

Costa App



October 2018

Costa App: the Mobile revolution



The new Costa App enables your Customers to experience the best of a cruise to access information and use features 24/7 directly from their smartphones, thanks to on-board wi-fi services.

Now available on board:

- Costa Diadema
- Costa Favolosa
- Costa Fascinosa
- Costa Luminosa
- Costa Deliziosa
- Costa Victoria
- Costa Pacifica
- Costa Mediterranea
- Costa Magic
- *And soon available for Costa Fortuna.*

Avoid the queues, overcome language barriers, customize the cruise and chat easily with this new **mobile revolution!**

Costa App

Basic Functions

Functions



The new Costa App offers many functions to Guests on board, some of them being available also in the pre-cruise phase.

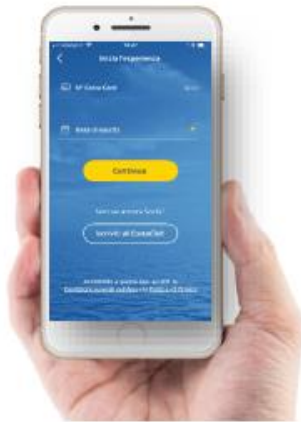


STEP 1
Connect to INTERNET and download the App from the App Store. (Internet connection required)



ONBOARD

Connect to ship's wifi network. Launch it and use it free of charge (NO internet connection required)



Guests log-in: Costa card + date of birth
Crew log-in: Crew Pass + date of birth



The itinerary



The new Chat



The onboard expenses



The Daily Program (ADVANCED FUNCTION)



PRECRUISE and SHORESIDE

To login, an internet connection is required. There are two types of login:

- “CostaClub login” with CostaClub credentials
- “Light login” with Booking number and date of birth

ONBOARD

No internet required. The App runs on onboard servers; users must connect to the shipboard wi-fi network. There are two types of login also on board:

- “CostaClub login” with CostaClub credentials
- “Simple login” with Costa card number and date of birth



PRECRUISE and ONBOARD

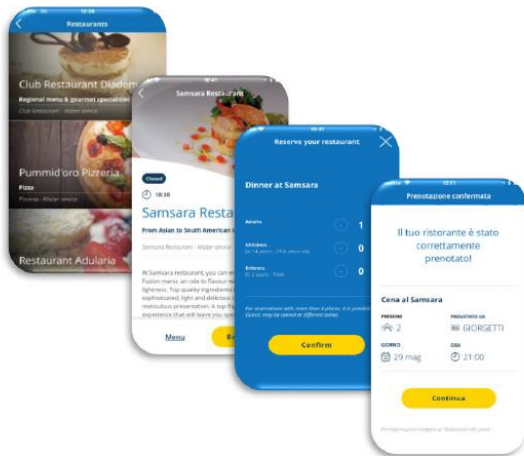
Guests can:

- Track names of the ports, arrival times and all boarding and departure times (data is automatically retrieved from onboard systems)
- Swipe and navigate through the itinerary
- Surf the burger menu to access the App features



ONBOARD

Users can chat with other Guests (one to one)
In future versions, chat will have an extra feature to add a group (one to many).



PRECRUISE

Before the cruise guests can check:

- List of restaurants
- Restaurant description and location on the ship's map

ONBOARD

During the cruise guests can:

- Check list of restaurants and opening times, restaurant description, menu, location on the ships' map, and in future versions, also map the way to the restaurants
- Make a restaurant reservation



PRECRUISE and ONBOARD

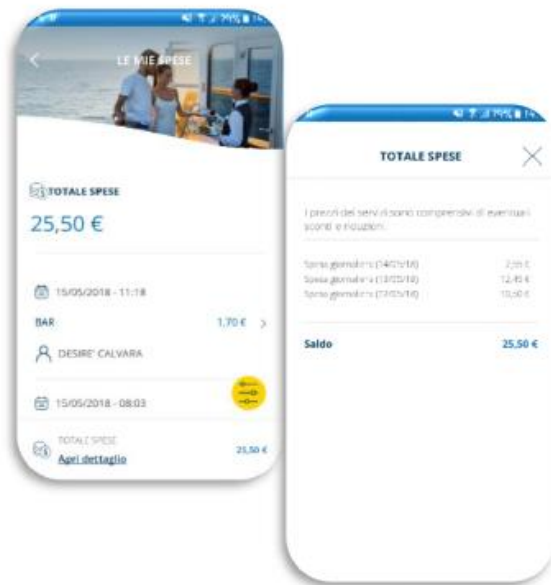
Before the cruise guests can check:

