



## **Betsy O'Rourke Appointed Chief Commercial Officer of Windstar Cruises; Dianna Rom Promoted to Vice President of Sales**

**MIAMI, FL, November 3, 2022** -- U.S. headquartered Windstar Cruises announced two new appointments to its leadership team today. Betsy O'Rourke joins Windstar's team full time as its new Chief Commercial Officer and Dianna Rom is promoted to vice president of sales.

O'Rourke has been the Chief Commercial Officer for Xanterra Travel Collection, Windstar's parent company, for 10 years and picked up oversight of the commercial functions of Windstar in 2020. O'Rourke's move from Xanterra to Windstar puts her focus 100-percent on Windstar and growing the brand in the marketplace. The small ship line's marketing, sales and reservations teams report into O'Rourke who is responsible for the line's overall marketing strategy.

Before Xanterra, O'Rourke was senior vice president of marketing at Royal Caribbean International. During her career she's also led marketing teams at Wyndham Worldwide and the Travel Industry Association.

"We couldn't be happier to have Betsy fully focused on Windstar moving forward," said Windstar Cruises President Christopher Prelog. "She stepped up and ushered us through the challenges presented by the pandemic and her expertise has us poised for success in the luxury cruise market."

Dianna Rom's promotion to vice president of sales comes shortly after her promotion to Windstar's senior director of sales. In her new position, Rom oversees the domestic and international sales team for the Windstar brand and is responsible for developing sales strategies and sales goals for the cruise line. All sales roles including groups and charters report into Rom.

Rom has been with Windstar for seven years in various sales roles. 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's sales acumen and knowledge of the travel and cruise landscape is so helpful to all of us at Windstar," said Prelog. "She's approachable and friendly. She has great relationships

within the industry, and she's an incredible asset for us as we work together to strengthen the brand and reach new to Windstar cruisers."

O'Rourke will work remotely from Denver, CO and Rom works remotely in Ohio.

A headshot of Betsy O'Rourke is available [here](#). A headshot of Dianna Rom is available [here](#).

For more details on Windstar Cruises, visit [www.windstarcruises.com](http://www.windstarcruises.com).

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**Contacts:**

*Sarah Scoltock, Director of Public Relations, Windstar Cruises /*

*[sarah.scoltock@windstarcruises.com](mailto:sarah.scoltock@windstarcruises.com)*

*Sally Spaulding, Account Director, Percepture / [sspaulding@percepture.com](mailto:sspaulding@percepture.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.