

## COSTA EDUTAINMENT SPA PRESS PACK

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## **COSTA EDUTAINMENT: A GROUP WHICH COUNTS OVER 13 MILLION VISITORS A YEAR**

Costa Edutainment S.p.A, with twenty years of pioneering experience in the sector of *edutainment*, is the leader in Italy in the management of sites and large public and private structures dedicated to recreational, cultural and didactic activities and scientific research.

The word Edutainment, acronym for Educational and Entertainment, is the best definition of our company's **mission: meet the growing request for a qualitative way to spend leisure time, combining culture, education, entertainment, emotion and fun in unique and meaningful experiences.**

Costa Edutainment counts today over **13 millions visitors a year, managed directly or through its partners.**

Costa Edutainment, as well as the **Acquario di Genova, the biggest indoor aquarium in Europe**, manages the **Galata Museo del Mare with the submarine Nazario Sauro**, the **Biosfera**, the **Bigo panoramic lift** and the sensory journey **Dialogo nel Buio**.

Nationally, Costa Edutainment also manages the **Cattolica Aquarium**, since year 2000, the **Livorno Aquarium**, which re-opened to the public on July 31st, 2010, the **Cala Gonone Aquarium** in Sardinia since September 1st, 2011 (in collaboration with Panaque srl), and the **Oltremare** and **Aquafan** parks in Riccione since October 2013; since March 2014, it manages also the **Italia in miniatura** park in Rimini; the latter three, together with the Cattolica Aquarium, form the new integrated **Costa Parchi** hub. It manages also **Mediterraneo Marine Park in Malta**.

Costa Edutainment counts around **500 employees**, hosts **3 millions visitors** and has an **annual turnover of 62 millions Euros**.

Costa Edutainment supervised the transformation of the old Zoological Garden of Rome into "Bioparco" (biopark) from 1998 to July 2004, when Bioparco S.p.A. was turned into "**Fondazione Bioparco di Roma**" (foundation Biopark of Rome).

**Since 2004, Costa Edutainment is a member of the "Associazione Festival della Scienza"** (Science Festival association); it is the organizer of the scientific exhibition which takes place every year in Genoa and in the Liguria Region at the end of October.

**Since 2008, Costa Edutainment is a partner of "Genova Palazzo Ducale Fondazione per la Cultura"** (Genova Palazzo Ducale Culture Foundation), an institution instructed to enhance the heritage of the initiatives and of the cultural networks, within a strategy which aims at guaranteeing a strong bond between the urban requalification and the quality of culture, for the city's benefit.

The entrepreneurial spirit, the strong educational mission and the close relation with the territory, make Costa Edutainment a unique group in Italy, capable of ensuring a high level of local involvement as well as a strong economic impact on the areas where it operates.

Since 2014 Costa Edutainment has entered **Italian Entertainment Network**, a new Italian operator which aims to be leader in the organisation of big events and in the cultural field in order to compete at an international level with almost **1000 people and an annual turnover of 160 million Euros**.

The company is also involved directly in the **Civita Group**, a company involved in the protection and development of the Italian cultural and environmental heritage, with an **annual turnover of around 80 million euros and 900 people, through the management of around 100 museums, among which 5 of the 6 most visited sites in Italy**. Part of Civita Group is **Opera Laboratori Fiorentini** which manages the **commercial spaces of the Vatican Museums**, the **Uffizi Gallery, the Gallery of the Academy and the Duomo of Siena**.

In June 2019, **Costa Edutainment strengthened its leadership position in the edutainment sector thanks to a new shareholder (40%), Oaktree Capital Management, through its new European private equity investment fund.**

Today, Costa Edutainment manages more than 13 million visitors per year, either directly or through its subsidiaries.



## The facilities directly managed on the Genoese territory

### Acquario di Genova

**It's the biggest aquarium in Europe.** Built on the occasion of Expo '92, celebration of the fifth centenary of the discovery of the New World by Christopher Columbus; it has now reached its fifteenth year of activity. It has been managed since 1993; it is an exceptionally successful facility and has a focal role for the city and for the school and scientific world.

