



## **A Profitable Public-Private Synergy: Costa Cruises Produces More Than 38 Million Euros And 661 Job Roles In Savona**

December 12, 2016

*These are the results of a study commissioned by Costa Cruises and carried out by PwC Italia, outlining the cruise company's positive contribution to the city of Savona and the entire local economic fabric.*

Genoa, 12 December 2016 - In the presence of the Mayor of Savona, Ilaria Caprioglio, the President of the **Region of Liguria, Giovanni Toti** and **Ligurian Regional Administration's Councilor for Culture and Education, Ilaria Cavo**, the study commissioned by **Costa Cruises** and carried out by **PwC Italia** was presented today, whose aim was to measure the economic impact of the cruise company on the city of Savona. The results show that in 2015 Costa Cruises' economic contribution to the local area was **38,563,474 euros**. Equally significant was the impact on employment, given that Costa's activities produced **661.2 FTEs (Full-Time Equivalent)**.

These important results were achieved thanks to the profitable partnership between the local councils and the company that benefits Savona's communities and surroundings.

The **city's mayor, Ilaria Caprioglio**, commented: *"It's an opportunity to focus on real figures, in order to understand how it's important for our community that Savona is Costa Cruises main homeport in Italy. The study highlights the undoubted economic impact generated by cruise terminal, cruise ships and cruise passengers visiting the city. The results presented today support our commitment to continue developing new strategies for the growth of the cruise industry in Savona, working together with the Region of Liguria and Costa Cruises."*

*"The Region of Liguria continues its commitment to promote Savona area, that was able to attract 1 million cruise passengers thanks to the positive co-operation between the Municipality and Costa Cruises – commented the **President of the Region of Liguria, Giovanni Toti** – The results of the study are the evidence that Costa Cruises and local institutions are working together for Savona, creating new initiatives to develop tourism, just like the walking tours allowing cruise passengers to discover the city and the local products. Since the beginning the Regional Council has always believed in the promotion of our region, creating communication campaigns like #Lamialiguria, which is based on the use of pictures and videos to attract new visitors in an innovative way"*.

The added value of the more than 38 million euros that Costa Cruises provides can be broken down as follows: **18,920,138 euros** come from the ships' **guests**, **13,046,654 euros** derive directly from the **company's activities**, while **6,595,681 euros** stem from the amount **crew members** spend. These figures are the result of the **230 annual departures and stopovers** made in Savona that bring **325,000 embarking holidaymakers** to the city, **334,000 guests** passing through the city and an average of **860 crew members** for each ship operating in the port of Savona. These flows of people in Savona generate an annual spend of **96 euros per guest arriving on Costa ships** and of **1,020 euros per Savona resident**.

*"The study effectively highlights the results achieved both through the worthy collaborations with local councils and the investments we have made in Savona over recent years," said **Neil Palomba, President of Costa Cruises**, "Our goal for the future is to continue with the job we have started, making Savona a long-term reference for sustainable development of the cruise sector. The new LNG powered ships, the first of which will arrive in 2019 and will be positioned in Savona, are a tangible sign of our commitment. "*

The study which is presented today is part of a collaboration plan that brings together Costa Cruises, the Municipality of Savona and the **Port Authority**, ratified by the signing of a **three-year memorandum of understanding** in November 2015, with the aim of creating sustainable development in the city's cruise sector. Its main areas of involvement concern environmental protection, social and economic impact and publicising of the results achieved. Furthermore, from July 2016, the cruise company has set up an initiative with the Region of Liguria and the Municipality of Savona that gives cruise passengers arriving at Savona **the exclusive chance to take an excursion exploring the city and discovering its local produce.**

*For further information:*

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