



Windstar Cruises Promotes Dianna Rom to Senior Director of Sales



MIAMI, FL, August 4, 2022 -- U.S. headquartered Windstar Cruises has promoted Dianna Rom to senior director of sales, leading the domestic and international sales team for the Windstar brand.

Rom has been with Windstar for seven years, first as a Midwest regional sales manager and most recently as director of field sales where she was responsible for managing all Windstar regional sales managers and business development managers. Prior to joining Windstar, Rom was the regional director of sales and marketing for Ohio State Park Lodges, formerly part of the Xanterra Travel Collection (Windstar's parent company), where she led the sales and marketing team for eight hotels.

"Dianna has always been a superstar performer," said Windstar Chief Commercial Officer Betsy O'Rourke. "We are excited to leverage her talent, expertise, and leadership for the benefit of the sales team and the overall Windstar brand in her new, expanded global role."

An image of Rom is available [here](#).

For more details on Windstar Cruises, visit www.windstarcruises.com.

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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; New England and Eastern Canada; the U.S. West Coast and Mexico; Arabia, and the South Pacific, including a ship year-round in Tahiti. Windstar launched the *\$250 Million Star Plus Initiative* to transform the three all-suite Star Plus Class yachts 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.