

# Cruise operators brochures

**C**ruise brochures are generally very attractive, quite thick, very colourful, rich in inspiring photographs and information, and contain details about each cruise operated. An introduction is also provided with general information about the company (historical notes, awards, business partners) pointing out special offers or reductions for a specific sector of clients,

advantages for membership card holders and travel insurance conditions.



Nowadays the whole system of paper brochures is challenged by online web sites and online bookings; it is time for the cruise sector to rethink brochures because from a recent survey operated by cruise operators we find that almost 45% of all brochures printed in a year remain uncracked and unused.



## COMPANY PROFILE



**Costa Crociere S.p.A.** is headquartered in Genoa. For more than **65 years** this historic brand has been taking the best of Italian hospitality, cuisine and entertainment around the world, on dream holidays that are both relaxing and fun. In 2000 Costa Crociere S.p.A. launched an investment plan to expand the fleet that currently is valued at around **11 billion euros**. Costa Crociere S.p.A. is part of the **Carnival Corporation & plc group**, the world's leading cruise ship operator.

Last year, **98%** of all passengers were satisfied clients.

There are **80,000** Travel Agencies working with Costa Crociere all over the world.

### STAFF

The company is able to count on a young and international staff: 70% of Costa's **19,000 employees** - consisting of about 16,000 on board and 3,000 ground staff - are under 40 years old and come from 70 different countries.

### AWARDS

Costa Cruises is also the first company in the world that was awarded by RINA\* with the voluntary "**Green Star**" notation for the whole fleet. The assignment of the Green Star means that RINA has certified that all Costa's vessels are

operated in an environmentally responsible manner and help protect the air and sea in the areas where they sail. The Green Star notation is based on the highest environmental protection standards for the prevention of pollution of the marine environment and it is actually stricter than the prevailing provisions of the international MARPOL\*\* convention.

### DESTINATIONS

Costa ships provide the chance to visit no fewer than **261 different destinations**, with approximately **131 different itineraries**, from **60 embarkation ports**. They sail in the **Mediterranean, Northern Europe, Baltic Sea, Caribbean, Central America, South America, United Arab Emirates, Indian Ocean, Far East and Africa**, as well as offering Around the World cruises and Grand Cruises, that allow guests to visit several continents on one single holiday. There are approximately **2,200 excursions** available.

### FLEET

The Costa Cruises fleet in service comprises **14 ships**, all flying the Italian flag, plus one new ship - the flagship **Costa Diadema**.

### OUR CUSTOMERS

A cruise can fulfil all kinds of wishes, it is perfect for all age groups. On board you can

- spend your time relaxing and admiring spectacular sunsets and starry nights;
- revive your body and mind with an array of European spa amenities and Ayurvedic treatments;
- enjoy yourself with activities, games, shows and live entertainment.

Children (2-12) and junior passengers (13-17) are very welcome, a special daily programme of activities is arranged for their fun.

\*RINA Service s.p.a. (Registro Italiano Navale) offers services of ship classification, certification, verification of conformity, inspection, and testing.

\*\*MARPOL (Marine Pollution): International convention for the prevention of pollution from ships.





## 1 Match each word to its definition.

- |                         |       |   |
|-------------------------|-------|---|
| 1. fleet                | ..... | a. People working in ports of call.                     |
| 2. cruise ship operator | ..... | b. Name of a company.                                   |
| 3. brand                | ..... | c. Large ship.  |
| 4. on board staff       | ..... | d. Group of ships owned and operated by a cruise liner. |
| 5. ground staff         | ..... | e. Sea habitat.   |
| 6. vessel               | ..... | f. Selection.   |
| 7. marine environment   | ..... | g. Company owning and managing cruise ships.            |
| 8. array                | ..... | h. People working on cruise ships.                      |



## 2 **PAIR WORK** Write and act out a dialogue between a travel agent and a customer about the "Beyond the pillars of Hercules" cruise including:



- departure and arrival port ■ dates and times ■ duration and route ■ length of stay in Casablanca ■ price for ocean view cabin ■ air fare ■ name of the ship

## Costa Crociere: BEYOND THE PILLARS OF HERCULES

Starting from £349

**Route:** Italy, France, Spain, Portugal, Morocco **Departure dates:** 20, 31 January 2017

**Ship:** Costa Fascinosa ([click here](#) for details) **Number of nights:** 11 **Departure:** Savona

**Travel document:** Passport

**Included in the price:** Port taxes and registration fees.

**Not included:** service charges (adults £8,50 per day, children under 14 £4,25 per day, children under 4 free), travel insurance, tips, extras. The service charge will be paid on board at the end of the cruise.

The price is per person based on double occupancy and valid to residents of the UK only; availability is limited and may vary if additional optional services are chosen.

### Itinerary

Day	Destination	Arrival	Departure
1	Savona (Italy)	-	17:00
2	Marseille (France)	08:00	17:00
3	... cruising ...	-	-
4	Cadiz (Spain)	09:00	18:00
5	Lisbon (Portugal)	08:00	17:00
6	Casablanca (Morocco)	13:00	-
7	Casablanca (Morocco)	-	22:00
8	Tangier (Morocco)	09:00	20:00
9	... cruising ...	-	-
10	Valencia (Spain)	08:00	19:00
11	... cruising ...	-	-
12	Savona (Italy)	08:00	-



### Special Prices:

Departure	Inside	Ocean View	Ocean View Balcony	Suites	Samsara suite (Ocean View+Balcony+spa treatments)
20, 31 Jan 2017	From £349.00*	From £449.00*	From £499.00*	From £1,229.00*	From £979.00

Prices per person and valid to residents of the UK only. The price includes the flight from the principal airports in the UK.