The Acquario di Genova boasts 70 tanks which reproduce aquatic habitats from all over the world; its hosts 400 different species, i.e. 15.000 specimens, including mammals, birds, reptiles, amphibians, fish and invertebrates.

**On the occasion of its 25th anniversary, in 2016 Acquario di Genova has undergone a massive renovation to assert its leadership as the largest and most amazing aquarium in Italy and in Europe**, with its capability of arousing surprise and excitement thanks to new visit experiences. It presents a brand new exhibition path thanks to cutting-edge exhibit designs, state-of-the-art digital installations and an extensively renovated light and sound design and a tight daily schedule of speeches allowing the visitors to interact with the staff members that take care of the animals every day, in order to uncover secrets and curiosities about this place, where life blooms over and over again.

**With 1,2 million visitors a year and more than 27 millions visitors since its opening**, the Acquario di Genova is among the most visited tourist-cultural destinations in Italy (source *Dossier Musei 2009* by the Italian Touring Club). The attendance data reward it both in terms of individual tourism and organized tourism. The latter, especially promoted by Incoming Liguria, has been reporting 350.000 visitors a year.

**In 2008, the Acquario di Genova was included in the 3<sup>rd</sup> Report "Nostra Eccellenza" by Eurispes**, which highlights one hundred institutional and entrepreneurial successful experiences, selected within the national panorama, as examples of an efficient Italy, which provides excellent services and which produces, creates work places and contributes to the growth and establishment of the Italian image in the world.

There are different scientific activities available within the facility, which counts 40 members of staff – biologists, aquarists and veterinaries – who look after the animals. The Acquario di Genova actively cooperates with many Universities, with the CITES office for the foster care of distressed animals and for the rescue of beached specimens. Furthermore, it is member of the EAZA, the European Association of Zoos and Aquariums.

Noteworthy is also the educational commitment for the public and youngsters awareness, particularly the knowledge and preservation of the environment; about 100.000 students every year take part in workshops and didactic paths, which have been devised and offered by the specialized staff of the Aquarium.

In this regard, during 2012 the renewal of a three-year **memorandum of understanding** has been signed between **the Ministry of University Education and Research and the "Fondazione Acquario di Genova Onlus"**; it was aimed at promoting and enhancing the environmental education within the educational process of the youngsters in the various orders and levels of education on a national level.

**In 2018 the Acquario di Genova obtained the fifth place in the Top 10 most appreciated aquariums in the World according to TripAdvisor®**, the biggest site of travel reviews in the world. The classification was made by choosing between the ten aquariums with the most reviews posted by visitors on TripAdvisor.it.

**From 2014 to 2018, the Acquario di Genova obtained the Gold Seal for the consumer service quality** ("I migliori in Italia – Campioni del Servizio", Istituto Tedesco Qualità e Finanza).

The Acquario di Genova owes its success to different reasons: from the **ongoing innovation** in terms of tanks, hosted species, tourist offers and communication, to the **constant attention to the client**, in order to be able to meet the growing request of a qualitative use of the spare time, from the action of **environmental awareness** on line with the mission of the facility to the **integrated system** which links the Acquario di Genova to the other facilities managed by Costa Edutainment in Genoa – the Galata Museo del Mare with the submarine Nazario Sauro, the Biosfera, the Bigo panoramic lift, the Dialogo nel Buio – and which makes up the AcquarioVillage world.

### Galata Museo del Mare

The Galata Museo del Mare, looked after by Mu.MA and managed by Costa Edutainment, is the largest sea museum of the Mediterranean with 28 rooms distributed on 4 levels, where visitors can "get on board" and discover the history of navigation according to an itinerary based on four ages of seafaring: the oar age, to be discovered on a galley and in an



ancient shipyard, the sailing age dominated by vessels and subsequent clippers, the steam age, which marks the birth and establishment of steam boats and the age of the great Italian migrations on transatlantic liners and today's migratory phenomenon on improvised boats. The "visitor-actor" can get on board the galley to explore the interior and discover the life of slaves, convicts and "buonavoglia" volunteer rowers; experience life on-board of the Nazario Sauro submarine; travel with Italian emigrants directed to the United States, Brazil and Argentina on great ocean crossing ships and deal with the story of today's immigrants in Italy. Thanks to the 4d outfitting of the Sala della Tempesta, visitors are invited to get onboard a sloop and row to afford, in a multi-sensory experience, a storm near Cape Horn. On the upper floor of the Museum, there is a panoramic terrace which offers a stunning 360-degree view over the city and the port.

