



MSC WORLD EUROPA: WELCOME TO THE FUTURE CLASS OF CRUISING!

- *Sales open for MSC Cruises' most innovative and environmentally advanced ship to date*
- *The first MSC World Class ship introduces to the market a completely new, ground-breaking platform that brings together innovative technologies and industry-first design features including its unique Y-shape*
- *MSC World Europa will offer a world of unique experiences on board, with a mix and variety of never-before-seen concepts and creative areas unlike anything at sea today*

Geneva, Switzerland – May 31st 2021 – The future of cruising is here as sales opened today for MSC Cruises' most innovative and environmentally advanced vessel to date, *MSC World Europa*.

The first in a trailblazing new class of ships - the MSC World Class, this next-generation ship introduces to the market a completely new platform that boasts future-proof marine and on board hospitality technologies as well as ground-breaking and ultramodern design all-around.

MSC Cruises' Executive Chairman Pierfrancesco Vago commented, *"Quite unlike anything else at sea today, MSC World Europa and the entire MSC World Class redefines the cruise experience in so many ways: from the future-proof on board technologies that this completely new platform introduces for the first time all the way to its ground-breaking marine and interior design features. Put it simply, MSC World Europa marks the beginning of a new era for cruising.*

"At MSC Cruises innovation will and has always been at the heart of our business, driving how with each new class of ships we reimagine the guest experience, the operations as well as every single aspect of the technology that brings it all together. Whether it is the new advanced air filters that will be introduced here or the vessel's iconic and never seen before Y-shape design, MSC World Europa is all about the future.

At MSC Cruises we have a strong, clear vision for the future and we combine that with our own timeless style. MSC World Europa embodies this perfectly - bringing together future-proof technologies, globally inspired urban design and our signature European flair to give our guests a next-level cruise experience."

"Just as importantly, we want to provide our guests not only with a truly unique and memorable holiday but also a sustainable one, so this is an intrinsic part of our innovation programme. This is why MSC World Europa, our first LNG ship and our most environmentally advanced yet, signifies another important step forward for us in terms of our long-term vision for zero emissions."

A world of discovery awaits MSC Cruises guests on this spearheading new ship – currently under construction at the Chantiers de l'Atlantique shipyard in Saint-Nazaire, France – with a whole host of brand-new experiences, showcased in a new video released today [\[See video\]](#).

Guests will find numerous reasons to book *MSC World Europa*, but here are four of the top highlights.

1.) ENGAGING GUEST EXPERIENCE FOR ALL AGES

As a brand-new prototype, the MSC World class ships have enabled MSC Cruises architects to create so much more than just new features, and instead **guests will find a veritable world of different experiences - an ultramodern urban metropolis at sea**. The size of the ship allows for completely distinct districts, each with their own mood and experiences, from a tranquil adults-only zen district to the lively promenade with entertainment, shops and bars, to a separate family district that houses as many as ten new kids facilities. The result is a vibrant cosmopolitan melting pot, for a varied and exciting guest experience that is unlike any other at sea today.

Among the host of leisure options on board, guests will be faced with choosing which of the new single-brand shops to visit first and how to divide their time between the incredible variety of six pools and 14 whirlpools. A family sundeck will offer the littlest ones a chance to enjoy a day at sea with mom and dad, while an Aquapark with integrated virtual reality technology will entertain both children and every adult's inner child in equal measure. Guests can also expect the same high quality, full-scale production theatre shows that they have come to expect from MSC Cruises, as well as new and exciting, immersive performance venues.

2.) A NEXT-LEVEL DINING EXPERIENCE

MSC World Europa also features **next-level dining, not limited to geographical boundaries, but based around seasonality and carefully curated immersive experiences**. There will be a strong focus on artisanal and craft products, particularly in the variety of bars and lounges, as well as new exceptional gourmet dining concepts.

The ship will feature 13 dining venues, including an incredible six speciality restaurants. The new prototype offers a blank canvas with the opportunity to introduce brand-new concepts and immersive experiences, based around creative expression and offering an unexpected, interactive experience with two entirely new locations: the trendy Chef's Garden Kitchen focussing on flavourful microgreens and La Pescaderia, a traditional seafood grill with alfresco seating. Fan favourites will also return but will be taken to the next level, such as the classic American-style steakhouse Butcher's Cut and Asian-inspired Kaito Teppanyaki Grill and Sushi Bar, as well as the newly launched Latin American street food-inspired Hola! Tacos & Cantina. Guests will also have the opportunity to discover not one but three ample restaurant-buffets on board, each offering their distinct ambiance, including a brand-new location open 24/7.

