

COSTA'S MANIFESTO

For a value-driven,
sustainable and inclusive tourism.



1 Communities, before destinations

We look at our destinations not simply as places full of tourist attractions, but first of all as communities made up of people, with their own traditions, culture, economy. Places with a unique identity, to be protected and promoted.

2 We grow together

We support a resumption of tourism that coincides with the revival of local communities' heritage, employment and economy and that creates value for the entire ecosystem. In the long term, we look at a model of tourism that takes full account of its current and future economic, social, and environmental impact, balancing the needs of visitors, operators, the environment, and host communities.

3 We are allies

We work together with local communities for a tourism capable of generating measurable and lasting value, while fully respecting the uniqueness of the local environment and culture. We are convinced that the vision of a sustainable, open, and enriching tourism can only be achieved through a **pact of collaboration**.

4 We are attentive

We want to proactively understand the needs of communities, dealing directly with local institutions, authorities and organizations that play a leading role in local ecosystems, and actively contribute to identifying, together, the best solutions.

5 We are explorers

We are dedicated to understanding the essence of our destinations and the roots of local communities, going beyond the surface. We offer our guests experiences, not just visits, that lead them to discover the places and the people that animate them in an attentive, respectful, and non-standardized way.

6 We are ambassadors

We spread and promote the uniqueness and beauty of Italy and our destinations all over the world to millions of guests who travel with us, travel agents and partners, and to the public that follows us on our communication channels or through media and social media.

7 We are open

Our ships are places of encounter, exchange, and inclusion. They host on-board initiatives aimed at local communities and transfer support and help ashore to those who need it most.

8 We invest in the future...

Through the enhancement and protection of local identities and traditions, combined with research and development and responsible innovation, we invest in the future of our industry and the communities that host us.

9 ...and in young people

We train and give space to ideas and the talents of a generation of respectful explorers, of future responsible citizens and tomorrow's tourism professionals. We encourage generational change in the arts and crafts, training young women and men to preserve and advance the uniqueness of their local identities.

10 We look to 2050

We are committed to ensuring that the leadership of tourism brands gets to 2050 based on the ability to create shared value and trusting relationships with local communities. We want to lead by example and encourage others to follow our model of sustainable and inclusive tourism.