

IN-STORE

MSC Cruises adds exclusive spa packages to bolster appeal to Yacht Club guests

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By KAYLA HUTZLER

MSC Cruises is looking to increase its onboard spa usage with three new packages aimed at its new luxury Yacht Club guests.

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Only about 10-15 percent of travelers use the MSC Aurea Spa during their trips and MSC is hoping to change this by offering private, exclusive packages to its Yacht Club guests. The recently-introduced Yacht Club can be found aboard MSC's Mediterranean destinations and comes complete with a personal butler and private swimming and dining experiences.

“MSC Cruises is dedicated to offering authentic experiences at every part of the ship from the luxe MSC Yacht Club to the zen MSC Aurea Spa,” said Rick Sasso, Fort Lauderdale, FL-based president/CEO of MSC Cruises USA.

“These hand-crafted packages are just another example of how MSC Cruises adds another element of luxury to guests' experiences onboard the ship,” he said.

Bali bliss

The three new packages are being offered on the MSC Fantasia and the MSC Splendida.

These same two ships also play home to the MSC Yacht Club.

MSC's Golden Jasmine package features a 45-minute Balinese massage, a Balinese facial and a 45-minute Balinese foot reflexology treatment.

Following this the Golden Jasmine includes an 80-minute “flowers and sea” body treatment that includes a full-body scrub, lotion and seaweed wrap.

The Golden Jasmine package is priced at \$700 per couple.

The Rose Platinum package features a 60-minute Balinese massage followed immediately with a 45-minute lava stone massage and a “Bali sunrise lulur” moisturizing treatment.

The package concludes with a “sea and volcano” full-body mud treatment.

MSC's Rose Platinum package costs \$840 per couple.

Even more luxurious is the Diamond Orchid Deluxe package, which includes a facial and the “flower and sea” treatment.

This package also includes a “sea and volcano” full-body mud treatment and a “Balinese sunset moisturizing treatment” which includes a four-hand aromatic massage and can be personalized for men.

The Diamond Orchid Deluxe package is priced at \$980 per couple.

All of the packages include a personal consultation, a free health drink and access to the spa’s sauna, steam room and whirlpool for the length of the cruise.



A level above

The three new packages are mainly targeted at the Yacht Club guests who are likely more able to splurge on expensive spa treatments than other guests on-board.

MSC is giving Yacht Club guests priority booking, with two spa suites dedicated to these treatments for Yacht Club guests.

Yacht Club travelers are also given private access to the Aurea spa through a special elevator and entrance.

Indeed, MSC is doing everything it can to promote the new Yacht Club, which consists of

the top three-floors on the front-half of the cruise ship ([see story](#)).

These three floors may only be accessed by Yacht Club members and include private swimming, dining and recreational areas.

All Yacht Club guests also have access to a private butler throughout the duration of their cruise.



The three spa packages are only offered on the ships that contain a Yacht Club.

“Not only does this promotion come complete with a handful of luxury spa experiences, it is truly hand-crafted so that every guest onboard can find a package that is specific to their needs and price point,” Mr. Sasso said.

“[We hope] to enhance MSC cruise guests' journey to some of the most amazing locations in the Mediterranean as well as their MSC Aurea spa experience,” he said.

Final Take

Kayla Hutzler, editorial assistant at Luxury Daily, New York