



## WELLNESS EXPERIENCE





# INTRODUCING A UNIQUE WELLNESS EXPERIENCE EXCLUSIVELY AVAILABLE TO MSC CRUISE GUESTS



#### WELLNESS TRAVEL: A GROWING CONSUMER TREND



**The Wellness Company** 

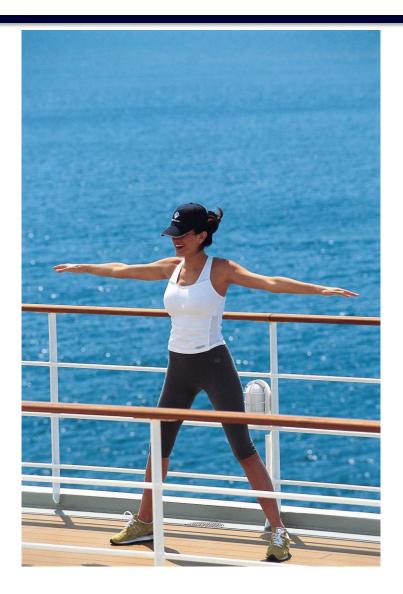
Nearly 300 million wellness consumers in the world's 30 most industrialized and wealthiest countries Wellness tourism is projected to grow on average 9.9% annually over the next five years, nearly twice the rate of global tourism overall Wellness tourism will be worth \$678.5 billion by 2017 Wellness travelers spend 130% more than the average tourist Cruise holidays are one of the faster growing tourism segments



#### WHY AN MSC CRUISES WELLNESS EXPERIENCE



- A passion for continuously creating new enriching experiences is at the core of what MSC Cruises does
- Wellness has always been a key element of our offering throughout our fleet and products
- This experience is a natural extension of what we do and in true MSC Cruises fashion is delivered through a best-in-class partnership with Technogym





## **EXPERT COLLABORATION**



**The Wellness Company** 



## **Masters of the Sea:**

- 300 years of seafaring experience
  - Passion for creating unique experiences
- Meticulous attention to detail
  - Commitment to excellence



The Wellness Company

# World's leading wellness company:

- Fully integrated wellness solutions
  - Cutting-edge technology
- Nutrition science
- State-of-the-art fitness equipment



#### **TARGET CONSUMERS**



**The Wellness Company** 



Adults of all ages - male and female

- People who want to improve a wellness lifestyle
- Individuals who are interested in fitness or getting fit with a personalised program
  - Those who seek a healthy vacation



#### **360 ° END-TO-END PERSONALISED** EXPERIENCE



**The Wellness Company** 

The experience is designed around four core pillars

- 1. A range of dedicated onboard facilities and services, which includes a tailored in-cabin experience
- A personalised onboard fitness programme, both indoor and outdoor and complented by exclusive wellness shore
  - Cutting-edge technology to support and enhance throughout the cruise experience starting before the cruise
    - 4. A dedicated onboard wellness nutrition offering



# OVERVIEW OF KEY ELEMENTS OF THE EXPERIENCE



**The Wellness Company** 



Range of onboard facilities and services



Cutting-edge technology



Personalised fitness



Wellness nutrition



#### THE SETTING: A WELLNESS INSPIRING LOCATION



**The Wellness Company** 

An MSC Cruise Ship provides the perfect backdrop for relaxation and rejuvanation with modern facilities and ammenities







