
COSTA CRUISES CUT 120 JOBS IN SOUTH FLORIDA



Costa Cruises has eliminated 120 positions at its marketing office in South Florida and is returning most of its ships to Europe. A company spokesman said Costa Cruises is making the move because it lacks the brand recognition associated with the likes of Carnival and Royal Caribbean and would do better selling cruises in Europe. A single cruise ship will be serving the U.S. market from Miami in 2011, reports Florida's CBS4. Costa has sailed out of the U.S. only during certain parts of the year and does not have a year-round presence as does Carnival and Royal Caribbean. The company will offer 15 cruises from South Florida in 2010 and 2011 as compared to 38 the previous year. Costa is one of six companies owned by Carnival.

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