

FOR IMMEDIATE RELEASE

NEW [CROWNCRUISECOLLECTION.COM](http://www.CrownCruiseCollection.com) CATERS TO THE MOST DISCERNING LUXURY TRAVELERS

Princeton, N.J. – Sept. 10, 2009 – While price may have been of little consequence to luxury travelers in the past, getting the best value possible on vacations today is now not only savvy, but trendy. Cruisers looking for unprecedented pricing on luxury vacations at sea will find them by visiting the new Crown Cruise Collection Web site (www.CrownCruiseCollection.com) launched this week.

According to Ross Spalding, -president of the [Crown Cruise Collection](http://www.CrownCruiseCollection.com), retail prices for luxury cruise voyages have dropped by as much as 25 percent in recent months. Spalding says his agency can frequently secure even more attractive pricing for his online agency's most discerning clients. Agents specializing in luxury cruises now routinely negotiate previously unheard of "perks" for clients who would not have expected such benefits in the past, but have since come to relish them.

"Consumers have always been able to find deals on mainstream cruises but, in today's market, even the ultra-luxury cruise line offerings are available at lower rates never before seen in the industry," Spalding explained. "In addition to extraordinary pricing, the ultra-luxury cruise lines are adding complimentary services to delight their guests. These include generous cabin upgrades, complimentary spa and salon services and other on-board credits, as well as lower deposits and suspended fuel surcharges to cater to luxury cruisers. For example, Regent Seven Seas Cruises now includes complimentary airfare, all shore excursions and all cocktails."

[Crown Cruise Collection](http://www.CrownCruiseCollection.com) specializes in cruises offered by many of the world's most prestigious cruise lines, including Azamara, Cruise West, Crystal Cruises, Oceania Cruises, Regent Seven Seas Cruises, The Yachts of Seabourn and Silversea.

Complimentary benefits and services offered to travelers who book cruises through the Crown Cruise Collection include pre-paid gratuities; travel insurance; shore excursions (select sailings); pre- and post-hotel arrangements; pre- and post-flight arrangements; advance reservations for spa, salon, specialty restaurants and excursions; private car and tour arrangements; and advance onboard activity planning.

"An attention to detail often distinguishes a great luxury cruise vacation," Spalding said. "Our experienced, trained agents know how our clientele expect to be treated and we make sure their expectations are exceeded by leaving no stone unturned during the planning process."

Visitors to the [Crown Cruise Collection Web site](http://www.CrownCruiseCollection.com) are invited to join the Crown Society, enabling

them to receive special pricing and other promotions offered by the luxury cruise lines.

About CrownCruiseCollection.com:

A travel experience created by an obsession to detail, offering unparalleled service and special pricing on the luxury and ultra-luxury lines. Fueled by youthful energy, these are the cornerstones of a new agency on the travel scene, CrownCruiseCollection.com. In addition to these attributes, the CrownCruiseCollection features a seasoned team of cruise experts who use modern technology to power their success and thrive in the competitive luxury cruise and vacation travel marketplace.

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