## STATE-OF-THE-ART EQUIPMENT







#### BROAD RANGE OF SPORTS FACILITIES

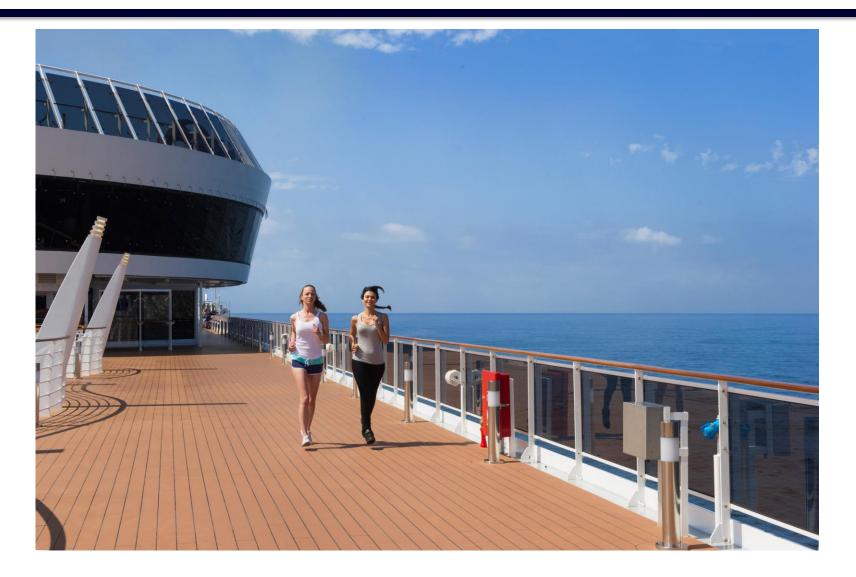






### **OUTDOOR FITNESS FACILITIES**

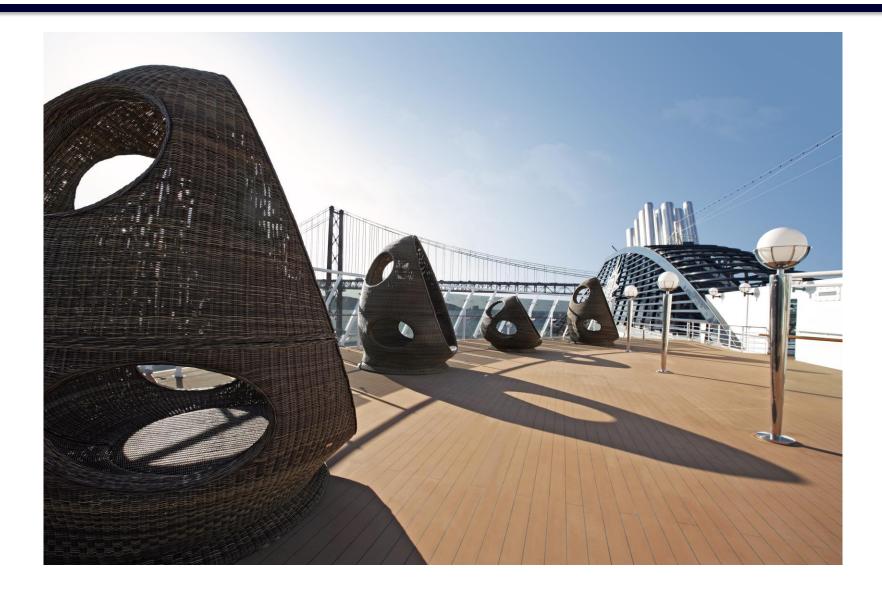






#### EXCLUSIVE OUTDOOR FITNESS FACILITIES







#### **A CHOICE OF POOLS: FOR FITNESS**







### ...AND FOR RELAXATION



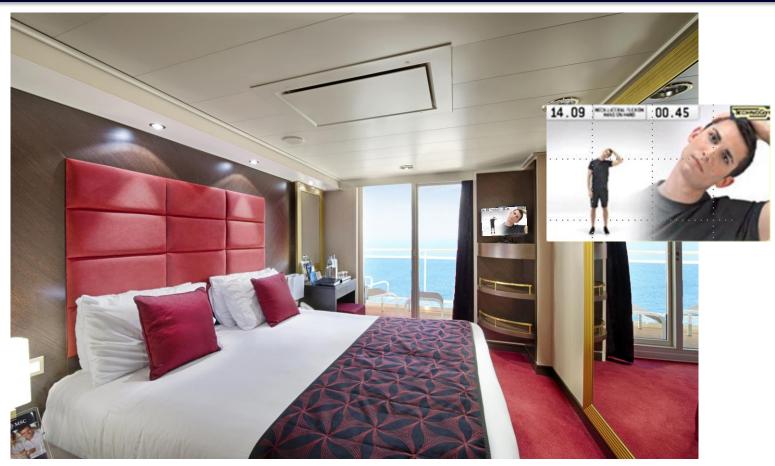




#### FULLY TAILORED CABIN OFFERING



**The Wellness Company** 

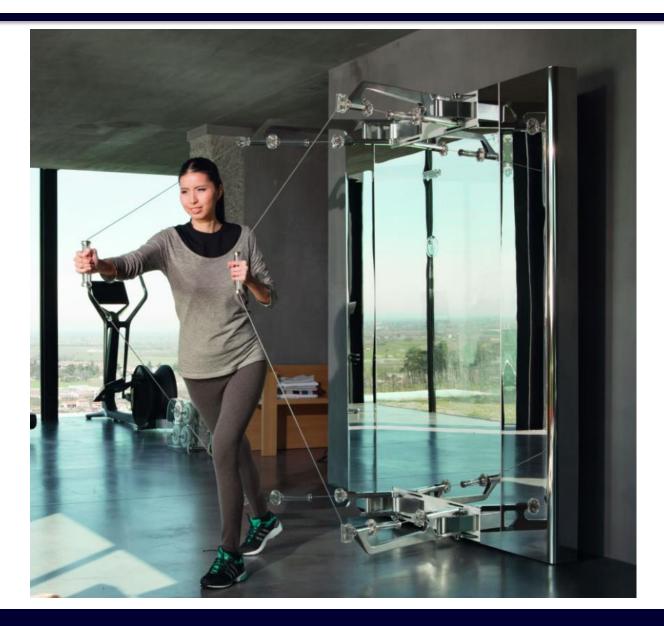


Rooms will include a wellness mat and bag, sports clothing and towel
A wellness themed Mini-Bar with energy drinks and bars
Fitness TV channel with videos created by the experts at Technogym
Laundry of sports kit is even included



