



Costa Cruises' New CostaClub Kicks Into High Gear

February 5, 2016

The club of Costa's most loyal guests celebrates its 15th anniversary with some great innovations: two new membership clubs, new benefits, and an extraordinary and exclusive contest to win 15 years of cruises. And more than 3 million cruises have been taken by members of the CostaClub since its inception.

Genoa, 5 February 2016 – Costa Cruises celebrates the 15th anniversary of CostaClub, the guest loyalty program that focuses on **innovation and change**, values that have always been the cornerstones of the Italian company's business strategy.

Starting 1st February 2016 the CostaClub proposes **great new ideas** to make its members even happier: **two new membership clubs, new limits and rules for accumulating points as well as new benefits** to reward the most loyal travellers with **exclusive and personalised privileges**. A program that **not only** includes **discounts and gifts** but, above all, **exclusive services and experiences on board and at home**.

"The new CostaClub is an important investment by Costa in terms of ideas, energy and resources, and all based on a passion for innovation and for people that provides inspiration and guidance for our work every single day, putting our guests and their desires in the spotlight. – stated Neil Palomba, President of Costa Cruises. – From when the CostaClub began 15 years ago, our most loyal guests have taken more than 3 million cruises with us: we listened to, gathered together and analysed their opinions and their needs and worked intensively together with onboard personnel and travel agents with the objective of creating the best system of benefits in the cruise world".

The 15th anniversary of CostaClub was celebrated on board the Costa fleet with special events dedicated to members. Club members include those who just turned **18**, along with our most loyal guest who is more than **102 years "young"** and recently completed a Costa cruise in the Mediterranean. In addition to a large number of **Italians, French and Germans**, members come from **203 different countries**: **19** of the most loyal have completed **4 around-the-world cruises**, one guest has taken **100 cruises over the last 5 years**, for a total of **871 days on board**, and another has chosen the **same ship 40 consecutive times** for his dream vacations.

The main innovations proposed as of 1st February by CostaClub include **two new membership clubs**. The **Perla Diamante Club**, designed especially for the most loyal guests, is the **highest level and most exclusive club with the most rewards** that offers extraordinary privileges to enjoy a truly exclusive cruise experience: home luggage pick-up and delivery; immediate embarkation; "super upgrade" for the purchase of an additional cruise with respect to the previous year, allowing guests to purchase an internal cabin and travel in a suite; dedicated onboard staff for booking services; free access to the Club Restaurant during the entire cruise; front row theatre reservations; dedicated excursions with limited number of participants; and a 20% discount on Privilege Departures for the 2016 program. Then, there is the **Ambra Club** dedicated to those who have never cruised with Costa, to give them their first chance to savour the experiences that make their cruise so special. With the introduction of these two new categories, the new number of membership clubs jumps to **six - Ambra, Acquamarina, Corallo, Perla, Perla Oro and Perla Diamante** - each with exclusive and personalised benefits and privileges.

In the new CostaClub the **points** for each membership club will be **calculated based on the cruises of the last three years**. The base points accredited for each cruise day will be incremented according to the type of cabin selected, so that each guest's level will increase much faster. Costs for Costa-related airfare and onboard expenses will also

contribute to accumulating points.

Finally, to celebrate the CostaClub's 15-year anniversary, Costa Cruises has launched a fantastic **contest with 15 years of Costa cruises as prizes** for two persons in a cabin with balcony (and a jackpot of Euro 50,000). **All members who register on the CostaClub.it site up to 30 April 2016** can participate.

For detailed information about program benefits visit the website www.costaclub.us .

For additional information:

Costa Cruises

Press Office - Tel. +39 010 5483523 / +39 010 5483068 - costapressoffice@costa.it

Gabriele Baroni – Communication Director – mob. +39 3497668013 - baroni@costa.it

Press releases and photos available on www.costapresscenter.com