- The list of ports with available excursions
- List of available excursions grouped by category
- User can filter by category
- Content: description, images, videos

ONBOARD

All above + shore excursion booking.

Onboard Expenses



ONBOARD

Guests can check their folio in real time.

The Costa App

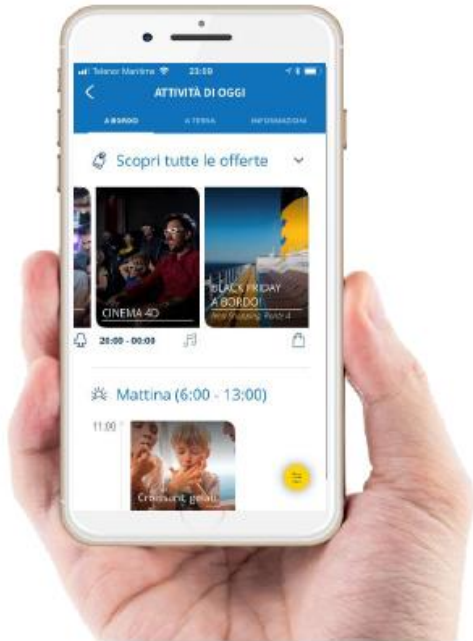
Advanced Functions

Advanced Functions: Diario di bordo

The advanced functions are from the *Diario di Bordo* and allow Guests to see events and activities listed on a time-line

Now available only on:

- Costa Diadema
 - Costa Deliziosa
 - Costa Luminosa and by December on all Costa ship
(*Fortuna and Victoria in 2019*)
-



Events and activities listed on a time line

- Daily events schedule on the ship; each event includes a description and an image.
- Filters by category
- “Favorites” feature with a reminder for upcoming events
- Promotions and offers

