



## **Costa Cruises Enters Second Tripartite Partnership with Singapore Tourism Board and Changi Airport Group to Grow the Fly-Cruise Market in Asia**

Singapore, 4 October 2018 – Costa Cruises today announced that it has entered its second tripartite partnership with the Singapore Tourism Board (STB) and Changi Airport Group (CAG). The three-year tripartite partnership will leverage Costa’s global presence, Singapore’s cruise hub status and Changi Airport’s air hub connectivity to further enhance Southeast Asia’s appeal as a cruise destination.

The partnership will see joint-marketing initiatives rolled out in different countries where Costa operates worldwide, and includes creating attractive packages especially for Costa’s guests. It is expected to bring in over 100,000 international fly-cruise visitors to Singapore over three years.

Costa Cruises was the first cruise company in the world to start regular cruises in Asia back in 2006. Currently 4 ships out of the 14 total of the Costa fleet are based in Asia year round. The Costa Fortuna is a ship with a total capacity of 3,470 guests, and currently deployed in the Far East. It will be homeported at Singapore from mid November 2018 to March 2019.

“Costa Cruises is a pioneering company in the cruise market, constantly innovating its product offer in order to deliver guests an unforgettable cruise holiday experience. We are thrilled to strengthen the opportunity to further develop such an exotic destination like Singapore, where Costa has a longstanding presence and which offer a big potential for the cruise holiday market thanks also to the presence of the international Changi Airport,” said Neil Palomba, President of Costa Cruises.

Singapore is a popular gateway to the Southeast Asian region for cruise visitors, due to its strategic location, dynamic tourism landscape, and leading air and cruise infrastructure. In 2017, Singapore welcomed 421 ship calls and logged a passenger throughput of 1.38 million. This represents an increase of 3% and 17% respectively over 2016 figures.

“STB is delighted to enter into another partnership with Costa Cruises and Changi Airport Group. Costa Cruises is a valued partner that has homeported out of Singapore for over 10 years. This latest collaboration will leverage Costa’s strong brand in key long-haul markets in Europe to further diversify our cruise visitor source markets, and strengthen Singapore’s position as the region’s homeport of choice,” said Yap Chin Siang, Assistant Chief Executive, Policy & Planning Group of STB.

Changi Airport Group’s Managing Director for Air Hub Development, Lim Ching Kiat said, “With Changi Airport’s strong air connectivity to more than 400 cities worldwide, Singapore is well-positioned to serve as a cruise hub for the region. We are excited to enter a second tripartite partnership with Costa Cruises and Singapore Tourism Board, as this will provide greater opportunity to grow the fly-cruise segment – part of our strategy to provide sustained growth for our partners and the Changi air hub.”



### **About Costa Cruises**

Costa Cruises is an Italian company that is part of Carnival Corporation & plc, the largest cruise group in the world. For 70 years, the ships of the Costa fleet have been travelling the world's seas offering hospitality and authentic Italian style holidays, distinguished by exquisite food, fine wines, unique shopping experiences, and a comprehensive selection of famous Italian brands. Currently the Costa fleet has 14 ships in service, all flying the Italian flag. Four new latest generation ships will enter into service by 2021: two ships fueled by liquefied natural gas (LNG), the world's "cleanest fossil fuel", and two ships specifically designed for the Chinese market. Costa represents Italian excellence, and every day surpasses the expectations of its guests with a unique and unforgettable holiday experience. It does this thanks to the approximately 19,000 employees around the world who work to provide the best of Italy on board, with 140 different routes, 250 destinations and 60 ports of embarkation.

### **About Changi Airport Group**

Changi Airport Group (Singapore) Pte Ltd (CAG) ([www.changiairportgroup.com](http://www.changiairportgroup.com)) was formed on 16 June 2009 and the corporatisation of Singapore Changi Airport (IATA: SIN, ICAO: WSSS) followed on 1 July 2009. As the company managing Changi Airport, CAG undertakes key functions focusing on airport operations and management, air hub development, commercial activities and airport emergency services. CAG also manages Seletar Airport (IATA: XSP, ICAO: WSSL) and through its subsidiary Changi Airports International, invests in and manages foreign airports.

Changi Airport is the world's sixth busiest airport for international traffic. It served a record 62.2 million passengers from around the globe and handled 2.13 million tonnes of airfreight throughput in 2017. More than 400 retail stores and 140 F&B outlets are situated across four terminals to cater to passengers and visitors. With over 100 airlines providing connectivity to 400 cities worldwide, Changi Airport handles about 7,200 flights every week, or about one every 80 seconds.

### **About Singapore Tourism Board**

The Singapore Tourism Board (STB) is the lead development agency for tourism, one of Singapore's key economic sectors. Together with industry partners and the community, we shape a dynamic Singapore tourism landscape. We bring the Passion Made Possible brand to life by differentiating Singapore as a vibrant destination that inspires people to share and deepen their passions. For more information, visit [www.stb.gov.sg](http://www.stb.gov.sg) or [www.visitsingapore.com](http://www.visitsingapore.com) or follow us on Twitter @STB\_sg ([https://twitter.com/stb\\_sg](https://twitter.com/stb_sg))