Building the future of cruising through visionary ships

Pierfrancesco Vago, MSC Cruises Executive Chairman

MSC

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Historical evolution in cruise ship design

MSC Monterey

1952

MSC Rhapsody

1977

MSC Armonia

2001

MSC Musica

2006

MSC Divina

2012

MSC Seaside

2017

Historical evolution in cruise ship design

1997

Carnival Destiny

Tonnage: 102,853 GRT
Length: 272.2m
Beam: 35.5m
Decks: 12
Capacity: 3,002 passengers

2017

Harmony of the Seas

Tonnage: 226,000 GRT
Length: 362.1m
Beam: 47.4m
Decks: 18
Capacity: 6,780 passengers

Photo credit: Carnival Corp. and REUTERS

*The order book: where the new capacity is being built**

At least 74 new cruise ships to join the global fleet within the next 10 years, for a total value of $51.7bn

EUROPE

ASIA

* Data compiled and provided by Seatrade Cruise News

*The order book: new builds by size**

< 100,000 GRT

23 orders

Expedition and luxury segments

100,000 – 200,000 GRT

45 orders

Contemporary cruising

> 200,000 GRT

6 orders

"Mega" cruise ships

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* Data compiled and provided by Seatrade Cruise News

*The order book: who is building**

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How we build a cruise ship: areas of R&D

Maritime design

Environmental stewardship

Guests' experience

How we build a cruise ship: use of technology

Innovative Technologies

The new experience must be driven by cutting-edge technologies such as modern mobile apps, geo-localization and proximity marketing, wearables, iBeacon, digital signage, interactive screens, interactive TVs, etc.

The Mission

Provide an enjoyable, functional and seamless customer experience to get around the ship and in touch with the crew members whenever our Guests want and need to, from any location through a variety of channels, achieving a leadership position in onboard customer experience

*How we build a cruise ship: MSC Seaside**

* Graphs provided by FINCANTIERI

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*How we build a cruise ship: MSC Seaside**

- ENGINE ROOM TO BE LOCATED IN THE MIDSHIP
- INCREASED LAYOUT EFFICENCY WITH:
  - ONLY TWO PAX STAIRS TRUNKS
  - REDUCTION IN THE NUMBER OF FIRE BULKHEADS

* Graphs provided by FINCANTIERI

*How we build a cruise ship: MSC Seaside**

Gross Tonnage

(Volume)

abt. **L x B x H**

Open Decks Area

(Surface)

abt. **L x B**

The bigger the ship is, the less open deck space per passenger

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Inside pax Areas	**32,000 sqm**
Outside Areas	**14,000 sqm**
TOTAL	**46,000 sqm**

(about 110 basketball courts)

The partnership between ship owner and ship builder

ARCHITECTS
CONSULTANTS

MSC CRUISES

STX FRANCE

THANK YOU

MSC