



Windstar Cruises Expands Guest Services with New Leadership Appointments; Introduces 'Vacation Planning' Department

MIAMI, FL, April 22, 2024 - [Windstar Cruises](#), a leader in small ship luxury cruising, is expanding and rebranding the company's Guest Services department, including announcing the appointments of Jaymi Fiveash as Senior Director of Vacation Planning and Andrew Ironstone as Director of Outbound Consumer Sales.

The rebranding from Guest Services to Vacation Planning is meant to better reflect the team's expertise in organizing Windstar vacations, as well as to mark a fundamental change in the group's approach. "Rather than just managing the guest booking process, the emphasis will now be on proactive sales as well as specialized expertise to craft personalized vacations for Windstar's diverse customers and travel partners," explains Janet Bava, Windstar's Chief Commercial Officer.

In the elevated role of Senior Director of Vacation Planning, Fiveash assumes responsibility for overseeing inbound and outbound reservations, the passenger air program, onboard cruise consultants, and pre-cruise guest operations. With more than a decade of experience with Windstar, Fiveash's journey within the company spans various roles starting as a Vacation Planner in Guest Services. She will now establish dedicated teams specializing in outside sales, inbound reservations, and a groups team to support the trade and sales department. Onboard cruise consultants are also an important part of her Vacation Planning team. All vacation planners are U.S. residents who have sailed with Windstar and are well-versed in the brand.

"At Windstar, our goal is to provide the best vacation experience for each individual, whether that be a completely all-inclusive vacation with air, hotel, transfers, drinks, excursions, and other onboard amenities, or an a la carte experience created with you by a Vacation Planner," says Fiveash.

Andrew Ironstone joins Windstar as the Director of Outbound Consumer Sales, tasked with developing and leading the Outbound Reservations team to drive sales growth initiatives. Ironstone will be responsible for establishing and cultivating relationships with new Windstar guests, as well as providing personalized booking experiences like connecting the company's most loyal guests with a Vacation Planner to guide them through their entire booking process.

Ironstone is a seasoned professional in the cruise industry, having previously led the Outbound Sales growth initiatives at Crystal Cruises and Silversea Cruises. Andrew most recently took charge of a team comprising over 100 outbound sales agents at Princess Cruises, where he played a pivotal role in ensuring the achievement of their monthly and yearly sales targets.

"We are thrilled to refocus our guest services operations as a new Vacation Planning team, combining Jaymi's wealth of experience cultivated over years of commitment to Windstar Cruises with Andrew's expertise in building and leading call center teams within the cruise industry," said Bava.

Windstar recently announced the addition of two new ships to its Star Class fleet. The first of the two ships, new-build *Star Seeker* which is currently being constructed in the WestSEA shipyard, is expected to be delivered in December of 2025, followed by *Star Explorer* in December, 2026.

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

An image of Fiveash [can be found HERE](#).

An image of Ironstone [can be found HERE](#).

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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. Passengers 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 - *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.