#### YACHT CLUB: ADDITIONAL EXCLUSIVE FEATURES







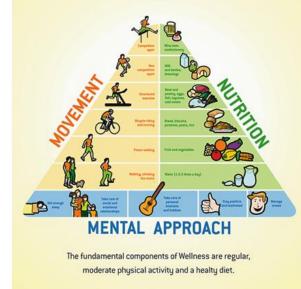


## AN EXCLUSIVE EXPERIENCE RESULTING FROM COMBINING BEST-IN-CLASS EXPERTISE



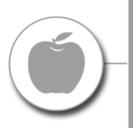


#### The Technogym® Wellness Lifestyle Pyramid





## **OUR MISSION** IS TO HELP PEOPLE LIVE A BETTER LIFE



Wellness is the lifestyle promoted by Technogym: Regular physical activity Correct nutrition A positive mental attitude



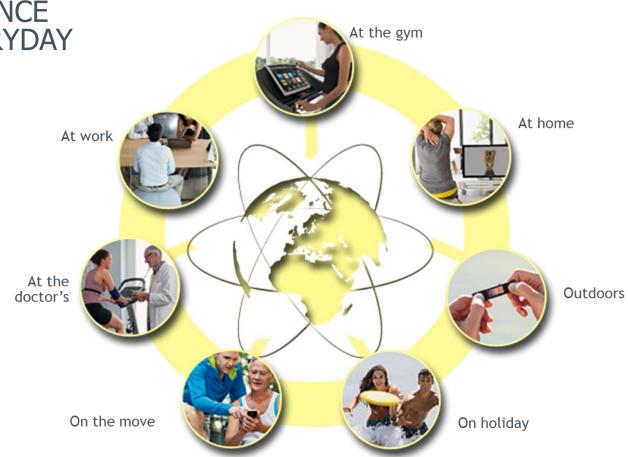
Wellness means more **energy** Wellness means greater **efficiency** at work Wellness means **living longer** Wellness means **mental, physical and social wellbeing** 





#### WELLNESS EXPERIENCE EVERYWHERE, EVERYDAY THANKS TO THE **TECHNOGYM** ECOSYSTEM At







### **TOTAL WELLNESS SOLUTIONS**











## An MSC Cruises-Technogym Lab has been created in order to deliver to MSC Cruises guests a truly unique *Wellness Experience*.







