

WORLD CRUISE 2021



INTRODUCTION



MSC WORLD CRUISE 2021 – OVERVIEW

World Cruise 2021

119 Days

5 Continents

33 Countries

53 Ports of call

- **MSC Poesia**
- **4** Embarkation ports: **Civitavecchia, Genoa, Marseille, Barcelona,**
- **59** Total Days at sea, no more than 4 consecutive
- **6** Overnights*
- **5th January 2021** – Departure date
- **What it is included:** 15 excursions – Mealtime drink package – 30% off laundry service



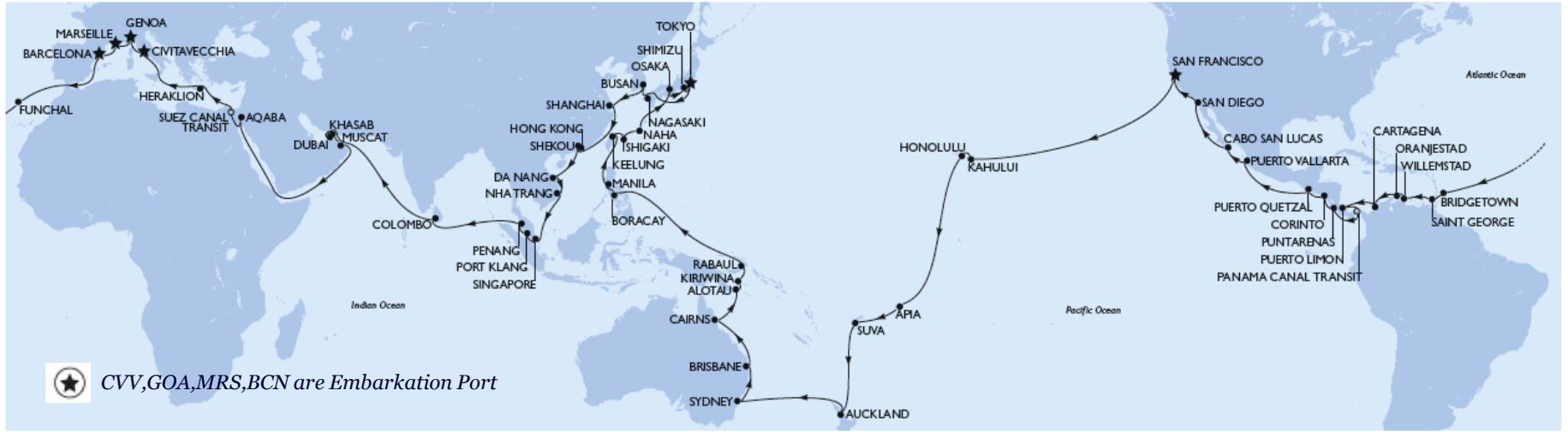
Data up to Dec 2018

+10 Countries Vs WOR2020 + 10 Ports Vs WOR2020

*6 Overnights: *San Francisco/USA, Sydney/Australia, Osaka/Kyoto and Tokyo in Japan, Shanghai in China, Dubai/UAE.*



ITINERARY- Overview



The **118-night** voyage sails roundtrip from **Genoa** and **Civitavecchia** in Italy, **Marseille** in France and **Barcelona** in Spain and takes us across the globe.

Going westwards, the first leg crosses the Atlantic to the islands of the Caribbean and through the Panama Canal sails the west coast (Costa Rica, Nicaragua, Guatemala and Mexico) to **San Francisco**.

The second leg visits the scenic Maui and then volcanic Hawaii, Samoa, Fiji, Auckland in New Zealand, Sydney and the Australian Golden Coast together with Cairns and the incredible Great Barrier Reef, Papua New Guinea and the Philippines and arrives in Japan in the most beautiful time (the cherry blossom).

After visiting Kyoto, **Tokyo** and Shanghai in China, the third leg cruises to Hong Kong, Vietnam, Singapore and Malaysia crossing the Indian Ocean to Sri Lanka and Dubai. Exploring Oman and Jordan (Petra) through the Suez Canal, **MSC Poesia** sails back to the Mediterranean.



ITINERARY- Leg 1

32 Days, 31 Nights

From Genoa – to San Francisco

Italy, France, Spain, Portugal, Barbados, Grenada, Curacao, Aruba, Colombia, Costa Rica, Niagaragua, Guatemala, Mexico, USA.



*Sales opening for the 3 legs to be defined



ITINERARY- Leg 2

46 Days, 45 Nights

From San Francisco – to Tokyo

USA, Samoa, Fiji, New Zealand, Australia, Papua New Guinea, Philippines, Taiwan, Japan.



