



## The New CostaClub Is Born

September 18, 2015

*Two new membership clubs, new benefits and an incredible contest to celebrate CostaClub's 15th anniversary.*

*The restyled CostaClub confirms the innovative talents and commitment of the Italian company to offer its guests the best cruise experience in terms of quality, services and privileges.*

*All details are available from a new site created especially for members: [www.costaclub.it](http://www.costaclub.it)*

Genoa, 18 September 2015 – **Costa Crociere celebrates the 15th anniversary of its CostaClub**, the guest loyalty program **that focuses on innovation and change**, the cornerstones of the Italian company's business strategy.

In fact, **starting in 2016, the CostaClub will be completely renewed** to offer what will be absolutely the best cruise experience: **two new membership clubs, new limits and rules for accumulating points as well as new benefits**, to award the most loyal travellers with **exclusive and personalised privileges**. A program that not only includes **discounts and gifts** but, above all, lots of **services and onboard experiences**.

*"The new CostaClub is one of the biggest investments in ideas, energy and resources that Costa is developing, based on passion for innovation and for people, providing the inspiration for our work every single day that, as always, puts our guests and their desires in the spotlight. – stated Neil Palomba, President of Costa Cruises. – We listened to, gathered together and fully analysed the opinions and needs of CostaClub members and worked hard with all onboard personnel and travel agents, our partners during the first meeting of the Agora project, with the objective of creating the best system of benefits in the cruise world".*

The biggest novelty is the brand new **Pearl Diamond Club**, the **highest level, most exclusive and award-winning** club with **extraordinary benefits that will allow its members to experience all the thrills of an inimitable cruise**: 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 staff; free access to the Club Restaurant during the entire cruise; personalised mini-bar; 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 **Amber Club**, a brand new membership 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. This makes a total of **six membership Clubs - Amber, Aquamarine, Coral, Pearl, Pearl Gold and Pearl Diamond** - each with exclusive and personalised benefits and privileges.

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.

For all the details about the new program just visit the **new website**, [www.costaclub.it](http://www.costaclub.it), created especially for CostaClub Members.

Finally, to celebrate the *CostaClubs* 15-year anniversary, Costa Crociere is launching 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 from 16 September 2015 to 30 April 2016** can participate.