Windstar Cruises

ECSC Cruise Line Segment: Deluxe/Niche

CONTACT INFORMATION	
Head Office Address	2101 4th Avenue, Suite 210, Seattle, WA 98121
Consumer Website	www.windstarcruises.com
Agent Assistance Information	https://agenthub.windstarcruises.com/ - Agent site https://partners.windstarcruises.com/Security/login/ -Agent Booking Site windstar_sales@windstarcruises.com - Agent Assistance, M-F
Star Specialist Program	https://starspecialist.windstarcruises.com/
Reservation #	1-800-258-7245

COMMISSION STRUCTURE

$0 - $49,999 = 12%
$50,000 - $99,999 = 13%
$100,000 - $199,999 = 14%
$200,000 - $299,999 = 15%
$300,000+ = 16%

ABOUT THE SUPPLIER

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. Windstar Cruises is 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.

At Windstar, we don't just take you *to* fascinating destinations, we take you *into* them, giving you unique access to knowledge and activities that enhance your understanding of the places you visit. Complimentary Destination Discovery Events treat you to iconic experiences that capture the essence of your locale. Guest Lecturers intrigue you with regional topics, adding new dimensions to your voyage. And small group excursions take you to meet locals who are delighted to share their homes, cuisines, and cultures with you.

Windstar Cruises is a part of Xanterra Parks & Resorts®, known for "Legendary Hospitality with a Softer Footprint."

Windstar Cruises

TOP MAJOR SELLING POINTS

- Casual elegance and country club style atmosphere, no formal nights (no jackets & ties required)
- Only 148 (Wind Star & Wind Spirit) to 310 (Wind Surf) guests on board; 212 guests aboard the all-suite ships (Star Pride, Star Breeze & Star Legend).
- Five star cuisine and service with Open-seating dining and no charge alternative dining options
- Complimentary soft beverages – including bottled water, sparkling water, sodas, fresh juices, milk, fruit smoothies, tea, coffee, cappuccinos, lattes, mochas and espresso.
- Watersports platform with complimentary watersports toys for use by Windstar guests.
- Sailing into smaller and unique ports of call.

KEY CUSTOMER DEMOGRAPHIC

- Average age – 40 to 70 years old
- Active Professional/college graduate and post-graduate
- Affluent Households
- Primarily couples and small groups traveling together.
- Discerning world traveler
- Interested in food & wine
- Well-educated
- Experienced and first time cruisers
- Destination collectors
- Socially connected – like to meet other travelers and locals.

DESTINATIONS

Asia & Arabia, Alaska, Baltic, Canada, Caribbean, Costa Rica, Croatia, Greek Isles & Turkey, Italy, Mediterranean, New England, Northern & Western Europe, Ocean Crossings, Panama Canal, Tahiti, Themed Voyages (James Beard Foundation Culinary Cruises, Grand Prix of Monaco and others).

PRIMARY CONTACTS

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