



Record Level of Guest Satisfaction for Costa Cruises

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In February, the Italian company achieved a Net Promoter Score of 55%, the highest it has ever recorded, mainly due to the increased appreciation for its exotic destinations.

For the next summer season, Costa is aiming for excellent results with Costa Victoria and other new products.

Genoa, 12 April 2018 – [Costa Cruises](#) has achieved **record satisfaction levels** for its holidays. In February, the **Net Promoter Score (NPS)** recorded from guests on board the fleet's ships was **55%**, the highest in the company's recent history.

The NPS is a metric that measures the proportion of "promoters" of a product, brand or service, in other words the people that would recommend it to a friend or colleague. The number ranges from -100% to +100%. An NPS of more than 50% is considered excellent.

"Our primary goal in our 70 years of history has always been to make our guests happy. With all the hard work we have put into product innovation in recent years, the satisfaction and loyalty of our guests have increased significantly, also among new customers. This is a very positive factor for us and for our business partners, whose suggestions are of great help as we constantly strive to improve. And it provides further proof that offering Costa cruises in travel agencies is a guarantee of success," commented **Massimo Brancaleoni**, SVP Worldwide Sales for Costa Cruises.

The largest NPS increase for Costa was in Caribbean, Indian Ocean and Dubai cruises, thanks to the product being given a more distinctive flavour: the services offered on board were more in keeping with the itineraries, and some operational improvements were also implemented. This was joined by the continuing high levels satisfaction with Mediterranean and South American cruises.

"Our guests are always at the heart of everything we do. We are committed to constantly innovating our product every day, to ensure that our cruises leave them increasingly satisfied. For spring and summer, we are looking forward to seeing much appreciation for Costa Victoria, which we have invested in heavily, and for other innovations that we will introduce across the fleet in the areas of entertainment and cuisine," said **Giuseppe Carino**, VP Guest Experience & Onboard Sales for Costa Cruises.

Since 30 March Costa Victoria has returned to regular service in the Mediterranean, after renovation work costing **11 million euros** was carried out in Marseille's ship repair yard. The most important work took place in the cabins and indoor and outdoor public areas, and a new "tapas and paella bar" was also added. In fact, during the next summer season the ship will offer a one-week itinerary of sun, sand and fun in Spain and the Balearic Islands.

The new features on board the Costa ships will include new cabaret shows in the theatres and pool parties when the ship sets sail, as well as new menus and starters to be shared with cruise companions before dinner. Costa Deliziosa and Costa Fascinosa will also have a big surprise in store for kids with PJ Masks mascots getting them involved in lots of fun activities.

For further information:

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