## CUTTING-EDGE WELLNESS TECHNOLOGY, EXCLUSIVELY AVAILABLE TO MSC CRUISES GUESTS



# UNDERSTANDING MOTIVATION







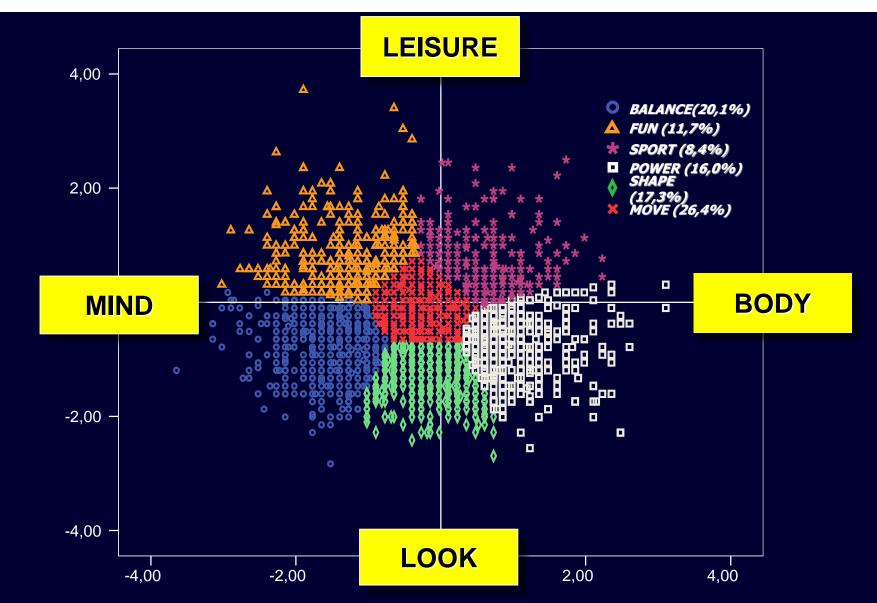




# THE RESEARCH



**The Wellness Company** 



**IULM University Milan, May 2009** 

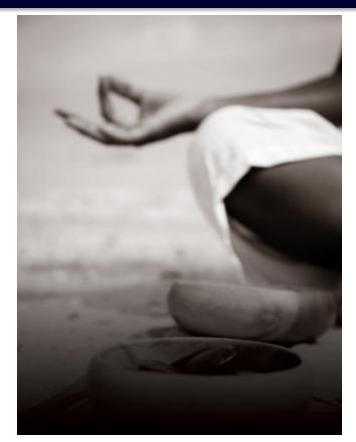


BALANCE



**The Wellness Company** 





"I want to manage tension and stress. I train to achieve a balance between body and mind."







"I want to be active and healthy. I train to improve my everyday wellbeing."









"Looking good makes me feel good. I train to burn calories, to control my weight and to shape my body."







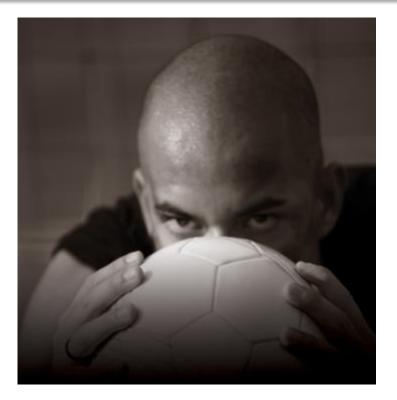


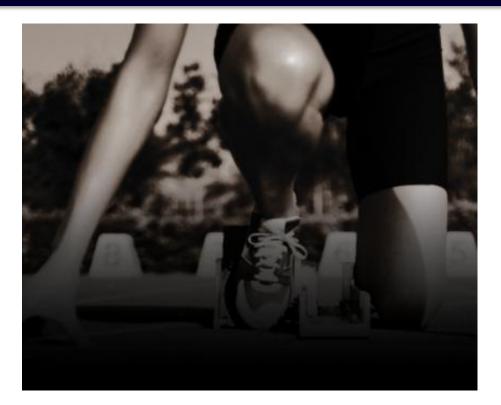


"Physical presence is a key ingredient of success. I want to look strong powerful."









"Sport is not only my passion, it's my life. I train indoors and outdoors to improve my sport performance."





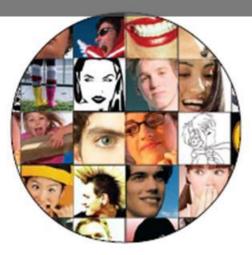






"I like to meet people and to try out something new. I train to have fun and feel alive."

# IDENTIFYING MOTIVATION





## **THE ASPIRATION FINDER**



**The Wellness Company** 

#### Aspiration finder

Which are your main objectives you want to achieve through training?

In life you believe it is important also ...

#### Which activities would you rather do when training?

	Not at all	A little	Do not know	Sufficient	Very much
Stretching and Flexibility training	1	2	3	4	5
Exercises to build-up and shape body	1	2	3	4	5
Cardiovascular training with treadmill	1	2	3	4	5
Strength training with free weights	1	2	3	4	5
Specific sport related training	1	2	3	4	5
Low impact group activities	1	2	3	4	5



## THE ASPIRATION MAP



**The Wellness Company** 

Sport	40%		
Power	34%		
Fun	22%		
Move	4%		
Shape	0%		
Balance	0%		

Francesco Arlotti farlotti@technogym.com

#### This is your aspiration map, completed at 29/02/2016

#### SPORT

Individuals who want to improve their sporting performance through indoor and outdoor workouts.

#### POWER

Individuals who like challenges and are conscious that their physical presence is a key ingredient in achieving success and status.

#### FUN

People who want to enjoy movement, try something new and interact with other people.

#### MOVE

Individuals who exercise regularly to improve their everyday well-being, believing that activity enhances health and quality of life.

#### SHAPE

Individuals who want to burn calories, manage their body weight and tone their muscles to change the shape of their bodies.

#### BALANCE

Individuals who are looking to relax and de-stress, increase body awareness and achieve balance between body and mind.