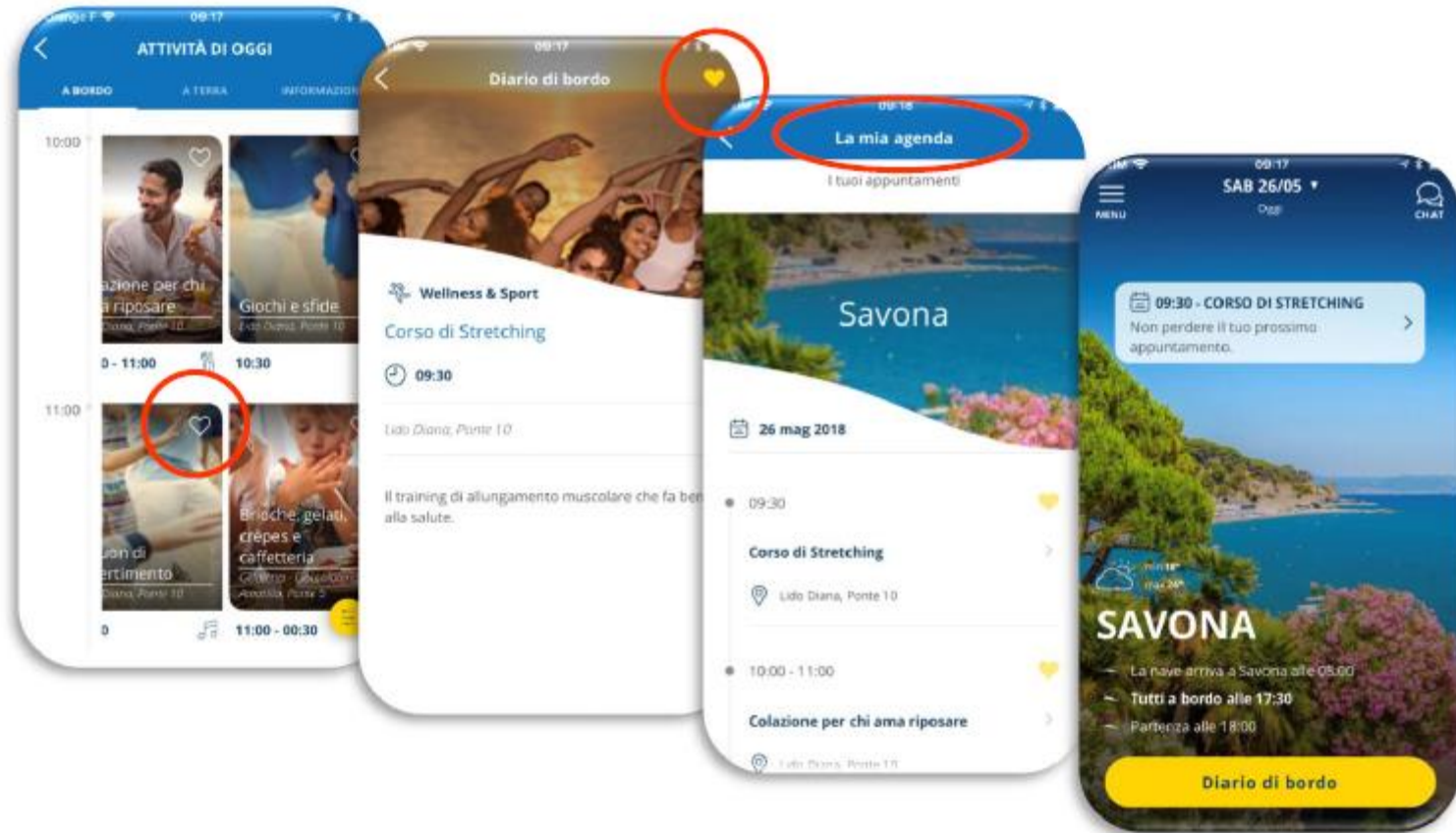
Shore Excursion Departure

- Meeting point and time departure of purchased shore excursion (personalized by user)

Useful information

- Review helpful information about ship services and features

Diario di Bordo and favorites



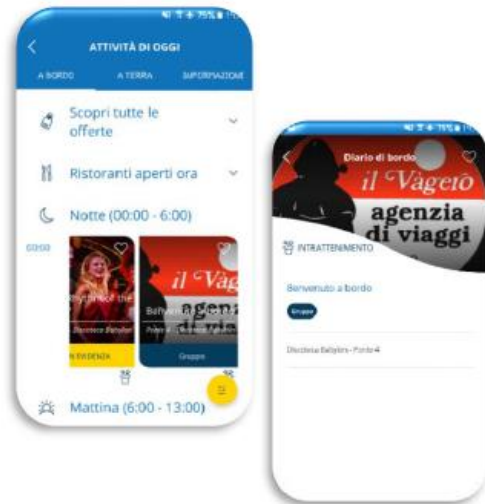
My agenda and notifications



Group Personalization available

Diario di Bordo: Group Personalization

Available only in the App
(Personalized printed version for Group is no longer available)



Groups can personalize the Diario di Bordo with the logo and specific/wording (activities) created by the group representatives prior to the cruise.

For a better Guest experience of the Guests belonging to the group, personalization with logo only will no longer be accepted

Group members will be automatically identified by their Group ID when they log-in and will see the activities and events personalized for their group.

Individual Guests associated to the group with no group ID can not be linked to the group

Group Personalization: Rules



Logo and content must be provided to the group specialist of the booking department no later than 7 working days prior the cruise departure

The group specialist shall receive the specific sentence/wording in the language that the Guests will see on the App:

- Activity title: max 50 characters included space
- Activity description: max 500 characters included space
- Logo: 72 dpi; to fit 1000 by 1000 pixels

The name of the group must always be clearly included in all Activities.
Example: The Vagero wish you a nice Cruise





Thank you!
Download the App and have fun !

