

MONTE-CARLO
SOCIÉTÉ DES BAINS DE MER


LE CASINO
MONTE-CARLO

CRYSTAL



Pascal Camia, Chief International Development Officer of Monte-Carlo Société des Bains de Mer and Cristina Levis, CEO of A&K Travel Group, surrounded by Stéphane Valeri, Chairman and CEO of Monte-Carlo Société des Bains de Mer and Manfredi Lefebvre d'Ovidio, Executive Chairman of A&K Travel Group

International development: Casino de Monte-Carlo embarks on Crystal luxury cruises

Monaco, June 27th, 2024: Monte-Carlo Société des Bains de Mer Group and the Crystal company, specialists in prestigious cruises, signed a partnership agreement on June 20 to create the first casino on sea under the Casino de Monte-Carlo banner by the end of 2024. SBM is therefore concretizing its first international development initiative with gaming, its historical activity. The Great Art of Gaming, born in the Principality 160 years ago, is exported for the first time in its history, promising Crystal cruise ship passengers a high level of entertainment and gaming experience.

It was in the heart of the Casino de Monte-Carlo, on Thursday June 20th, that Pascal Camia, Chief International Development Officer of Monte-Carlo Société des Bains de Mer, and Cristina Levis, CEO of A&K Travel Group, met to seal the partnership between their two Groups, in the presence of Stéphane Valeri, Chairman and CEO of Monte-Carlo Société des Bains de Mer, and Manfredi Lefebvre d'Ovidio, Executive Chairman of A&K Travel Group.

This alliance brings forth a fusion of expertise and innovation, aiming to redefine onboard entertainment for cruisers worldwide, while offering the Monte-Carlo thrill of Game in an unprecedented atmosphere.

Slot machines, Blackjack, Three Cards Poker, Texas Hold'Em Ultimate and American Roulette will be proposed as of November 14, in the Monte-Carlo Casino deployed aboard the Crystal Symphony, followed by the Crystal Serenity in December. This new entertainment experience will then be offered on all Crystal new ships, excluding expedition ships. Through this collaboration, Monte-Carlo Société des Bains de Mer provides to Crystal its expertise and know-how of more than 160 years in gaming. While the casinos are operated by Crystal, their on-board implementation is handled by the Casino de Monte-Carlo teams, who also transmit the codes and experience of the Great Art of Gaming that has made the Casino de Monte-Carlo's reputation since 1863.

PRESS RELEASE

Stéphane Valeri, Chairman and CEO of Monte-Carlo Société des Bains de Mer, said about this partnership: *"We are excited to join forces with Crystal to deliver the unique Casino de Monte-Carlo experience at sea. With our combined expertise, we are confident that we will provide a gaming moment unlike any other in the cruise industry."*

"It is such a symbol, to implement thru the Game, Monte-Carlo Société des Bains de Mer historical activity, the really first operational growth driver of our International Development", added Pascal Camia, Chief International Development Officer of Monte-Carlo Société des Bains de Mer.

"We are delighted to welcome Casino de Monte-Carlo into the Crystal family as our newest collaborator," said Executive Chairman of A&K Travel Group Manfredi Lefebvre on the groundbreaking relationship. This affiliation symbolizes our commitment to offering our guests the finest entertainment and gaming experiences available at sea. Together, we aim to create unforgettable moments and continue to set new standards of excellence in the cruise industry."

"We have listened attentively to the feedback from our loyal guests regarding their desire to have casinos back onboard, and we are proud to announce that we will deliver on our promise," said Cristina Levis, CEO of A&K Travel Group. "At Crystal, like at Monte-Carlo SBM, guest satisfaction and enjoyment are paramount, and this alliance with Casino de Monte-Carlo underscores our dedication to fulfilling their wishes and exceeding their expectations. We are confident the reintroduction of casinos will further enhance the overall cruise experience, providing our guests with the entertainment options they crave while sailing with us."

The first Casino de Monte-Carlo on the sea will be launched on November 14th, 2024, aboard the Crystal Symphony departing from Venice.

About Monte-Carlo Société des Bains de Mer

Monte-Carlo Société des Bains de Mer embodies a new Art de Vivre that is unique in the world with a taste for what is beautiful, fine and good. Its Resort offers Luxury Gaming in its casinos, "haute couture" experiences in its iconic palace hotels and their Diamond Suites and gourmet dining at the cutting edge of modernity, combining Michelin-starred restaurants, international concepts and our own creations, as well as a top-flight artistic and cultural selection. The Resort also offers a fantastic range of sport and well-being activities, shopping and partying. And because the new Art de Vivre Monte-Carlo must evolve towards increasingly ethical and responsible luxury, Monte-Carlo Société des Bains de Mer has been committed since 2007 to a pro-active policy in terms of energy transition, consumption of resources and waste, local fine dining and preservation of the natural heritage. The No. 1 private employer in the Principality of Monaco, the Group launched in 2023 its 4th ethics charter to uphold its values of integrity and responsibility in conducting its professional business.

About Crystal

For more than three decades Crystal has been synonymous with exceptional, award-winning voyages. In 2022 A&K Travel Group acquired the Crystal brand and its two vessels, Crystal Serenity and Crystal Symphony, ushering in a new era of 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, destinations, and the latest cultural makers around the world. The reimagined ships boast larger, updated suites with artisanal finishes, new cutting-edge wellness offerings, spectacular entertainment, and complimentary world-class dining - including the return of UMI UMA - the only dining experience by Michelin-Star Chef Master Chef Nobuyuki (Nobu) at sea. With a legacy of unrivaled service and commitment to sophistication and elegance at every touchpoint, once on-board passengers feel as if they are perfectly at home.

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[Press contacts](#)

Monte-Carlo Société des Bains de Mer : Sylvie Cristin - T.377 98 06 64 14 – s.cristin@sbm.mc

Crystal: Robyn Fink - RFink@crystalcruises.com



montecarlosbm.com @montecarlosbm #mymontecarlo