Powered by mywellness cloud

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# DELIVERING A UNIQUE EXPERIENCE



## THE UNITY PLATFORM







## **MYWELLNESS APP**

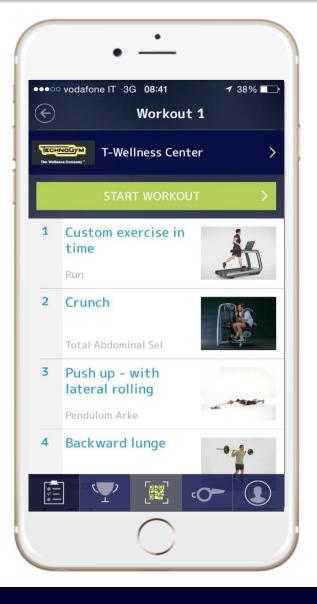


**The Wellness Company** 

#### **MY PROGRAMMES**

### **MY RESULTS**

### **MY CHALLENGES**



#### **MY COACH**

## **MY ASPIRATIONS**

### **MY MOTIVATION**





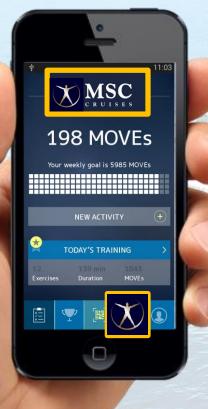
## HOW THIS EXPERTISE AND ELEMENTS WERE BROUGHT TOGETHER IN A UNIQUE EXPERIENCE



#### CUSTOMISED MSC CRUISES WELLNESS EXPERIENCE



**The Wellness Company** 



CUSTOMISED APP FOR THE WELLNESS EXPERIENCE, LOGO AND CONTENTS

PERSONALISED TRAINING PROGRAMME BASED ON GUEST ASPIRATION

SEAMLESS INTERFACE WITH TECHNOGYM EQUIPMENT

ACCESS TO EXCLUSIVE MSC CONTENTS AND SERVICES









The Aspiration Finder is sent prior to embarkation to begin the experience

Create a mywellness account in the MSC

Appointments with MSC Cruises Master Trainer certified by Technogym and MSC Cruises Doctor are confirmed 2 weeks before embarkation through the app

First day onboard, one to-one with MSC Cruises Master Trainer Body scale analyser

 Consultation to discuss personal wellness goals

Medical consultation with an MSC Doctor Supports data from fitness programme







## PERSONALISED FITNESS PROGRAMME







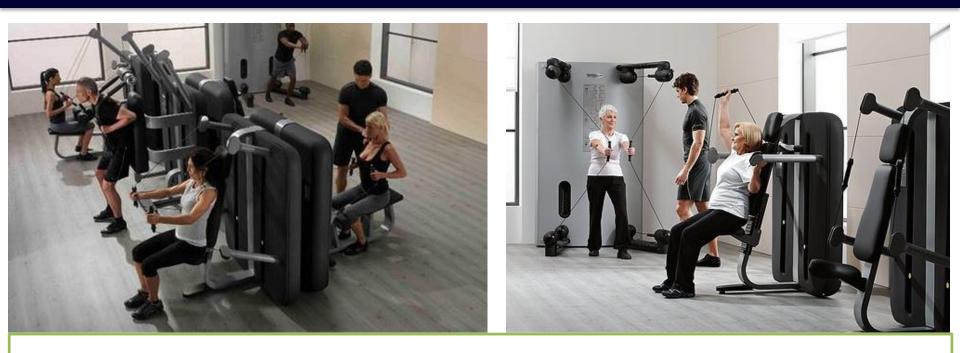


The Balance personality is one in search of mind-body equilibrium. People with the Balance profile do not enjoy physical exertion and the exercises involved in it. Hence, they concentrate their efforts and are dedicated to exercises involving control, posture, tone and flexibility, without doing cardiovascular training.









They prefer small environments to work in, with the accompaniment of soft and relaxing music (new-age or classical music). They prefer conditions which favour relaxation: soft music, warm but bright lighting, relaxing and natural colours (earth, cream, beige) natural materials (wood, glass, water).







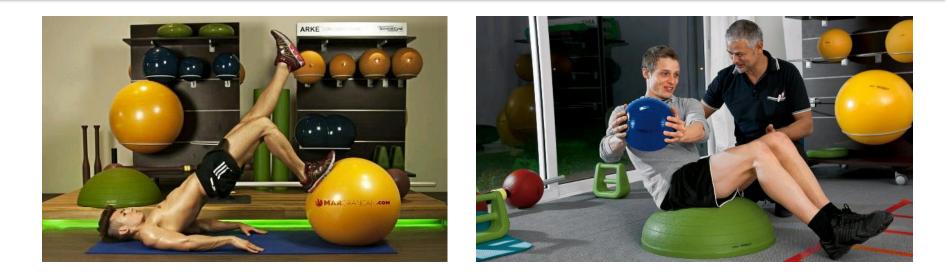


The Move profile aspires to "being active and energetic", and are representative of the classic concept of wellness. The key concepts linked to this profile are "equilibrium", "enjoying life", "energy and strength". Also part of this profile are all those who subscribe for the first time to a gym, and who have never done physical activity and who are typically a little overweight.









