

MSC Seashore inaugural voyage from Genoa

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MSC Cruises' new flagship, the innovative high-tech 19th ship to have joined the MSC fleet, set sail from Genoa on her maiden voyage in the Mediterranean.

Designed and built by Fincantieri across a 1-billion investment programme and launched in the Monfalcone shipyard on 26 July, the 5,877-passenger MSC Seashore ranks as the largest and most technologically advanced cruise ship constructed in Italy. MSC has appointed Genoa homeport of the MSC Seaside and Seaview's sistership, welcoming guests on board every Sunday until 31 October 2021, on 7-night Western Mediterranean itineraries.

The Geneva-based cruise liner has invested heavily in next-generation technology to minimise the ship's environmental footprint and ensure even cleaner air emissions. The MSC Seashore is equipped to "plug into" the local electrical grid in select ports of call and, consequently, benefit from the new cold ironing facilities due to be installed in Genoa's passenger port. The ship has also been fitted with hybrid exhaust gas cleaning systems (EGCS) that remove 98% of sulphur oxide from the vessel's emissions and a selective catalytic reduction (SCR) system that reduces nitrogen oxide by 90%, along with an advanced wastewater treatment plant that exceeds municipal wastewater requirements on land. In addition, the vessel features cutting-edge air sanitation technology, Safe Air, developed by Fincantieri with the use of UV-C lamps to eliminate viruses and bacteria and guarantee clean air on board.

MSC Cruises continues to apply on board its successful "Health and Safety Protocol", introduced by the company together with a team of scientific experts and the Italian authorities, to ensure the full safety of all its passengers and crew, with the application of stringent health measures, both onboard and in protected off-shore excursions.

The debut of the MSC Seashore currently brings to three the number of the cruise liner's ships to call regularly at the Port of Genoa in 2021, thereby confirming the Ligurian capital's strategic role as leading hub for MSC Cruises globally. This year the cruise line is set to make a total of approximately 130 calls in Genoa, with a 400,000 passenger count which is estimated to rise to 700,000 in 2022. At the end of the summer, up to 11 MSC cruise vessels are scheduled to sail from Genoa, with a record total of 30 calls in October.