## **Bigo**

This lift was built by Renzo Piano in 1992 on the occasion of the celebrations organized in Genoa to celebrate the 500 years' anniversary of the discovery of America by Christopher Columbus. The characteristic Bigo panoramic lift allows visitors to see Genoa from an unusual perspective, admiring at the same time the wonderful view of the city clinging to the surrounding hills and its port. The lift goes up to about 40 metres from the ground and it can carry up to 66 people.

## **Biosfera**

The Biosfera is a glass and steel structure which measures 20 m in diameter and weighs 60 tons. It was designed by Renzo Piano and it was built and placed in the Porto Antico area on the occasion of the G8 Summit held in Genoa in 2001.

Since October 2003, the so called "Bubble" hosts a complex ensemble of tropical animal and vegetal organisms. The historical botanical collections owned by Genoa City Council supplied some rare specimens of tropical trees: besides the famous tree-ferns, probably the biggest potted tree-ferns in the world, there are also some plants which are traditionally cultivated for human use, such as rubber, coffee and cocoa plants.

This small yet rich botanic garden where butterflies, birds such as scarlet ibises, amphibians and reptiles wonder freely, represents the beauty, complexity and frailty of tropical forests. These natural systems are among the richest in terms of biodiversity and see their boundaries shrinking rapidly due to the fast development of human activities.

A computerized system controls the internal climate, regulating the temperatures through convection movements, foggy effects and lamellar currents.

## **Dialogo nel Buio**

Dialogo nel Buio (Dialogue in the Dark) has recently been added to the structures of AcquarioVillage; it is an extraordinary multi-sensory journey that takes place in the complete absence of light, through everyday-life settings and situations. Dialogo nel Buio is housed in the barge moored in the Darsena marina and granted by Fincantieri to the David Chiossone Institute, a non-profit organization for the blind and visually impaired. **Dialogo nel Buio** is accessible - subject to booking - either as a single event or combined with a visit to the Nazario Sauro submarine. For further information and prices, please visit: [www.dialogonelbuio.genova.it](http://www.dialogonelbuio.genova.it)



## The facilities on the national territory.

### Acquario di Cattolica

On 11<sup>th</sup> June 2000 the "Parco del Mare Le Navi" opened in Cattolica; it is set within an area and futurist architecture historic buildings dating back to the Thirties, protected by the "Soprintendenza dei Beni Culturali" (Superintendence for Cultural Heritage), which are situated on the beach in front of the sea. The Acquario di Cattolica is located inside the Park, which belongs to the "Regione Emilia Romagna"; it is the greatest aquarium of the Adriatic and it homes about 3.000 specimens of 400 different species, including sharks, penguins, hammer sharks, turtles, reptiles and amphibians, kept in 100 exhibition tanks.

Since December 2010, Costa Edutainment is the holder of 70% of the shares of "Parconavi S.p.A.", of which it has always been a shareholder and in which it has invested about 8.5 million Euros from 2000 up to today.

The remaining 30% of the shares is held by "Ferrim srl", a company belonging to the Ferretti family, meaning Alberta and Massimo, and by "Immobiliare Corte S.p.A.", a company which refers to the Gerani family.

The acquisition of the majority share by Costa Edutainment responds to a logic of expansion on the national territory, in a very strategic area like the Emilia Romagna Riviera.

