



Windstar Cruises Announces Brand Collaboration with London's Iconic The O2



Star Legend sails under London's Tower Bridge

MIAMI, FL, February 20, 2025 – [Windstar Cruises](#) today announced a new sponsorship with AEG (Anschutz Entertainment Group), the world leader in sports and entertainment. Starting in February, Windstar will become the official cruise line of AEG owned venue The O2, the world's most popular live entertainment, leisure, and retail destination.

As the world's busiest arena, The O2 hosts over 200 events a year and has welcomed legendary artists and comedians including U2, Trevor Noah, Adele, The Rolling Stones, Billie Eilish, Chris Rock, Madonna, Beyoncé, Drake and many more since opening in 2007. It has also been home to world-class sporting events including the London 2012 Olympics, NBA season games, UFC, and the Laver Cup.

Windstar's sponsorship reinforces a company commitment to supporting and working with brands in the Anschutz Corporation family. Windstar Cruises is owned by Xanterra Leisure Holding, LLC, which like AEG, is part of the Anschutz Corporation. The sponsorship brings Windstar brand exposure across the venue to reach new potential travelers for the line's small ship cruises. Visitors to the newest Premium space, The NinetyThird by Qatar Airways, will see a Windstar ship model on display year-round.

As the second largest cruise market globally, the UK is a key growth focus for Windstar. Windstar Cruises is strengthening its presence in the region, working with The Cruise Line, which recently launched a new UK website with pricing in pounds. Itineraries created to appeal to UK travelers include a new series of 3- to 4-day cruises sailing roundtrip from London departing from the iconic Tower Bridge, 11-day Canary Islands cruises sailing roundtrip from [Santa Cruz de Tenerife](#) November through February, easily accessible sailings in the

Mediterranean and Greece, and two 7-night Northern Europe voyages with homeports in London.

“We are thrilled to be showcasing our brand in this iconic venue and to be reaching new prospective guests for Windstar,” said Windstar President Christopher Prelog. “AEG, The O2, and Windstar are all leaders in their respective categories, and we feel this is a great first step in a meaningful and rich collaboration.”

Nathan Kosky, Vice President at AEG Global Partnerships commented: “We warmly welcome Windstar Cruises, our newest sponsor to The O2, as they explore new opportunities for their expansion. We look forward to working together to showcase their offering to the millions of fans who visit the venue every year.”

To plan a small ship cruise with Windstar or learn about booking offers, contact a travel advisor, reach out to Windstar Cruises by phone at 1-800-258-7245, or [request a call](#) by a Windstar vacation planner. UK residents can find information on the [UK website here](#) and call the UK phone line 0800-008-6682.

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Photos: Press [images here](#).

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About Windstar Cruises:

With a fleet of seven all-suite and sailing yachts serving up to 350 guests, Windstar Cruises 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, Japan, Asia 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 Leisure Holding, LLC is owned by The Anschutz Corporation, the ultimate owner of the Broadmoor, Sea Island, and entertainment giant AEG, Anschutz Entertainment Group.

About The O2:

[The O2](#) is world's most popular live entertainment, leisure, and retail destination.

The world-famous, 20,000-capacity arena, operated by [AEG Europe](#), hosts over 200 events each year, and has sold over 30 million tickets since opening in 2007. A multi-award-winning arena, The O2 has been recognised as Billboard's 'Venue of the Decade' for the 2020's and has been certified as 'A Greener Arena' by sustainability specialists A Greener Future.

Welcoming over 10 million visitors each year, The O2 is also home to the 2,750-capacity live music club indigo at The O2, roofwalk attraction [Up at The O2](#), up to 70% off RRP across 60+ brands in [Outlet Shopping at The O2](#), as well as [a range of leisure attractions](#), and [over 30 bars and restaurants](#) within the venue's Entertainment District. A full day-out destination conveniently located just 15 minutes from central London, there's plenty to enjoy under one iconic roof.

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