



## **Windstar Launches Onboard Cruise Consultant Program Starting with *Star Legend* This Month**

### ***Program Will Expand to Four Ships This Year, Enhancing Guest Value & Travel Professional Support***

**Seattle, WA, February 5, 2018** – [Windstar Cruises](#) will launch a new Onboard Cruise Consultant (OCC) program to help guests on cruise vacations plan future cruise experiences and drive recognition and benefits supporting travel professionals. The first OCC will embark on *Star Legend* on its February 3 itinerary from Bangkok to Hong Kong. Within the next few months, three more OCC's will join *Star Breeze*, *Star Pride*, and *Wind Surf*. These are the largest of Windstar's intimate, yacht-like fleet. The remaining two ships (both with just 148 guests each) will be evaluated for the program in the near future.

The program is designed to help guests consider their next Windstar cruise and, when they book onboard, they receive extra value.

Benefits of booking onboard with the OCC are:

- **Reduced Deposit** – The special reduced deposit is a real value and it is fully refundable based on the program's guidelines. Reduced deposits start at just \$200 per booking compared to the normal deposit of 15% of cruise fare.
- **5% Savings – Onboard/Welcome Home** – Guests who have sailed are eligible for the 5% Onboard/Welcome Home new booking savings. This provides 5% off the cruise fare.
- **5% Savings – Yacht Club Members** – Current guests are automatically enrolled in Windstar Cruises' "Yacht Club Member" program. Members are eligible for 5% off the cruise fare after promotional adjustments.

This program recognizes and supports Travel Agent bookings, by assigning the new Onboard Booking to the Travel Agent of record on the guests' current booking. Travel professionals are the "wind in our sails," so to speak, and we support them, with the OCC program as part of Windstar's Star Promise to support and recognize travel professionals who help vacationers embark on the Windstar vacation experience.

When the initial booking of a guest is made by a travel professional, that agent will remain the "Agent of Record" for the new OCC booking, and the travel agent will receive full credit for the new booking (and full commission). An email from Windstar to the travel professional will confirm the booking with invoice and itinerary information and remind the travel agent to follow up with the guests upon their return home.

"This is one more example of Windstar's commitment to travel agents and our guests," said Windstar Cruises President John Delaney. "In addition to the obvious benefits, our guests will be offered the extra value of our Yacht Club Membership, which provides additional value, savings, and special courtesies."

The OCCs are highly qualified. They must all be seasoned cruise industry veterans; have impressive ship experience and tenure; possess knowledge of the ships and itineraries; and excel at guest interaction (both to provide better overall service and contribute to safety on board, given Windstar's guest and crew safety is a top priority).

"Windstar's mantra is '180 degrees from ordinary,'" said Senior Director of Guest Services George Howell. "This is another example of how we continue to evolve the product, guest, and travel professional experience."

For additional information on private yacht-style cruising with Windstar, contact a travel professional or Windstar Cruises by phone at 800-258-7245, or visit [www.windstarcruises.com](http://www.windstarcruises.com).

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### **About Windstar Cruises**

**[Windstar Cruises](#)** operates a six-ship fleet of small sailing and all-suite ships visiting approximately 270 ports in 2018 sailing throughout Europe, the Caribbean, Costa Rica and the Panama Canal, Asia, Alaska, Canada and New England, and cruising year-round in Tahiti. Windstar's fleet is the market leader in small ship cruising with a total of 1,242 passenger berths calling on off-the-beaten-path and popular ports in over 60 countries. The boutique cruise line carries fewer than 310 passengers on its small ships and takes travelers on cruises that are 180 degrees from ordinary. They are known for their immersive and authentic experiences, unique, port-intensive itineraries, exceptional award-winning service, and innovative culinary program as the Official Cruise Line of the James Beard Foundation. Windstar Cruises is a part of Xanterra Parks & Resorts®, known for "Legendary Hospitality with a Softer Footprint."

### **Follow the Windstar Yachts:**



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