Unlike other profiles, the Move profile has no expectations regarding the type of activities they will do at the gym, but will try out a variety of activities and equipment. What all these activities have in common is that they are low intensity and low difficulty. This profile likes a spacious, well-lit, but cosy environment with wood and light colours.







ISHAPE

The Shape profile belongs to those people who are mainly interested in physical shape and aim to shape their bodies on aesthetic grounds. This profile may include people who have long been "fixated" with physical shape, or people who have become so after a particular event (e.g. after giving birth) and additionally those who previously belonged to the Move profile.









They do cardiovascular and body-shaping activities in the gym. Outside of the gym they are very careful about what they eat and have a healthy lifestyle. They regularly go to fitness clubs, mainly during meal breaks and for rather long periods (even 2 or 3 hours), they prefer balanced, medium-intensity exercises, such as cardio.









The definition of the Power profile includes the two meanings of the English term, namely "physical power" and "psychological power". Their basic driving force is competition, "competing to win". Power personalities go to the gym driven by an extreme sense of narcissism, and exercise their spirit of competition on themselves and on others.











Power personalities are frequent visitors of the gym, sometimes five days a week, particularly during lunch breaks and in the evening. They think they do not need to be guided during training, however a personal trainer would be useful, in that they tend not to be aware of their limitations. What distinguishes them at the gym is the way in which they perform exercises – great physical commitment and exertion, the type of activities they prefer - high intensity, muscle-sculpting exercises, and even high-intensity cardio exercises.



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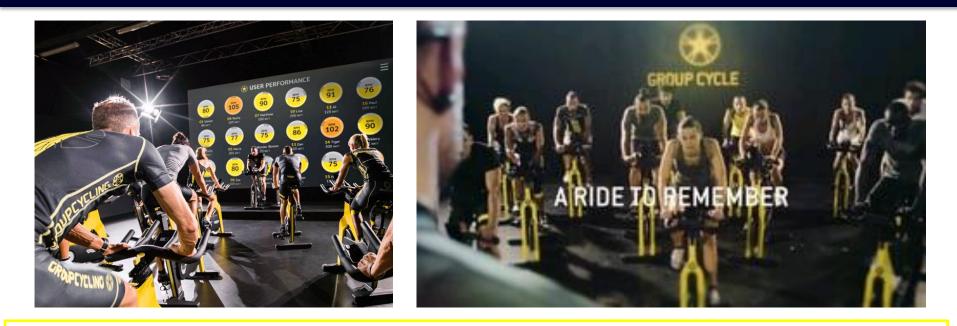


The Sport profile is not interested in the body but only in sporting performance: They are looking for support for their usual sporting activity, with the aim of being able to express themselves at their best.





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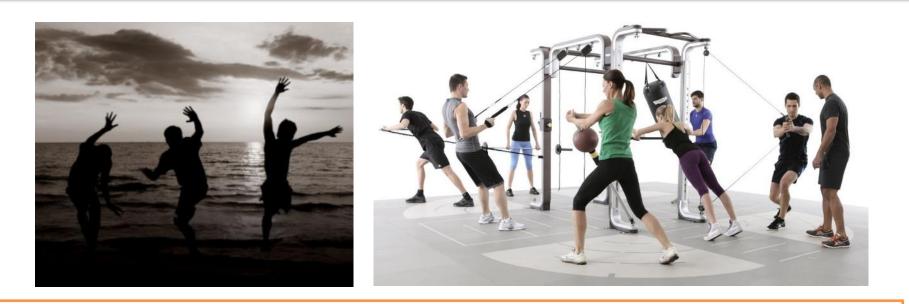


All activities are aimed at achieving functional strength in the performance they want to improve. They are very interested in all types of activity that develop proprioceptivity and structural strength. Outside of the gym they are highly conscious of diet, use sports specific food products (energy bars) and constantly check their weight.







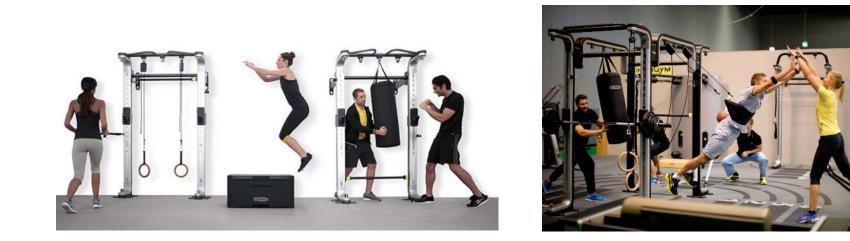


This profile is typical of those who go to the gym to enjoy themselves and have fun. They choose to go to the gym rather than the cinema, and feel better after doing one of the range of activities offered by the gym. The gym is not a complete substitute for their favorite sport, which they do outside of the gym, but is equally enjoyable. They enjoy group activities but also working alone and for themselves.