*Sales opening for the 3 legs to be defined



ITINERARY- Leg 3

43 Days, 42 Nights

From Tokyo – to Genoa

Japan, Republic of Korea, China, Hong Kong, Viet Nam, Singapore, Malaysia, Sri Lanka, United Arab Emirates, Oman, Jordan, Greece, Italy.



*Sales opening for the 3 legs to be defined



ITINERARY – Full Itinerary

DAY	ARR	DEP
- Jan 4	CIVITAVECCHIA, Italy	... 19:00
1 Jan 5	GENOA, Italy	⊕ 18:00
2 Jan 6	MARSEILLE, France	⊕ 18:00
3 Jan 7	BARCELONA, Spain	⊕ 18:00
4 Jan 8	At sea
5 Jan 9	At sea
6 Jan 10	FUNCHAL, Portugal	08:00 18:00
7 Jan 11	At sea
8 Jan 12	At sea
9 Jan 13	At sea
10 Jan 14	At sea
11 Jan 15	At sea
12 Jan 16	BRIDGETOWN, Barbados	08:00 18:00
13 Jan 17	SAINT GEORGE, Grenada	08:00 18:00
14 Jan 18	At sea
15 Jan 19	WILLEMSTAD, Curacao	08:00 18:00
16 Jan 20	ORANJESTAD, Aruba	08:00 13:00
17 Jan 21	CARTAGENA, Colombia	18:00 10:00
18 Jan 22	At sea
19 Jan 23	PUERTO LIMON, Costa Rica	08:00 18:00
20 Jan 24	CTB PANAMA CANAL
21 Jan 25	At sea
22 Jan 26	PUNTARENAS, Costa Rica	07:00 17:00
23 Jan 27	CORINTO, Nicaragua	09:00 18:00
24 Jan 28	PUERTO QUETZAL, Guatemala	09:00 19:00
25 Jan 29	At sea
26 Jan 30	At sea
27 Jan 31	PUERTO VALLARTA, Mexico	07:00 16:00
28 Feb 1	CABO SAN LUCAS, Mexico	09:00 16:00
29 Feb 2	At sea
30 Feb 3	SAN DIEGO, USA	09:00 20:00

DAY	ARR	DEP
31 Feb 4	At sea
32 Feb 5	SAN FRANCISCO, USA	... ☾
33 Feb 6	SAN FRANCISCO, USA	⊕ 18:00
34 Feb 7	At sea
35 Feb 8	At sea
36 Feb 9	At sea
37 Feb 10	At sea
38 Feb 11	KAHULUI, USA	08:00 18:00
39 Feb 12	HONOLULU, USA	07:00 17:00
40 Feb 13	At sea
41 Feb 14	At sea
42 Feb 15	At sea
43 Feb 16	At sea
44 Feb 17	At sea
45 Feb 18	APIA, Samoa	08:00 18:00
46 Feb 19	At sea
47 Feb 20	SUVA, Fiji	08:00 18:00
48 Feb 21	At sea
49 Feb 22	At sea
50 Feb 23	AUCKLAND, New Zealand	07:00 16:00
51 Feb 24	At sea
52 Feb 25	At sea
53 Feb 26	SYDNEY, Australia	09:00 ☾
54 Feb 27	SYDNEY, Australia	... 19:00
55 Feb 28	At sea
56 Mar 1	BRISBANE, Australia	07:00 14:00
57 Mar 2	At sea
58 Mar 3	CAIRNS, Australia	10:00 18:00
59 Mar 4	At sea
60 Mar 5	ALOTAU, Papua New Guinea	09:00 19:00
61 Mar 6	KIRIWINA, Papua New Guinea	09:00 16:00