[www.acquariodicattolica.it](http://www.acquariodicattolica.it)

### Aquafan

Riding the waves for almost 30 years, Aquafan is the most famous water-park in Europe, thanks to its spectacular water games, countless events and its being known as a fashionable, trendy seaside venue. It has placed Riccione and the Adriatic Coast among the top tourism destinations, and is a testimonial to the capacity for innovation of an area whose vocation is to provide hospitality. Aquafan opens for the 2014 season on June 7<sup>th</sup>.

During the day, entertainment is provided by the fantastic water slides, which are more than 3km long in total: from the Kamikaze to the Extreme River, from the Speedriul to the River Run, from Surfin'hill to the Twist and the Tobogas, to the latest addition StrizzaCool, the family attraction that allows 4 people at a time to go down the slide in a rubber boat.

Together with many, many other aquatic games and the immense Wave Pool, Aquafan also offers many attractions tailor-made for younger visitors, with pint-sized slides and games. And then there are the relaxation areas, the shops, restaurant, food courts and all types of services.

As each year, a rich calendar of events is foreseen for summer 2014, addressed to every target group. Among these is the renewed collaboration with Radio DeeJay, whose most famous producers will be broadcasting live on a daily basis from Aquafan Studios.

Night-time events will also resume in June, with the largest Foam Party in the world and programming centred around the presence of world-famous DJs. [www.aquafan.it](http://www.aquafan.it)

### Oltremare

By entering the world of Costa Edutainment, the Oltremare Park in Riccione, celebrating its 10<sup>th</sup> anniversary in year 2014, has upgraded its services to offer its visitors quality time that combines knowledge and fun, in line with the edutainment approach. Visitors will be able to enjoy captivating experiences linked to nature, science and adventure in the various facilities of the 110,000 square-metre park, dedicated to the four natural elements - water, air, earth and fire - and to energy, starting on April 1<sup>st</sup>.

The objective of this upgrading is to renew the park's dedication to the promotion of knowledge, awareness, sensitivity and education in respecting and protecting the environment, using the emotions deriving from direct contact with nature. The main novelty in this sense, is the "Laguna aperta" (open lagoon): for the first time in Italy, all day, every day, the experts of the Dolphins' Lagoon will be available to the public, for a cognitive and emotional encounter with the dolphins in Europe's largest lagoon. Through the experiences of the people who take care of these animals every day, visitors will be able to learn about the lives of these cetaceans, their biology, their behaviour, including their play-time, their meals, veterinary visits and freestyle swimming.

Under the same approach, Oltremare offers various educational programmes: "Incontra il delfino" (meet the dolphin), "Addestratore che passione" (a passion for training) "Incontra i rapaci" (meet the birds of prey), "Falconiere che passione" (falconer for the love of it), events that allow visitors to understand the complex work of the people caring for these animals. The public can also take part in the fascinating "Volo dei rapaci" (flight of the birds of prey), with free-flying demonstrations and hunting simulations, visit the Fattoria farm or the Pianeta Mare gallery, dedicated to the Mediterranean Sea and the tropical seas, and discover the most representative species of these habitats and the giants that populate them: six large tanks reproduce different ecosystems and guide visitors on a true voyage of discovery of marine species that live in the abyss.

In the "Darwin" enclosure, a glass and steel dome equipped with the latest technologies, it is possible to inhale the atmosphere of a perfectly reconstructed prehistoric forest. The itinerary is completed with a reproduction of the River Po



Delta where, among the huts and traditional fishing scales, moves a world populated by freshwater fish, aquatic and migratory birds such as storks and herons, reptiles and amphibians .

Isola di Ulisse is another major attraction at Oltremare. It is dedicated to family entertainment: an area of more than 4,000 sq.m. with suspended bridges, pathways, ladders, poles and cables, a river to cross by boat and water cannons for fun summer battles. This summer also sees the return of the "L'isola che non c'era" musical, an exciting spectacle directed by Elena Ronchetti that won the Parksmania Award as best outdoor show in year 2013, in the fascinating scenography of the performance area. [www.oltremare.org](http://www.oltremare.org)

## **Italia in miniatura**

Italia in Miniatura is the unusual miniature park whose theme is the Italian historical, architectural and cultural heritage. Founded in 1970, it has welcomed 30 million visitors since its opening. The core of the theme park is a unique open air display of over 273 perfect scale reproductions of architectural marvels of the Beautiful Country and of part of Europe, placed on a total area of 85,000 sqm and surrounded by distinctive greenery made of over 10,000 plants and 5,000 real trees in miniature. In the years, exciting and original attractions have been added to amuse and excite a public of all ages. The park is nowadays a touristic and business excellence centered on edutainment, with the mission of turning art, science and history into amusing experience for visitors while providing successful educating projects for the schools.

