

COSTA CRUISES



Game changing for Costa in Asia

Costa Cruises opens a new chapter in Asia's cruise industry this year with the arrival of its third ship *Costa Serena* and the launch of Asia's first 'Around-the-World' cruise on *Costa Atlantica*.

A focus on Asia and China

Costa Cruises will set a new milestone as the first international cruise line with three ships based in Asia when *Costa Serena* joins *Costa Victoria* and *Costa Atlantica* in April. The new arrival will increase Costa Cruises' capacity in Asia by 74% to better meet growing demand.

Costa Atlantica will soon achieve another honour by being Asia's first "Around-the-World" cruise to sail from Shanghai. It will offer an experience customised to the needs of Greater China guests, featuring Chinese-speaking crew members and Asian cuisines.



Atrium, Costa Serena

These moves will significantly strengthen Costa Cruises' presence in China, which is set to become the world's second largest cruise market by 2017. Costa was the first cruise company to sail from China back in 2006.



Theatre, Costa Serena

Italy at Sea

Costa Serena with other two Asia fleet which have been operating successfully for years – *Costa Victoria* and *Costa Atlantica* – will offer Costa Cruises' unique brand of "Italy at Sea" experiences in terms of hospitality, cuisine, design, entertainment and shopping.

Costa Cruises, a pioneer of Asia's cruise industry, is the first international cruise line to



Mr Buhdy Bok

"Costa Cruises provides a unique 'Italy at Sea' concept that gives our guests a rich and immersive experience in Italian culture – from hospitality, to cuisine, and to art. Our ships, decked out in distinct Italian elements, and our services combine to give the comfortable, right-at-home feeling on board."

Mr Buhdy Bok

President Costa Asia
Costa Cruises Asia Pacific & China



4D cinema, Costa Serena

operate homeport cruises out of Shanghai. In 2015, Costa will offer more than 200 cruises in Asia, departing from Shanghai, Tianjin, Hong Kong, Singapore, Fukuoka, Yokohama, Incheon and Pusan.

COSTA ASIA FLEET

1 Costa Serena

THEME

Greek and Roman mythology. The ship is christened "Ship of God" and is positioned as "Ancient Rome at Sea". The decor is inspired by Olympian Gods and the ship is a proud showcase of Italian art, culture, cuisine and wines. Special entertainment include 4D cinema and Grand Prix Simulator.

CAPACITY

3,780 passengers



2 Costa Atlantica

THEME

Italian cinema and art – "Venice at Sea". Each deck is named after films by Italian film maestro Federico Fellini, while more than 400 artworks made it a floating art museum.

CAPACITY

2,680 passengers



3 Costa Victoria

THEME

Italian fashion and elegance, with an indoor spa pool inspired by the splendour of Pompeii, Bar Capriccio glamorously decorated with mosaics of Emilio Tadini and top European designer boutiques with duty-free prices.

CAPACITY

2,394 passengers

About Costa Cruises

Costa Crociere S.p.A. is the leading cruise company in Europe and Costa Cruises (www.costacruisesasia.com) is the first international cruise company to operate homeport cruises in the China market since 2006. For the past 9 years, Costa Cruises holds the principle of customer-oriented and focuses on innovation and excelsior to bring Chinese passengers the most creative and high-quality cruise products with the flavor of "Italy at Sea". According to CCYIA, Costa Cruises continues its leading position in China with 35.98% market share of homeport cruise journey in 2014.