



Windstar Cruises Hires Jess Peterson as Director of Destination Experience & Itinerary Planning as Fleet Expands, New Cruise Regions Added



MIAMI, FL, November 25, 2024 – With an expanding fleet of small ships and cruise regions around the world, [Windstar Cruises](#) has announced the hire of Jess Peterson as the award-winning cruise line's director of destination experience & itinerary planning. With an impressive background in travel planning and a deep passion and understanding for creating unforgettable guest experiences, Peterson will oversee the development of global itineraries that reflect Windstar's philosophy of "180 Degrees From Ordinary." Peterson will collaborate closely with the Windstar team on detailed revenue analytics while developing itineraries that offer guests unique opportunities for cultural engagement, culinary exploration, and extraordinary adventures. Peterson will also work with the team to further expand Windstar's portfolio of pre- and post-cruise packages.

Jess Peterson was previously with Windstar from 2016 - 2019 as its director of revenue and itinerary planning and led the company's expansion into four new operating regions: Japan, Alaska, Canada/New England, and Australia/New Zealand. Most recently, he has been an itinerary planning consultant. Peterson also spent four years at Hurtigruten Expeditions, where he worked in a range of itinerary and product planning roles, culminating in his position as vice president of customer experience and new product development.

"It's great to be back at Windstar, and I'm excited to help develop new and unique experiences for our guests with Windstar's talented team," shared Peterson. "The addition of two new ships is very energizing. I just returned from a three-week research trip to Asia where we're developing some amazing itineraries for our guests. We'll include popular ports and cities, but also surprising, lesser-known destinations. One of my personal favorites from the trip was Hanoi, Vietnam -- which has a beautiful historic quarter with great energy, people, and food. We're planning pre/post packages in places like Hanoi so our guests can truly experience the culture and local life."

Earlier this year, Windstar Cruises announced the expansion of its fleet with two new all-suite Star Class ships. *Star Seeker* (December 2025) will be Windstar's first-ever Star Class new build, followed by *Star Explorer* (December 2026). *Star Seeker's* Alaska and Japan itineraries for 2026 are currently available to book. Japan is proving especially popular and the line says 2027 Japan cruise dates will be open to book on December 10, 2024. Windstar Cruises plans to open the rest of the Asia deployment for *Star Seeker* in February 2025.

"Jess' hire will enable Windstar to increase its focus on the development of new itineraries and pre/post cruise experiences for our guests," shared Windstar Cruises Chief Commercial Officer Janet Bava. "Windstar is known for its small-ship itineraries that immerse guests in the destination, and we are investing even more now in our product team's ability to travel, research, and form local relationships so we can offer more of those intimate small-ship experiences we know our guests appreciate."

To learn more about small ship cruising with Windstar Cruises, contact a travel advisor, reach out to Windstar Cruises by phone at 866-851-4042, or [request a call](#) by a Windstar vacation planner. Cruises can now also be [booked online](#) with Windstar. Find more information on [Windstar Cruises here](#).

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MEDIA NOTE: Jess Peterson [image here](#). *Star Seeker* [renderings here](#).

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About Windstar Cruises:

With a fleet of seven 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, Alaska, New England, Canada, South America, Japan, 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 beginning with *Star Seeker* in December 2025 and followed by *Star Explorer* in December 2026. 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.