The snack and bar selection will also set itself apart, with numerous soon-to-be-revealed concepts making their debut and familiar faces returning with amplified offerings, such as the Masters of the Sea Pub, which will be split across two decks and will brew craft beer specially on board for the first time. Other concepts will include the Elixir - Mixology Bar with elaborate signature cocktails, a South Asian-style tea room filled with perfumes from the East, an authentic Emporium coffee bar with selections from around the world, a widely stocked Gin Project inspired by a real distillery, a zesty juice bar made from fresh ingredients, a gelateria with a multitude of flavours to tempt your sweet-tooth, and many more to come!

3.) NEW AND STYLISH CABIN TYPES

MSC World Europa will also offer an extensive range of accommodation options to satisfy every taste, with a **staggering 19 different categories** to choose from and **65% of cabins with balconies**. The ship will see the introduction of **seven new and innovative cabin types**. These include:

- Balcony suites and cabins that overlook the promenade designed for guests to soak up the vibrant atmosphere below.
- Luxurious duplex MSC Yacht Club suites with large balconies and private hot tub, as well as open living/dining room area.
- Stylish Aurea Suites with spacious balcony and private hot tub.
- Infinite Ocean view cabins with a panoramic sliding window that turns into a glass balustrade when open.

Whether guests seek increased sea views, larger balconies, more spacious cabins than ever before or other requirements, *MSC World Europa* offers increased options to meet each of these needs.

4.) FUTURE-PROOF DESIGN

MSC World Europa's ground-breaking design certainly is based on a brand new platform and sets her apart from the crowd - with a striking futuristic silhouette, the ship's signature 90-degree plumb bow shaped like an arrow will cut through the water with ease and grace. **The impressive and never seen before Y-shaped aft opens onto the impressive 104-metre-long Europa Promenade with breath-taking ocean views. Half open to the sky and half-covered by an imposing LED-sky screen**, the screen will feature tailor-made displays throughout the day.

One of the key features of the completely re-imagined ship promenade is *The Spiral* - a striking architectural centrepiece in the form of a dry slide spanning 11 decks - the longest at sea! The sleek curves of the impressive stainless-steel slide make it a true work of art as well as a fun way to get from the top of the ship to the promenade.

At 333 metres long, 22 decks high and with 40,000 m² of public space, *MSC World Europa* is MSC Cruises' longest ship in the fleet, but this space is not just for show. The increased size means that the ship will offer a variety of novel and engaging experiences to be enjoyed by one and all.

MSC WORLD EUROPA: ONE OF THE MOST ENVIRONMENTALLY ADVANCED SHIPS AT SEA

MSC World Europa will be the first LNG-powered vessel in MSC Cruises' fleet and the most environmentally advanced to date. The fuel she runs on, Liquefied Natural Gas (LNG), is one of the world's cleanest marine fuels available at scale and is set to play a key role in the transition to the decarbonisation of international shipping. It strongly reduces local air pollutant emissions like sulphur oxides by up to 99% and nitrogen oxides by up to 85%. LNG also plays a key role in climate change mitigation as it offers CO₂ reductions amounting to 25% and is paving the way to the uptake of sustainable non-fossil fuels hydrogen and ammonia.

In addition, *MSC World Europa* will feature selective catalytic reduction (SCR) systems, shore-to-ship power connectivity, advanced wastewater treatment systems designed in line with the International Maritime Organization's MEPC 227(64), underwater radiated noise management system and a wide range of energy efficient equipment that help reduce and optimise engine use.

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MSC Cruises newest ship will come into service on December 2022 and will spend her inaugural season in the Gulf giving guests the ultimate winter cruise experience. Her season will commence with a special 4-night sailing from Doha in Qatar to her new homeport of Dubai, United Arab Emirates.

MSC World Europa will offer 7-night cruises from Dubai to the nearby modern metropolis of Abu Dhabi, on to Sir Bani Yas Island, where guests will have a chance to discover an exotic array of wildlife or bask in the warm sun on the immaculate beaches, all exclusive to MSC Cruises on the days which the ships call. Her programme in the Gulf has been enriched with calls in the port of Dammam, Saudi Arabia, visiting Al Ahsa oasis, a UNESCO World Heritage site. The ship also calls Doha, the futuristic capital of Qatar, before returning to Dubai with an overnight in the city to discover all the marvels it has to offer.

Departing Dubai on 25 March 2023, *MSC World Europa* will head to the Mediterranean Sea. In summer 2023, she will offer 7-night cruises calling the Italian ports of Genoa, Naples and Messina, as well as Valletta in Malta, Barcelona in Spain and Marseille in France.

SALES INFORMATION

Sales open today and MSC Voyagers Club members who will benefit from an additional 5% discount for a period of two weeks, on top of their usual 5% discount.