

## Windstar Cruises: Now Booking in Canadian Dollars Canadian residents can save up to 30% on select sailings with special offer

MIAMI, FL, July 1, 2024 – <u>Windstar Cruises</u> wishes its Canadian advisors a *Happy Canada Day* with news it's now providing a Canada-centered booking process in order to provide better service and value for Canadian guests. Canadians can also sail on select cruises for up to 30% off in Iceland, the Mediterranean, and French Polynesia.

Today, the line announces new online booking features that allows Canadian traveler advisors to search and book in Canadian dollars. All Canadian travel agencies will automatically default to CAD when the booking process begins, and any additional pre-cruise purchases associated with a CAD booking will be in Canadian dollars. Agencies and their clients, however, may request the pricing to be in USD as was previously offered.

To celebrate its system upgrade allowing bookings to be made in Canadian dollars, Windstar is offering <u>Canadian residents a chance to save up to 30%</u> off select sailings. The offer is only for travelers with a Canadian residential address on new bookings. Popular destinations such as Greece, the Mediterranean, Iceland and French Polynesia are included in the select sailings. The offer is available until July 31, 2024.

"Canada is one of our most important markets. We view it as a part of our primary North American business. But while Canadians are similar to our American guests in many ways, currency is one major difference," says Windstar Vice President of Sales Dianna Rom. "We're very glad to provide information on our cruises with Canada-centric pricing to make it easier for Canadians to calculate the cost and value of their Windstar cruise experience."

Currencies can be adjusted up until a payment is made. Once a payment is made, it will be set to that designated currency and the currency exchange rate is locked. The exchange rate will be reviewed monthly and updated accordingly.

"If a booking is changed from CAD to USD, the price of the booking will not change with fluctuating bank exchange rates," says Rom. "Once locked in, that will be the price of the booking in the selected currency."

Rom says the change will help advisors provide better value to their Canadian clients.

Along with the booking shift, Windstar Cruises will be creating CAD-priced flyers and other marketing materials. Travel advisors can access these through Windstar's online <u>Advisor Hub</u> or request them via their Windstar Canadian Regional Sales Manager Andrea Mendelsohn-East at <u>andrea.mendelsohn@windstarcruises.com</u>.

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## **About Windstar Cruises:**

With a fleet of six boutique all-suite and sailing yachts, each carrying between 148 to 342 guests, Windstar Cruises, voted #1 boutique cruise line, offers an intimate experience like no other. Guests can explore enchanting destinations across Europe, the Caribbean, Costa Rica, the Panama Canal, New England, Eastern Canada, South America, and the South Pacific. Plus, Windstar operates year-round in Europe and will offer two unique ship experiences in Tahiti starting in 2027. Windstar will introduce two new ships to its Star Class starting in December 2025 - the *Star Seeker* and *Star Explorer*. At Windstar Cruises, it's not just about travel – it's about creating experiences that resonate with the soul. With port-intensive itineraries, iconic destinations, exceptional service, and an innovative culinary program, every moment with Windstar is an opportunity for discovery and delight. Windstar Cruises is proud to be part of the Xanterra Travel Collection®, a distinguished group of global hospitality and travel companies with a legacy that spans over a hundred years 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.