

TRAVEL AND HOSPITALITY

## Windstar targets cruise-interested consumers with unique itineraries

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*Star Legend & Wind Star in the Caribbean February 2016. Image credit: Windstar*

By BRIELLE JAEKEL

Small ship luxury cruise line Windstar Cruises is appealing to travelers' adventurous sides with a campaign that emphasizes its cruises as far from ordinary.

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The cruise line will be sharing brochures that detail 49 new itineraries that are designed to stand out from the normal. Members of Windstar's loyalty program will be the first to receive the brochures in the mail.

"Windstar goes to great lengths to surprise our guests with special moments and memories that last a lifetime," said John Delaney, president of Windstar. "I'm excited to show off our new ad campaign and marketing materials that shine a light on the unexpected delights that travelers encounter on a Windstar cruise."

Small but luxurious

Windstar's new brochure details the lineup for the 2018 season in which guests can participate in immersive and one-of-a-kind experiences.

Calling it 180 degrees from ordinary, Windstar is advertising its ability to get up close and personal in place that others cannot due to its intimate and small ships.

Guests can visit Isla Parida, Panama, Surtsey Island in Iceland and Morocco as just a few of the many places on the list for 2018. The up-close-and-personal aspect is not just a metaphor, as Windstar really means it with activities such as allowing visitors to have dinner with a Croatian family at their home in a village.

Windstar's experience on board is a bespoke-like travel experience, with staff, including the captain, attuned to the special needs and wants of the guests.

The cruise line is also advertising handcrafted cocktails, desserts and food to keep up with a luxury experience. Windstar boasts its largest vessel, which also happens to be the world's largest sailing ship, and features a French restaurant and under the stars dining.

There is also a special package that includes travel to and from the cruise ship.

Destinations for the 2018 year include locations in Asia, Arabia, Canada and New England, Tahiti, the Caribbean, Costa Rica and Panama, the Mediterranean and Northern Europe.

### Cruising with luxury

Luxury cruising is a significant portion of the travel industry, with affluent consumers enjoying intimate, personal and high-end traveling experiences on the water.

Luxury travel bookings are seeing a hefty bounce back for 2017, with more than 81 percent of high-end travel agents claiming their bookings for this year were higher or on par with 2016, according to Travel Leaders Group.

The 2017 Luxury Travel Trends report shows that European river cruises are leading the way in terms of destinations from affluent consumers. Vacations to Italy and Cuba are also increasingly strong, which is mirrored by a common fear of the Trump presidency seeing to the embargo on Cuba being reinstated ([see more](#)).

Cunard similarly encouraged 2017 bookings through a stylish film capturing its "Everything you wanted, nothing you expected" mantra.

Cunard's film of the same name takes viewers through the experiences she may have while onboard its cruise ships. Broken down into three key themes, the film highlights time, space and a life less ordinary to underscore the experience had while cruising with Cunard ([see more](#)).

"We're doing things differently from other cruise lines and giving guests distinctive stories to share," Mr. Delaney said. "We're now telling the Windstar story with more flare and audacity than before with our new brochure and ads we're giving consumers a more visual way to conceptualize what an experience on Windstar is really like."

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