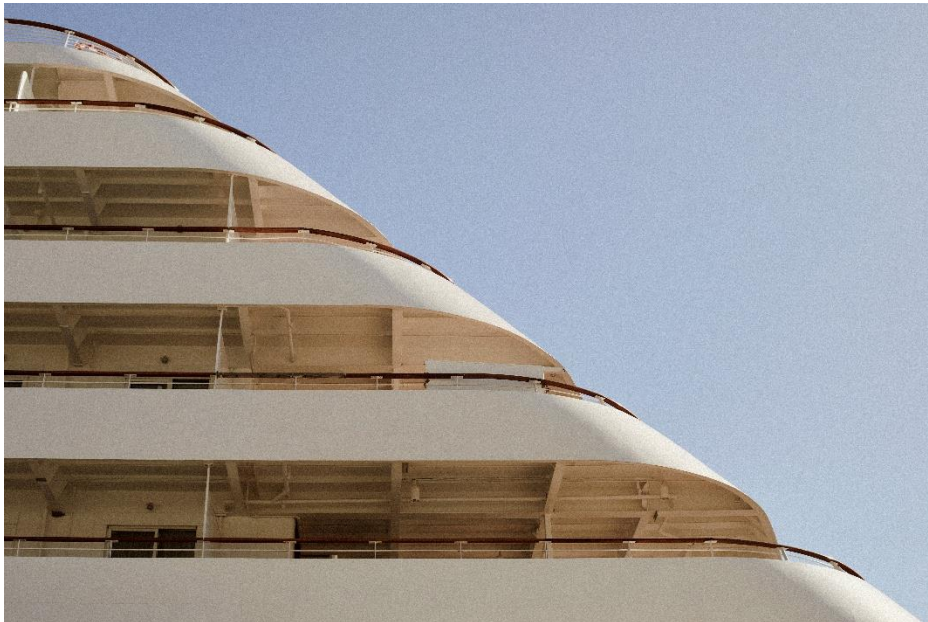


ABERCROMBIE & KENT

Abercrombie & Kent Expedition Cruises Partners with Crystal to Launch Next Chapter of Cultural Voyages

Pioneering luxury travel company announces strategic collaboration bringing together A&K's acclaimed expedition expertise with Crystal's award-winning ultra-luxury cruise experience



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Abercrombie & Kent (A&K), the world's leading luxury travel company, today announces a transformative new chapter for its Expedition Cruises division through a strategic partnership with sister brand Crystal, the renowned ultra-luxury cruise line. Both brands, part of A&K Travel Group (AKTG), will collaborate to deliver A&K's celebrated cultural voyages aboard Crystal's award-winning fleet, beginning with a pilot program in August 2026.

This pioneering collaboration represents the natural evolution of AKTG's vision to create the ultimate luxury travel ecosystem, combining A&K's six decades of exploration with Crystal's

unparalleled onboard service excellence. The partnership will see A&K's cultural cruises - featuring the company's acclaimed Expedition Team and immersive shore experiences - hosted aboard *Crystal Serenity* and *Crystal Symphony*, offering guests an elevated experience while maintaining A&K's signature intimate, educational approach to cultural exploration.

The inaugural voyage will launch in August 2026 with [A&K x Crystal: Cruising Italy, Greece and the Balkans](#), a 12-day Mediterranean expedition from Rome to Venice aboard *Crystal Serenity*, accommodating just 50 guests as part of the pilot program. In 2027, A&K will offer six cultural voyages across diverse itineraries including Hong Kong to Yokohama, Lisbon to Portsmouth, a variety of Mediterranean routes and a Canadian exploration, with capacity expanding to accommodate up to 125 guests per voyage.

"This partnership represents the next chapter in our commitment to delivering extraordinary travel experiences that exceed our guests' highest expectations," said Fernando Delgado, Chief Product Officer at AKTG. "By bringing together A&K's unmatched destination expertise and cultural access with Crystal's ultra-luxury shipboard experience, we're creating something truly revolutionary in the cruise sector. Our guests will enjoy the intimate, educational approach they expect from A&K while experiencing a new level of luxury and comfort that only Crystal can provide."

