



Costa Cruises Wins The World Travel Market Award For Italy

October 25, 2018

Company receives prestigious award as the most innovative Italian company in the sector

Genoa, October 25, 2018 – [Costa Cruises](#) is the Italian winner of the [WTM World Travel Leaders Awards](#). Selected among the nominations put forward by the WTM London Media Partners, the company will be officially presented with the award on **November 6 this year**, during the ceremony to be held for the World Travel Market Awards in London.

The award received recognizes **the most innovative companies in the sector** which have successfully introduced significant transformations in the world of organized tourism in recent years.

*"We are honored and excited to have received this award – says the Sales and Marketing Director Italy of Costa Cruises, **Carlo Schiavon** – We share this important recognition with all our colleagues on board and ashore, our commercial partners who support us every day and all our guests, who are always central to everything we do. Over the last 70 years, our main aim has always been to make our guests happy: which is why we work every day to innovate our product in order to satisfy and exceed their expectations".*

The reasons behind the prestigious award include the company's commitment to **sustainability**, demonstrated by the launch of the **4GoodFood** program last February, which aims to halve food waste on board by 2020, and the construction of **Costa Smeralda**, the new LNG-fuelled "green" flagship due to be inaugurated in November 2019. The award also recognizes the results achieved over the last two years, which have led Costa, **the only cruise company** in the world **flying the Italian flag**, to improve its **leadership in the Italian and European market**. Also rewarded are the efforts made to further strengthen **the link with organized distribution** through the innovative **CostaNext** service and training platform now used by over 8,000 Italian travel agencies.

Costa Cruises was supported in its candidacy for the award by the trade journal "**L'Agenzia di Viaggi Magazine**", a **media partner** of the London event.

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