



Costa Cruises And The Ligurian Regional Administration Join Forces To Promote Tourism In Savona: New Local Tours Of Discovery Of The Township From The End Of June

June 17, 2016

Cruisers arriving in Savona on the Italian company's ships will be able to go on new walking tours leaving from the Palacrociere cruise terminal, visiting the Cappella Sistina, Priamar Fortress and Torre del Brandale and including stops with tasting of typical local products

Genoa – June 17, 2016 – Costa Cruises and the Ligurian Regional Administration have announced a brand new initiative designed to promote tourism in Savona. Starting from the end of June, cruise guests arriving on the Italian company's ships will be able to go on a walking tour specially designed as a journey of discovery of the town and its typical products.

"This initiative stems from our partnership with the Ligurian Regional Administration and is intended to be another major contribution towards further development of the town's vocation for tourism. Some 1 million of our cruisers come here every year, from countries around Europe and internationally, and now they will have the chance to discover the best of Savona, with its treasures that are little known even in the rest of Liguria and which we want to help convey to the world. We were the first to believe in Savona as a cruise destination back in 1996; over the years it has become our main port of call in the Mediterranean and its reputation as tourist resort is growing all the time," said Costa Cruises President Neil Palomba.

"The Regional Administration continues to be actively engaged in the promotion of Savona and environs," commented the Governor of Liguria Giovanni Toti. "We believe that this area can and must become a center of Mediterranean tourism. With a partner like Costa Cruises, I am sure that we will achieve great things and finally foster that part of our heritage that is hidden or, even worse, forgotten. This administration is convinced that tourism is an industry with great investment potential. We are laying the groundwork for development of the system as a whole and we are doing so intelligently, the aim being to capitalize on our rich history and splendid array of attractions."

The Ligurian Regional Administration's Councilor for Culture and Communication Ilaria Cavo added, *"I was very impressed by Costa Cruises' willingness to meet the needs of local stakeholders. The fact that cultural attractions like these, which are maintained only thanks to the efforts of volunteers, will now be visited by thousands of tourists on walking tours is a wonderful opportunity for their promotion. It will also be a booster for the local economy and is reward for the efforts made in this area to date. I will be announcing the news to Savona personally. Culture will be one of the main means of re-energizing the tourism industry in Liguria."*

The new Savona walking tours for Costa's guests start from the Palacrociere cruise terminal and include visits of the Baroque Cappella Sistina, the Priamar Fortress and the landmark Torre del Brandale. Like on any other Costa shore tour, cruisers will be accompanied by professional guides who speak the languages of everybody on the excursion, and who will explain the history of these monuments and their wonderful art, architecture and culture.

The tours will also feature stops in some of the old-world shops in Savona's picturesque old center with tasting of typical local products – such as focaccia, *farinata* (a kind of chickpea pancake), chinotto and amaretti – plus a visit of ceramic workshops. Guests will then have time at leisure before returning on foot

to the Palacrociere. The walking tour lasts around 3½ hours.

Between the end of June 2016 and the end of 2017, Costa's ships will be porting in Savona about 300 times, and the walking tour of discovery of the town will be available for guests on every single one. In particular, the flagship Costa Diadema will be at the Palacrociere every Saturday on her 7-day Western Mediterranean cruises.

For further information:

Costa Cruises - Press Office - tel. 010 5483523 / 010 5483068 - costapressoffice@costa.it

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

Davide Barbano – Media Relations Manager – cell +39 334 6525216 - barbano@costa.it

Press releases and photos available at www.costapresscenter.com

Ligurian **Regional Administration**

Jessica Nicolini

Press Office of the Ligurian Regional President – cell +39 40-3964399 - jessica.nicolini@regione.liguria.it