The collaboration will feature A&K's distinctive expedition elements, including their acclaimed Expedition Team who accompany guests throughout the cruise (at a ratio of one per 18 guests), as well as a choice of included carefully-curated shore excursions organized by A&K's global network of local specialists, pre-cruise programs featuring luxury hotel stays and exclusive cultural experiences, daily recap sessions with canapés and drinks and expert-led presentations exclusive to A&K guests.

A&K guests will enjoy exclusive accommodation in Crystal's Sapphire Veranda Suites – and, for solo travelers, in Aquamarine Veranda Suites with no single supplement – along with access to Crystal's world-class amenities, including award-winning dining venues, such as Nobu's exclusive Umi Uma restaurant and the pioneering Beefbar at sea, alongside Crystal's legendary service excellence. Crystal's unparalleled reputation is exemplified by its recognition as the Top Midsize-Ship Ocean Cruise Line in the *Travel + Leisure* World's Best Awards 2025 readers' survey, an honor Crystal has maintained for nearly three decades since the award's inception, alongside accolades including "Best Service (Luxury Category)" at Cruise Critic's UK "Best in Cruise" Awards.

The partnership enables A&K to offer its guests enhanced dining options with up to eight restaurants and bars, expanded entertainment programs, larger suite accommodations, and

Crystal's innovative technology integration, while preserving the intimate, expert-guided cultural exploration that defines the A&K experience.

Each cultural voyage will begin with two nights at a luxury hotel featuring A&K's signature cultural programming, seamless embarkation with dedicated check-in, and optional pre- and post-cruise extensions. The program maintains A&K's commitment to conscious travel, with shore excursions designed to support local communities and provide authentic cultural connections.

The inaugural A&K x Crystal: Cruising Italy, Greece and the Balkans (Aug 28-Sep 8, 2026; 12 days from \$22,200 USD per person, double and single occupancy) will begin with two nights at the Anantara Palazzo Naiadi Rome Hotel, one of the finest hotels in the city, then embark on a nine-night cruise filled with included shore excursions that span a host of interests, from sampling fine regional food and wines with a truffle hunt on a Sicilian farmstead and a pasta making class in Bologna, to hiking to the summit of Corfu's Mount Pantokrator and swimming in Kotor Bay's luminous Blue Cave. A&K guests enjoy VIP access to the treasures of the Vatican City, Rome's Church of Saint Lorenzo and Ravenna's Domus of the Stone Carpets, as well as A&K-exclusive events including a lavish welcome dinner in Rome and an unforgettable sendoff in Ravenna.

Reservations for the pilot program are now open [here](#), with the full portfolio of six voyages launching in 2027.

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Notes To Editors

Download destination images [here](#). Download Crystal ship images [here](#)

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AKTG (Abercrombie & Kent Travel Group)

AKTG is a global lifestyle and travel company that sets the standard for refined and personalized travel experiences worldwide. The group encompasses premier travel brands

including Abercrombie & Kent, Crystal, Cox & Kings and Ecoventura, alongside strategic investments in other travel companies.

About Abercrombie & Kent

Abercrombie & Kent pioneered luxury adventure travel with our first African safaris in 1962, and today our award-winning travel services extend around the globe to more than one hundred countries on all seven continents. A&K's custom itineraries and small-group journeys offer one-of-a-kind inspiring experiences, while an international network of more than 3,000 staff, in over 65 offices and 40 countries ensure invitation-only access to the people and places that make every destination unique. www.abercrombiekent.com
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About Crystal

For more than three decades, Crystal has been synonymous with exceptional, award-winning voyages. In 2022, A&K Travel Group (AKTG) acquired the Crystal brand and its two vessels, Crystal Serenity and Crystal Symphony, ushering in a new era of being Exceptional at Sea. 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 reimaged 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 Michelin-rated chef Nobu (Nobuyuki Matsuhisa), and the only Beefbar on the ocean, a collaboration with visionary restaurateur Riccardo Giraudi. 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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