They generally prefer group activities, where they have a chance to chat and share the experience of a specific course. The surrounding environment should be crowded, with colourful and changing lights, cheery, loud music, which transmits energy and requires an active participation. They train without using machines or equipment, and often prefer to be accompanied by a trainer who can stimulate them to try a large variety of new exercises and movements.





## EXCLUSIVE FITNESS CLASSES AND SHORE ACTIVITIES



## **EXCITING NEW GROUP CLASSES**



**The Wellness Company** 



#### A range of new group classes

- Exclusive Technogym designed fitness classes using ARKE and water ball plus Technogym Group Cycle
- New on-trend fitness classes such as Bella Barre
- Popular favourites -Tai Chi, Pilates, Yoga



## **EXCLUSIVE SHORE ACTIVITIES**





- Discovery of new places
- Combine fitness with exploration
- Activities are designed to complement the onboard fitness
- Highlights include a fun triathlon in Cozumel...



## **BEACH TRAINING IN RIO**







## **CYCLE TOUR IN VALENCIA**

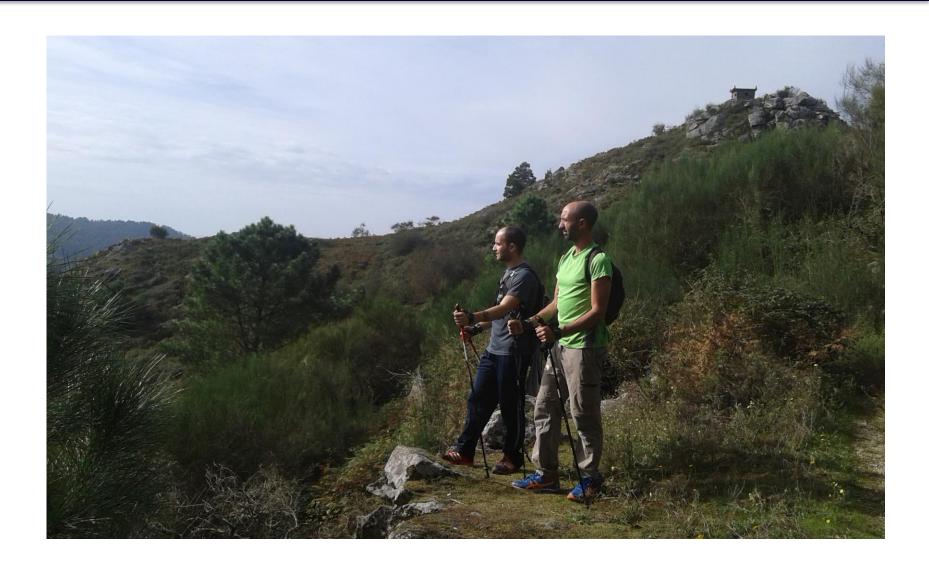






## NORDIC WALKING IN VIGO







## **TREKKING IN FLAAM**





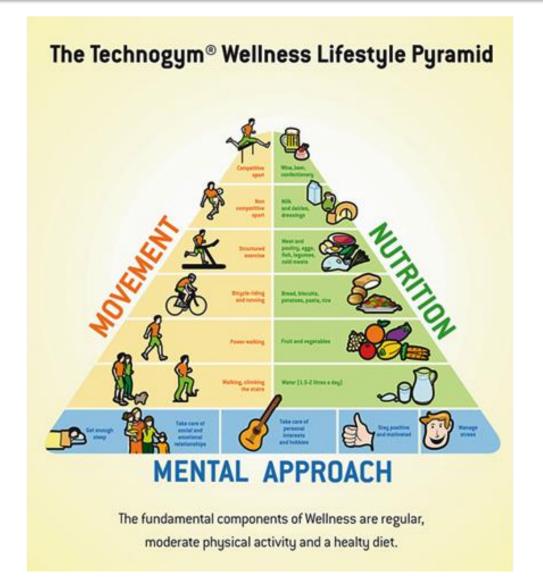




## EXCLUSIVE WELLNESS NUTRITION OFFERING









#### BASIC PRINCIPLES BASED ON MEDITERRANEAN DIET



- Cereals/grains at every meal but not processed cereals and unrefined - quinoa, bulgar, wholegrain, pasta, brown rice
- More vegetables and fish than meat for the main course
- Dressings based only on olive oil
- ✓ Plenty of vegetables
- $\checkmark$  Two portions of fruit every day
- ✓ Less sugar to control glycemic index and glycemic load throughout the day
- ✓ Drink plenty of water and avoid sugary drinks





