

## Cisalпина Tours opens in Cyprus

*Official event on board MSC Musica: institutions, partners and management celebrate the headquarter specialized in business travel "Marine". Limassol represents the fifth "foreign mosaic tile" of the internationalization plan of the Bluvacanze Group*

**Milano, July 19th 2023**

Cisalпина Tours has officially opened its office in Cyprus, specifically in the city of Limassol, which is known for its tourism and economic activities. The inauguration event took place on board Cruise Vessel MSC Musica and was attended by various institutions, partners, and management personnel, totaling around 150 attendees. This event provided an opportunity to discuss the international investments of the Bluvacanze Group and the expertise of the MSC Group, particularly in the fields of cruises, tourism, events, and business travel.

The Cyprus office marks the fifth expansion for the Bluvacanze Group since December 2022, as part of their global expansion, which is progressing rapidly and consistently. The upcoming expansions will focus on European capitals until the end of 2023, followed by the establishment of a presence in Durban, South Africa, to conclude this phase.

**Prabhat Jha**, CEO of MSC Shipmanagement Limited, emphasized the importance of extensive experience and trusted relationships in the business travel sector, especially within the maritime industry. He highlighted that the significant presence of MSC in Cyprus will facilitate synergies and exceptional opportunities for the local business community.

**Domenico Pellegrino**, CEO of the Bluvacanze Group, noted that the established presence of the MSC Group in Cyprus sets the stage for the development of their business travel unit, specifically catering to customers in the marine sector.

**Vaso Nikola Leonidou**, Managing Director of Cisalpina Tours Cyprus, expressed confidence in their team's expertise and years of professionalism, which will provide genuine added value to clients.

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**For editors:**

*Owned by **MSC Cruises**, the Group operates in the tourism sector with three different legal entities: Bluvacanze dedicated to tourist distribution, Going al Tour Operating and Cisalpina Tours to Business Travel and MICE (Meeting Incentive Congress Event).*

*In particular, **Bluvacanze** is basically the largest travel agency in Italy with around 300 owned sales outlets, in addition to another 600 independent agencies affiliated with its Blunet distribution hub.*

*The **Going tour operator** specializes on personalized and tailor-made trips, with 40 scheduled destinations, but has 4 further operating divisions, such as GOING4You which is a B2B digital platform for dynamic packaging, Going Resort for holidays in dedicated and exclusive structures for the Italian market, Going4Cruises for stay extensions combined in pre/post cruises in the most important international home ports of MSC Cruises, Going2Italy for the brand new incoming program and the marketing abroad of the best tourist experiences in Italy with a luxury target.*

*The Group is based in Milan and has another 4 branches in Turin, Rome, Padua and Naples. It has recently opened offices in New York, Turkey, Cyprus and Brazil with plans for 7 additional openings by 2023.*

**ABOUT CISALPINA TOURS**

***Cisalpinatours** is the group's TMC (travel management company) which organizes and manages the business trips of 800 national and international client companies, for around 2 million transactions a year. In addition to business travel, Cisalpina is dedicated to the organization and management of corporate events, incentive trips, congress programs and has an internal live communication agency called **Out of the Blu**.*