



*POSIDONIA SEA TOURISM FORUM
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Session: Destinations, Cities & Ports



Greece & the cruise industry



GREECE IS THE THIRD COUNTRY OF DESTINATION (AFTER ITALY AND SPAIN) IN EUROPE

4,5 ML OF PASSENGERS* (SHARE OF 17,8%)

A TOTAL EXPENDITURE BY CRUISE LINES OF 580ML €
(PAX, SHIPS TECHNICAL, CRUISE LINES PURCHASING, CREW)

PIRAEUS IS THE 5° PORT OF TRANSIT IN THE MED BASIN &
THE 3° HOME PORT AFTER BARCELONA AND CIVITAVECCHIA

* Source:

European Cruise Council 2011

Contribution of Cruise Tourism to the Economies of Europe



COSTA CROCIERE: A HISTORY IN GREECE



1996: Costa had 93 cruises visiting Greece

(8 SHIPS: Daphne, Riviera, Eugenio, Marina, Allegra, Classica, Mermoz, Victoria)

2001: Costa had 108 cruises calling Greek ports

(7 SHIPS: Riviera, Tropicale, Allegra, Marina, Classica, Romantica, Atlantica)

2011: Costa has 156 cruises with 474 calls in Greece

(9 ships: Marina, Allegra, Romantica, Victoria, Atlantica, Medit., Fortuna, Pacifica, Delziosa)

Ibero Cruceros has 148 calls (16 T/A in Piraeus)

Costa new buildings are always deployed on the East Med itineraries



DESTINATIONS ARE FAMOUS AND, EVEN MORE, THEY ARE KNOWN AS ATTRACTIVE BY OUR AVERAGE GUEST WORLD-WIDE

(CULTURE/ARCHAEOLOGICAL – LANDSCAPES – BEACHES)

THE GEOGRAPHIC LOCATION PLAYS A RELEVANT ROLE

LONG SEASONAL PERIOD – WINTER CRUISING

REGIONS WHERE MANY ATTRACTIVE PORTS ARE PRESENT, ARE CERTAINLY PREFERRED BY POTENTIAL CUSTOMERS

FOR A YOUNGER PRODUCT (COSTA+IBERO) THE SEA AND BEACH ATTRACTIONS BECOME MORE IMPORTANT

SHIPS CONGESTION & PEOPLE POLLUTION

(islands)

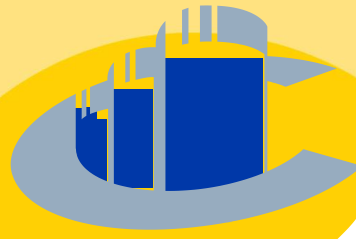
PLENTY OF BEAUTIFUL DESTINATIONS TOO SMALL
FOR THEIR RECEPTION CAPACITY

(guides & coaches – shore capacity for big groups)

ENVIRONMENTAL SERVICES SHALL BE IMPROVED

(quality & costs)

TARIFF REGIME & POLICIES



Costa

Ευχαριστώ - Thank You