#### MATCHING NUTRITION WITH THE ASPIRATION PROFILES



**The Wellness Company** 

A useful set of nutrition guidelines will be prepared by the Technogym dietician relating to each profile

The guidelines will include nutritional information, a sample day, the role of fitness and nutrition

The goal is to provide information and support with the guest's nutrition choices throughout their stay onboard





#### MATCHING NUTRITION WITH THE ASPIRATION PROFILES



**The Wellness Company** 

**POWER.** Reduction of sugar and slight increase of proteins

**Chicken in tuna sauce** grilled chicken in a light tuna sauce, accompanied by oven roasted fennel with vegetables (chicken and tuna proteins)

**MOVE.** Balanced diet with the possibility of an occasional treat (e.g. they can have a cake a twice during the week) **Quinoa salad** with crunchy vegetables and steamed shrimps (cereals, few proteins and an overall light dressing)

**SPORT.** Slighty more proteins and overall energy intake (calories) compared to the other profiles **Chicken in tuna sauce** grilled chicken in a light tuna sauce, accompanied by oven roasted fennel with vegetables (chicken and tuna proteins)





#### MATCHING NUTRITION WITH THE ASPIRATION PROFILES



**The Wellness Company** 

**FUN.** Plenty of vegetables. Every day a fruit and vegetables shake to get plenty of anti-oxidant Yellow, green and white cauliflower couscous with feta cheese, avocado and turmeric-flavoured chickpea hummus (*Light and coloured*)

**BALANCE.** A well balanced Mediterranean diet, high priority in sugar control

Quinoa salad with crunchy vegetables and steamed shrimps (cereals, few proteins and an overall light dressing)

**SHAPE.** Balanced diet with an high priority on body fat reduction

Yellow, green and white cauliflower couscous with feta cheese, avocado and turmeric-flavoured chickpea hummus (*Light and coloured*)





#### MSC CRUISES PASSION FOR FRESH, AUTHENTIC FOOD



The Wellness Company

*Quinoa salad with crunchy vegetables and steamed shrimps* 

Simone Pinato is an MSC Corporate Chef for Speciality Restaurants and MSC Yacht Club. He has 15 years of experience working with multiple Michelin-starred Chefs.





#### WELLNESS FOOD AVAILABLE ALL DAY



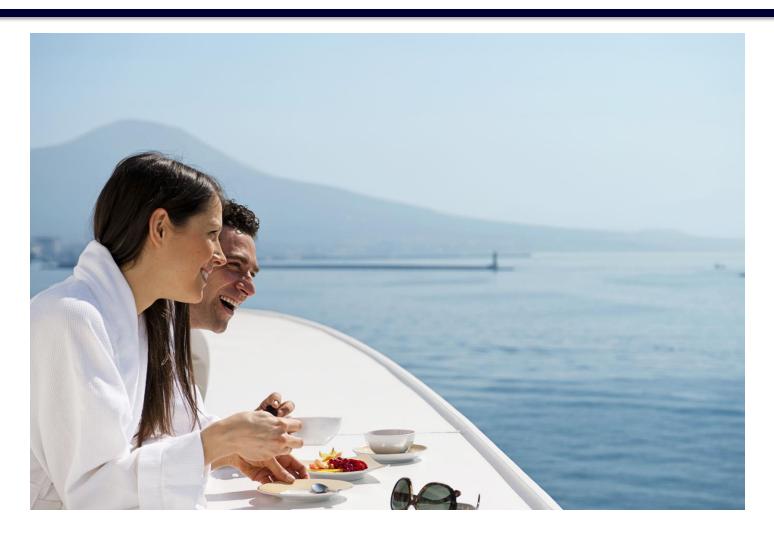


- Menus will be clearly signposted to identify options for the different Aspiration profiles
  - Choice of Wellness Corner in the buffet and dishes in main restaurant
- Water package for unlimited consumption of mineral water all day long in all bars and restaurants onboard



**RELAX AND ENJOY** 





- Room service breakfast menu and a wellness themed mini-bar
- The MSC Aurea Spa to also serve a range of wellness beverages



## NOT JUST ANY EXPERIENCE...



**The Wellness Company** 

- This is a unique, best-inclass experience
- 360° end-to-end personalised experience combining wellness with discovery
- Uniquely tailored and available to MSC Cruises guests

#### THIS IS AN MSC CRUISE EXPERIENCE