## **Acquario di Livorno**

It reopened to the public on 31<sup>st</sup> July 2010 after being shut for 11 years and a restoration work carried out by "Opera Laboratori Fiorentini"; it is managed by Costa Edutainment S.p.A.

It is located along the promenade of Livorno, next to the "Terrazza Mascagni"; it enjoys a privileged location with a strong emotional and spectacular impact. It offers to the public a unique integrated tour path on the national territory: on line with Costa Edutainment philosophy, which combines in a single offer experiences linked to different culture, emotion, fun and education themes, the facility combines the aquarium exhibition - 32 tanks mainly dedicated to the Mediterranean Sea, with 150 species and a total of about 1.600 animals – with a space set up to hosts exhibitions, which are periodically renewed and allow an elaboration on the themes of art, history, culture and science.

[www.acquariodilivorno.it](http://www.acquariodilivorno.it)

## **Acquario di Cala Gonone**

The Acquario di Cala Gonone opened to the public on 10<sup>th</sup> July 2010; it was born out of an initial project by the American architect Peter Chermayeff and it was then realized with the second project by the Sardinian architect Sebastiano Gaias . Its architectonic structure is perfectly integrated with the environment, thanks to the employment of natural materials such as marbles from Orosei and Sardinian granite. In 2007, the Acquario architectonic project was awarded first place in the first edition of the Prize of the landscapes set up by the Regione Sardegna, for the promotion of interventions for the landscape quality and environmental sustainability.

The aquarium path is made of 24 tanks, which allow a dive into the Mediterranean Sea, starting from the shore to then reach the deepest waters, with a particular attention to the Sardinian marine ecosystems.

The path carries on with a dive into the Tropical waters, to then experience the feeling of the direct contact with the animals through a tactile tank.

[www.acquariocalagonone.it](http://www.acquariocalagonone.it)

## **Civita Group**

Together with ACEA and CIVITA, Costa Edutainment founded in 1998 "Zetema Progetto Cultura", a company which today belongs to Rome City Council and manages the whole "Sistema Musei Civici della Capitale" (whole system of the Capital's civic museums).

Since 1998, Costa Edutainment, directly or through Zetema or other companies of the CIVITA Group (Civita 3 Venezia, which controls in turn "Venezia Musei" and "Venezia Accademia"), operates within the field of the management of the Cultural Heritage, looking after about 40 museums and organizing events and exhibitions.

## **Costa Edutainment Consulting**

It is the Costa Edutainment division which puts to the market disposal its know how, acquired thanks to a unique experience in Italy, for new development projects within the cultural sector.

The entrepreneurial spirit, the strong educational mission and the close relation with the territory, make of Costa Edutainment a unique group in Italy, capable of ensuring a high level of local involvement as well as a strong economic impact on the areas where it operates.



The services offered consist of: market researches, feasibility studies, business plans, master plans, aquarium projects, start-up assistance, personnel training and operational management.



## The Fondazione Acquario di Genova Onlus

The “**Fondazione Acquario di Genova Onlus**” was created in 2003 on the occasion of the tenth birthday of the Acquario di Genova and it is strictly linked to the mission of the facility, which has always been committed to **raise awareness and educate the general public to preservation, management and responsible use of the aquatic environments, through an in-depth knowledge of the animal species and their habitats.**

The founders are **Genoa City Council and Province, Genoa’s University and Costa Edutainment**, whose representatives form the Foundations’ Board of Directors.

The “Regione Liguria” has granted legal personality to the Foundation on a regional level.