DAY	ARR	DEP
62 Mar 7	RABAUL, Papua New Guinea	09:00 18:00
63 Mar 8	At sea
64 Mar 9	At sea
65 Mar 10	At sea
66 Mar 11	At sea
67 Mar 12	BORACAY, Philippines	09:00 17:00
68 Mar 13	MANILA, Philippines	07:00 17:00
69 Mar 14	At sea
70 Mar 15	KEELUNG, Taiwan	09:00 18:00
71 Mar 16	ISHIGAKI, Japan	08:00 18:00
72 Mar 17	NAHA, Japan	08:00 18:00
73 Mar 18	At sea
74 Mar 19	OSAKA, Japan	08:00 ☾
75 Mar 20	OSAKA, Japan	... 16:00
76 Mar 21	SHIMIZU, Japan	09:00 16:00
77 Mar 22	TOKYO, Japan	08:00 ☾
78 Mar 23	TOKYO, Japan	⊕ 18:00
79 Mar 24	At sea
80 Mar 25	NAGASAKI, Japan	09:00 18:00
81 Mar 26	BUSAN, Republic of Korea	08:00 18:00
82 Mar 27	At sea
83 Mar 28	SHANGHAI, Japan	07:00 ☾
84 Mar 29	SHANGHAI, China	... 21:00
85 Mar 30	At sea
86 Mar 31	At sea
87 Apr 1	HONG KONG, Hong Kong	08:00 22:00
88 Apr 2	SHEKOU, China	07:00 19:00
89 Apr 3	At sea
90 Apr 4	DA NANG, Viet Nam	07:00 16:00
91 Apr 5	NHA TRANG, Viet Nam	08:00 14:00
92 Apr 6	At sea

DAY	ARR	DEP
93 Apr 7	SINGAPORE, Singapore	09:00 19:00
94 Apr 8	PORT KLANG, Malaysia	09:00 18:00
95 Apr 9	PENANG, Malaysia	09:00 18:00
96 Apr 10	At sea
97 Apr 11	At sea
98 Apr 12	At sea
99 Apr 13	COLOMBO, Sri Lanka	07:00 17:00
100 Apr 14	At sea
101 Apr 15	At sea
102 Apr 16	At sea
103 Apr 17	DUBAI, United Arab Emirates	18:00 ☾
104 Apr 18	DUBAI, United Arab Emirates	... 18:00
105 Apr 19	KHAGAB, Oman	08:00 18:00
106 Apr 20	MUSCAT, Oman	08:00 18:00
107 Apr 21	At sea
108 Apr 22	At sea
109 Apr 23	At sea
110 Apr 24	At sea
111 Apr 25	At sea
112 Apr 26	AQABA, Jordan	08:00 18:00
113 Apr 27	SUEZ CANAL TRANSIT
114 Apr 28	SUEZ CANAL TRANSIT
115 Apr 29	At sea
116 Apr 30	HERAKLION, Greece	08:00 16:00
117 May 1	At sea
118 May 2	CIVITAVECCHIA, Italy	09:00 19:30
119 May 3	GENOA, Italy	08:00 ...
- May 4	MARSEILLE, France	08:00 18:00
- May 5	BARCELONA, Spain	07:00 13:00



EXCURSIONS

Please note that 15 shore excursions are included.
The detailed list will be available in the next months



TARGET



CONSUMER PROFILE

WORLD CRUISERS are:

- Relatively senior - majority are over 60 years old
- In a couple or single/widowers
- Professionally active or about to retire.
- At mid/high management level or entrepreneurs.
- Mid-to-high income level



Comfort seeking explorers High Expectation Travellers

They want **value for money** as well, they like exploring in comfort and relax and they have middle spending power. Their main needs are **freedom, relaxation and discovery.**

They are travellers **very demanding** that want **everything planned**, high **spenders**, they like to **relax and feel pampered**, they are **experienced cruisers.**

Profiling Nov 2016

Status

Members	79%
Past Guest MSC	8%
New Guest MSC	14%

Membership

Welcome	0%
Classic	23%
Silver	14%
Gold	32%
Black	31%

Competitors

Previously travelled with competitors	91%
Chosen MSC for positive experience	54%
Chosen MSC Because of Itineraries offers	69%

Profiling May 2017

Status

Members	58% (-21%)
Past Guest MSC	10% (+2%)
New Guest MSC	32% (-19%)

Membership

Welcome	5% (+5%)
Classic	32% (+9%)
Silver	16% (+2%)
Gold	21% (-11%)
Black	27% (-4%)

Competitors

Previously travelled with competitors	77% (-14%)
Chosen MSC for positive experience	62% (+8%)
Chosen MSC Because of Itineraries offers	54% (-14%)



Source: CRM Internal Database years 2015 and 2016 – Customer Journey and Segmentation Analysis 2013 – Profiling Nov 2016 / May 2017



PRICE LIST SWEDEN

Cabin Type	Experience	Price per person
Inside	Bella	134 949 kr
Inside	Fantastica	145 349 kr
Inside	Aurea	156 749 kr
Outside	Bella	155 699 kr
Outside	Fantastica	168 149 kr
Balcony	Bella	198 799 kr
Balcony	Fantastica	207 599 kr
Balcony	Aurea	254 299 kr
Suite	Aurea	425 599 kr



THANK YOU!

