



Windstar Adds New Marketing Tools to Support Travel Advisors – MailPound and BranchUp

Seattle, WA, March 22, 2021 – A return to cruising is on the horizon, and [Windstar Cruises](#) has added two new tools, MailPound and BranchUp, that make it easier for travel advisors to share the line's wanderlust-inducing videos, news, and special offers with the click of a button (and even without a click, thanks to automatic feeds). Travel Advisors can sign up for both programs free via [Windstar's Advisor Hub](#).

"As part of our Star Promise program, which includes our commitment to provide fresh sales tools and support to make what travel advisors do simpler, we've added two new elements to support advisors in their efforts to reach potential travelers easily and at no cost to them," says Steve Simao, Windstar's vice president of sales.

MailPound is an email marketing program that allows advisors an opportunity to customize their email marketing outreach to clients. Advisors can easily personalize and forward Windstar promotions, videos and eBrochures to their clients as well as quickly upload them onto their social channels. The tool includes tracking (open rates, clicks, shares) and a chance to create a "Personal Travel Planner" by including multiple eBrochures and/or offers and videos. See a [MailPound tutorial](#) to learn more.

BranchUp is a marketing tool specialized in Facebook, and for agents who subscribe, it curates supplier promotions and posts them automatically to travel professionals' Facebook business pages. Advisors benefit from an automatic flow of chosen supplier content to generate engagement with their fans and more leads. BranchUp is a free service for all travel advisors; sign up at [branchup.com](#).

Windstar's sales team hopes the new, free tools make it easier for agents to market themselves and Windstar Cruises, especially the line's offers with a "limited time" booking window, such as the following programs sunsetting at the end of March:

Lower TC's on Star Advantage Group Dates– Tour Conductor credit earned at 7 beds booked on Star Advantage dates when travel advisors secure a group by March 31, 2021

For a limited time, groups will earn a tour conductor credit of 1:7 on Star Advantage Group dates. Windstar Cruises' Star Advantage group program also allows advisors to earn \$100 bonus commission for every client booked as well as a number of other amenities and discounts for clients. Advisors must only set up their group by March 31 to take advantage of the savings and can then sell into it later.

Sell Three, Sail Free – One of Windstar's most popular travel advisor promotions

If advisors sell three qualifying voyages in 2021 or 2022, they have the opportunity to receive a free cruise for themselves. The line hopes this promotion encourages advisors to sail and experience Windstar first-hand to be able to better sell its unique yacht style cruise to their clients.

Sail Small, Live Large with Big Perks – Windstar’s “Wave Season Offer” ending March 31, 2021

The offer encourages prospective cruisers to book early so as not to miss out amid the coming rush of travel planning. The Sail Small, Live Large with Big Perks offer lets travelers choose from a set of complimentary perks plus a reduced deposit of 5%.

For more on Windstar’s commitment to travel professionals and the Star Promise program/associated tools, visit <https://advisorhub.windstarcruises.com/starpromise>.

For updated information, reservations, and itineraries, visit www.windstarcruises.com.

Editor’s note: Find downloadable [images](#) here.

###

Contacts:

Sarah Scoltock, Director of Public Relations, Windstar Cruises / sarah.scoltock@windstarcruises.com

Sally Spaulding, Account Director, Percepture / sspaulding@percepture.com

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, Canada and New England, Tahiti and the South Pacific, Mexico and U.S. Coastal and Australia. Windstar launched the *\$250 Million Star Plus Initiative* to transform the three Star Class ships 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.