The aim of the “Fondazione Acquario di Genova Onlus”, a **non profit organization**, is to preserve and enhance the environment, with a particular reference to the preservation and correct management of the aquatic environments. In order to reach such an objective, the Foundation develops activities of popularization and education for the preservation and enhancement of the environment among the general public, awareness actions aimed at public and private Institutions and authorities, applied scientific research, in particular with the cooperation of Genoa’s University, by means of the relevant Departments and other specialized Institutes, and active safeguard operations of endangered aquatic ecosystems in different parts of the world.

The projects of the “Fondazione Acquario di Genova Onlus” can be divided into different theme areas:

- **Sea awareness and education of the users**
  - Progetto Subacquea per l’Ambiente (Diving for the Environment Project)
  - Progetto Nautica per l’Ambiente (Yachting for the Environment Project)
  - Eco-compatible coastal tourism
  - Responsible fishing and conscious consumption
  - Passaporto per l’Oceano (passport for the Ocean)
  - Protected Marine Areas and Cetaceans’ Sanctuary
  - Marine environment of the Genoese urban area (Progetto Genova e il suo mare, i.e. Project Genoa and its sea)
- **Activities of applied scientific research and active safeguard**
  - Posidonia
  - Delfini Metropolitani (metropolitan dolphins):
  - Progetto Emys (Emys Project)
  - Progetto Antartide (Antarctica Project)
  - Progetto Scogliere coralline (Progetto Maldive) (Coral Reefs Project – Maldives Project)
  - Endangered species *ex situ* conservation projects
- **International cooperation projects (Madagascar, Mali, Vietnam)**
- **Emergencies management in cooperation with the Acquario di Genova**
- **Rescue Activities for Cetaceans and turtles in distress**



## INCOMING LIGURIA AND C-WAY

Incoming Liguria is the **Tour Operator of Costa Edutainment, specializing in the organization of tourism packages for the Liguria region.**

The packages offered allow the combination of Nature and Culture, Fun and Entertainment, fully in keeping with the philosophy of Costa Edutainment, the leading company in the management of public and private structures dedicated to recreational, educational, cultural activities and scientific research.

**Incoming Liguria, with a turnover of around €5 million, is a leading company in Genoa in the field of hospitality.** Every year, in view of disseminating awareness of its products, Incoming Liguria publishes three sales catalogues addressed to the Italian market of Travel Agencies and Schools.

During year 2013, the Costa Edutainment group renewed its offer in this sector through the creation of the **C-way** brand, born from collaboration with Civita Cultura Srl and specializing in packages for the whole of Italy, including the facilities of Costa Edutainment and Civita, mainly in Liguria, Tuscany, Emilia Romagna, Lazio, Campania and Sardinia.

**In 2014**, Incoming Liguria and C-way presented the **new double catalogue for individuals**: "Incoming Liguria 2014", with suggestions for packages in Genoa and in Liguria, combined with "C-way 2014", with weekend and holiday suggestions for the whole of Italy, with particular reference to Siena, Pienza, San Gimignano, Rome, Milan, Cattolica, Livorno and Cala Gonone.

**C-way** is the brainchild of a group of tourism experts and two important Italian entities: **Costa Edutainment S.p.A.** and **Civita Cultura Srl**, a company belonging to the Civita Group, which is involved in the **management, promotion and development** of important sites linked to **culture, art and the environment, for the use of free time throughout Italy.** **C-way's strengths include a profound knowledge of and presence in the Italian territory**, values on which the new entity relies for the development of a solid selection of "**tailor-made**" journeys, often combined with access to Museums, Exhibitions, Aquariums and complemented by exclusive elements.

In order to face the challenges associated with this significant new enterprise, Incoming Liguria has engaged the services of two new executives: Maria Cristina Langi, the new product manager of the C-way brand, and Bruno Normanno, promoter for all the group's packages in the area of central Italy.

To view the full catalogue and all of the group's latest proposals, please visit: [www.incomingliguria.it](http://www.incomingliguria.it) and [www.c-way.it](http://www.c-way.it).

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