



## Windstar Cruises Expands Team of Experts to Serve Travel Professionals



**SEATTLE, WA, June 9, 2021** – First, [Windstar Cruises](#) reimagined and *stretched* three of its new, all-suite Star Plus Class yachts that will start to sail in June on 2021 itineraries in Tahiti, the Caribbean, and Europe. Now it's revealed that the cruise line is investing in its dedicated staff and recruiting seasoned professionals to expand its Star Promise commitment and high-level of sales support and service to travel advisors.

“Travel agency sales are our largest sales channel and paramount to our business and our guests,” says Steve Simao, Windstar's Vice President of Sales. “As we expand and chart a course for the future with our ‘new’ all-suite yachts, we are also committed to finding new ways to help travel advisors earn higher commissions and to better serve and support travel agencies in selling our unique brand of small ship cruising.”

A key component of the sales team's realignment is the promotion of Regional Sales Manager Dianna Rom to Director of Field Sales at Windstar. In her new role, Dianna will be dedicated to leading the field sales team's sales support of travel agency sourced business. In addition to Dianna's promotion, the cruise line is announcing the following promotions and new hires:

Richard Terek and Chad Smith from the reservations vacation planning team have joined the sales team as Business Development Representatives, reporting to Dianna. Richard has been with Windstar for nearly seven years and Chad started with Windstar in 2020 after six years working with Royal Caribbean. Both will work as a team together with Regional Sales Managers, and their primary focus will be on the travel agencies and travel advisory “new to Windstar” and smaller accounts, while the field based Regional Sales Managers will focus on more ongoing support of Windstar's larger accounts.

In addition, Caron Clay has been hired as a new Regional Sales Manager, based in Los Angeles covering the Western United States, also reporting to Dianna. Caron comes to Windstar most recently from Princess Cruises, where she spent the last 21 years as their Business Development Manager in California. At the start of her cruising career, she was with Holland America and was part of the sales team that supported Windstar Cruises' transition from private ownership to being owned and operated by Holland America Line, so she is no stranger to Windstar's unique sailing and all-suite ships.

Windstar's newly transformed, all-suite, 312-person motorized yachts, *Star Breeze*, *Star Legend*, and *Star Pride*, along with three sailing yachts will travel in 2021 to destinations such as Europe, Tahiti, and the Caribbean, including [\*Beach Sun & Fun: A Remote Caribbean Getaway\*](#) – a unique itinerary for this summer that promises uncrowded sandy beaches, fruity tropical drinks, and much-needed moments of relaxation. The first cruise embarks from St. Maarten starting June 19, 2021 aboard the new transformed all-suite *Star Breeze*.

For updated information, reservations, and itineraries, visit [www.windstarcruises.com](http://www.windstarcruises.com).

*Editor's note:* headshots are available [here](#).

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***About Windstar Cruises***

Windstar Cruises operates a fleet of six boutique all-suite and sailing yachts carrying 148-342 guests. Small ship cruises sail throughout Europe, the Caribbean, Costa Rica and the Panama Canal, Asia, Alaska and British Columbia, Canada and New England, Tahiti and the South Pacific, Mexico and U.S. Coastal and Australia. Windstar launched the *\$250 Million Star Plus Initiative* to transform the three Star Class ships with new suites, restaurants, and a world-class spa and fitness center. The award-winning line is known for immersive experiences, destination authenticity, port-intensive itineraries, exceptional service, and an innovative culinary program. Windstar Cruises is part of the Xanterra Travel Collection, a group of global hospitality and travel companies, one of which traces its history back over a hundred years of operating our country's iconic national parks, including Grand Canyon, Yellowstone, Glacier, Death Valley, and many others. Xanterra Travel Collection is owned by The Anschutz Corporation, the ultimate owner of the Broadmoor, Sea Island, and entertainment giant AEG, Anschutz Entertainment Group.