



PRESS RELEASE

Port of Livorno at Cruise Shipping Miami 2014

More space for Hospitality: Port of Call and Home Port

Eleven berths for cruise ships and ferries, three passenger terminals

Livorno: The port for Tuscany: the gateway a short distance from the most famous cities: Firenze Pisa, Lucca

More space for hospitality: eleven berths for cruise ships and ferries and many areas and infrastructures for facilities and businesses for passengers..

The Port of Livorno is a unique gate to Tuscany, a short distance from the most visited art cities such as Firenze, Pisa, Lucca.

Today the Port of Livorno is even better equipped. Last November saw the opening of a new third Cruise Terminal located at berth No. 46/47 at Alto Fondale Quay, where ships longer than 300 meters can berth safely. This Terminal offers extensive areas for passengers in transit, who will find dedicated services and welcome areas at their disposal. The Terminal is also equipped for passenger turn-around, luggage handling and Custom clearance. Despite its vocation as a destination port, Livorno can now regard itself as a Home Port, due to its particular peculiar geographical position at the centre of the Mediterranean, just a short distance from Pisa (20 minutes), Florence (60 minutes) and Lucca (35 minutes).

The Port of Livorno is also close to Pisa International Airport. The Alto Fondale Terminal has a 3000m² sq. covered area for facilities and a 10000m² parking area for shore excursion buses and shuttle buses.

As a home port, as well as first class infrastructures for passenger embarkation and disembarkation, it offers its clients the competitive advantage of combining arrivals and departures with excursions to the most popular Italian tourist destinations. So Port of Livorno can offer its Cruise Line clients the "Fly and Cruise" solution.

Cruise Shipping is an extraordinary opportunity for the Port di Livorno to show the new face of Port of Livorno and the offer to discover all of Tuscany.

Our larger stand located in the ICE Italian Pavilion is divided in two different areas: Cruise Port with technology to enable visitors to see the new infrastructures, businesses and facilities for passengers (there is a 65 inch table touch screen). The other area concerns Costa Toscana Cruise: "the other face of Tuscany".

Miami 2014 is a first chance to find out all about Costa Toscana Cruise, a new brand which involves four itineraries called: Livorno and Grand Duchy of Tuscany, Bolgheri and Wine Roads, Elba Island and



the Pearls of the Tyrrhenian, and the Etruscan Coast. Visitors can experience the other face of Tuscany through four 42 inch wall-mounted monitors. This is why we called our brand “Costa Toscana Cruise, Easy to Discover”.

An extraordinary participation involves Regione Toscana introduced by a roll up display featuring the advertising campaign “Voglio Vivere Così – I want to live this way”.

Porto Livorno 2000 is the organization that manages the cruise terminal, the maritime passengers station, information services, vehicle parking and transport within the port of Livorno.

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For contact and info:

Press Office

Serena Veroni- Ph: +39 0586.202928 -

e-mail. s.veroni@portodilivorno2000.it