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We have officially welcomed 2016 and what a year it's been already!

It is a year of growth for MSC Cruises with the announcement of our expanding fleet as well as our new brand positioning campaign. As we evolve and continue to become innovative throughout all areas of our company, it is also important that we reflect on what we have accomplished thus far. The announcement of Cuba as a hot new destination last year has proven to be a great success with not one but two ships homeporting in Havana due to growing demand.

As always, we pride ourselves on providing something for everyone to enjoy, and this year will be no different. With new itineraries, new ships and great deals on offer, holiday makers are sure to find the perfect excuse to getaway and enjoy a cruise of a lifetime.

New brand positioning – IT'S NOT JUST ANY CRUISE!

To welcome a new year, **MSC Cruises** has unveiled its new global brand positioning and communications campaign. Stemming from MSC Cruises' core brand heritage, the new positioning has been designed to support the company's 5.1 billion Euro growth plan. "It's Not Just



Any Cruise" aims to highlight the MSC Cruises experience of modern ships, stylish accommodations, good food, award winning entertainment, variety of relaxation options, impeccable service, expertise and elegant design.

To communicate this new positioning, a video entitled "Drop" has been released. "Drop" shows a cotton flower as it evolves into immaculate white sheets,

highlighting MSC Cruises' attention to the finest details that ensure plenty of relaxation and the most stylish and comfortable accommodation.

Watch the video on the MSC Cruises YouTube page: <https://www.youtube.com/user/MSCCruisesOfficial>

Update on Our Next Generation Ships

As announced in 2015, the **MSC** family is set to expand with two new ships due for delivery in 2017.

These next generation ships are a part of MSC Cruises' seven ship growth plan that aims to double capacity by 2022.

Sales for **MSC Meraviglia's** maiden cruise around the Western Mediterranean in June 2017 is now open as well as **MSC Seaside's** debut in the Caribbean in December 2017.

Furthermore, **MSC Cruises** is excited to announce a further expansion in the Meraviglia class with the confirmation of two new Meraviglia-Plus ships due for delivery in October 2019 and September 2020 respectively.

The announcement took place at the **MSC Meraviglia** Coin Ceremony held at the STX France shipyard.



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Coin Ceremony

Triple the fun in the Greek Islands

We have made some changes to our 2016 itineraries, giving passengers the opportunity to see the Greek Islands on **MSC Magnifica**, **MSC Sinfonia** and **MSC Orchestra**.

MSC Magnifica's 7 night Mediterranean cruise which departs from Venice will see her explore the coastline of Greece and Croatia. Docking in Katakolon (Olympia), guests will be able to explore the ancient sights of the Olympic games as well as visit the Temple of Zeus.



Mykonos

Wake up to the picturesque coastline of Mykonos' and enjoy this traditional Greek Island for a whole day, before exploring the streets of Dubrovnik's old town heritage.

MSC Sinfonia guests are in for a treat while on her 7 night cruises departing on Saturdays from Venice.

Passengers will have the chance to truly see all that the Greek Islands has to offer as they visit two islands. The cosmopolitan island of Mykonos offers a world of colourful waterfront cottages and azure waters below. The beautiful island of Santorini with its white buildings reflected in the waters below, is the place to take that perfect holiday snap shot.

Guests embarking on **MSC Orchestra** will really experience Greece, visiting the Greek Island of Santorini, along with a day to explore the ancient sites of the Acropolis and Parthenon in Piraeus (Athens), followed by the Ionian Island of Corfu.

These 3 magnificent Greek cruises will couple perfectly with a free transfer to Genoa and a 7 night cruise taking in the highlights of the West Mediterranean.

Easter Excitement

With Easter just around the corner, it is time to gear up for a springtime holiday and enjoy the season of family, fun and festivities.

Discover all that the Mediterranean has to offer with **MSC Fantasia** embarking on her 11 night voyage from Genoa to some of the world's most beautiful cities such as Katakolon (Olympia), Piraeus (Athens), Rhodes, Haifa, Heraklion and Civitavecchia.



Jamaica

For families looking to get away from the hustle and bustle, why not consider our 7 night Caribbean cruise on board **MSC Divina** departing for Miami. Whatever you choose, you will not be disappointed with endless possibilities and memories waiting to be made, but be quick, spaces are filling fast!

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Cruising Tips and Tricks

- ~ If you're travelling with a large group of people bring walkie talkies to keep everyone connected
- ~ Put a marker such as a balloon on your cabin door so you will always know which room is yours when you get lost in the long hallway
- ~ Cabins don't have alarm clocks—bring your own or be sure to set your phone
- ~ Bring a backpack to carry onboard as your luggage will be delivered to your room. Pack a change of clothes, swimming costume and other essentials so you can enjoy as soon you step onto the ship
- ~ Pay attention to ship's time – do not rely on your mobile phone, it may switch to local time if you are in a port, wear a watch to avoid confusion

