



MWR *Life*

JANUARY 2026
EDITION 1 ISSUE

THE BRAIN BEHIND THE DREAM

**YONI
ASHUROV**

*A visionary leading
MWR Life into the future.*

SCAN ME



MWR LIFE MAGAZINE

BUSINESS / LIFESTYLE / COMMUNITY

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Meet the team



Yoni Ashurov
CEO & Founder

Yoni Ashurov left a successful career in investment banking to pursue entrepreneurship, building Panama's largest real estate brokerage before founding MWR Life. **Today he leads the company with a mission** to make travel accessible and empower people worldwide.



Ilian Evtimov
VP of Field Development

Ilian Evtimov is a former **pro basketball champion** who brought his discipline and leadership into business. Now **Vice President of Field Development at MWR Life** he drives global expansion and empowers people worldwide to transform their passion into lasting freedom and success.



Nuno Cação
VP of Strategy

Nuno Cação transitioned from competitive sports to entrepreneurship after discovering Direct Sales in 2010. Today as **MWR Life's VP of Strategy** he drives global growth by creating innovative tools and systems that empower teams to succeed worldwide.



Eric Aubin
VP of International

Eric Aubin brings over three decades of leadership in direct sales, coaching, and business development. As VP of International for MWR Life he drives professionalism, supports ambassadors across the region and helps shape the company's growth with purpose and passion.



Patricia Piriz
VP of Operations

Patricia Piriz has dedicated more than a decade to elevating our operations with consistency and care. She built our customer support team from scratch and continues to guide it with clarity, empathy, and high standards. With a Master's in Psychology and experience in the travel industry, she helped shape our platform through supplier sourcing, strong partnerships, and detailed quality control.



Cristina Carinhas
Head of Marketing

Cristina Carinhas combines strategic marketing expertise with creative vision to build meaningful brand experiences. As Head of Marketing for MWR Life she transforms ideas into impactful global campaigns that inspire trust, spark emotion and connect people through storytelling.



Tony Lucero
Head of Communications

Tony Lucero brings four decades of success in direct sales, leading global teams and shaping powerful cultures. As Head of Communications for MWR Life he inspires action through storytelling, strengthens community connection and helps drive the company's mission worldwide.



Danyer Gonzalez
Head of Events & Experiences

Danyer Gonzalez with over 15 years in performing arts and event production, blends artistic vision with operational leadership to elevate MWR Life's event ecosystem. As Head of Events & Experiences, he brings design, structure and creative direction to events, turning details into meaningful moments that inspire and connect members worldwide.



Ilia Tataru
CIS Market Manager

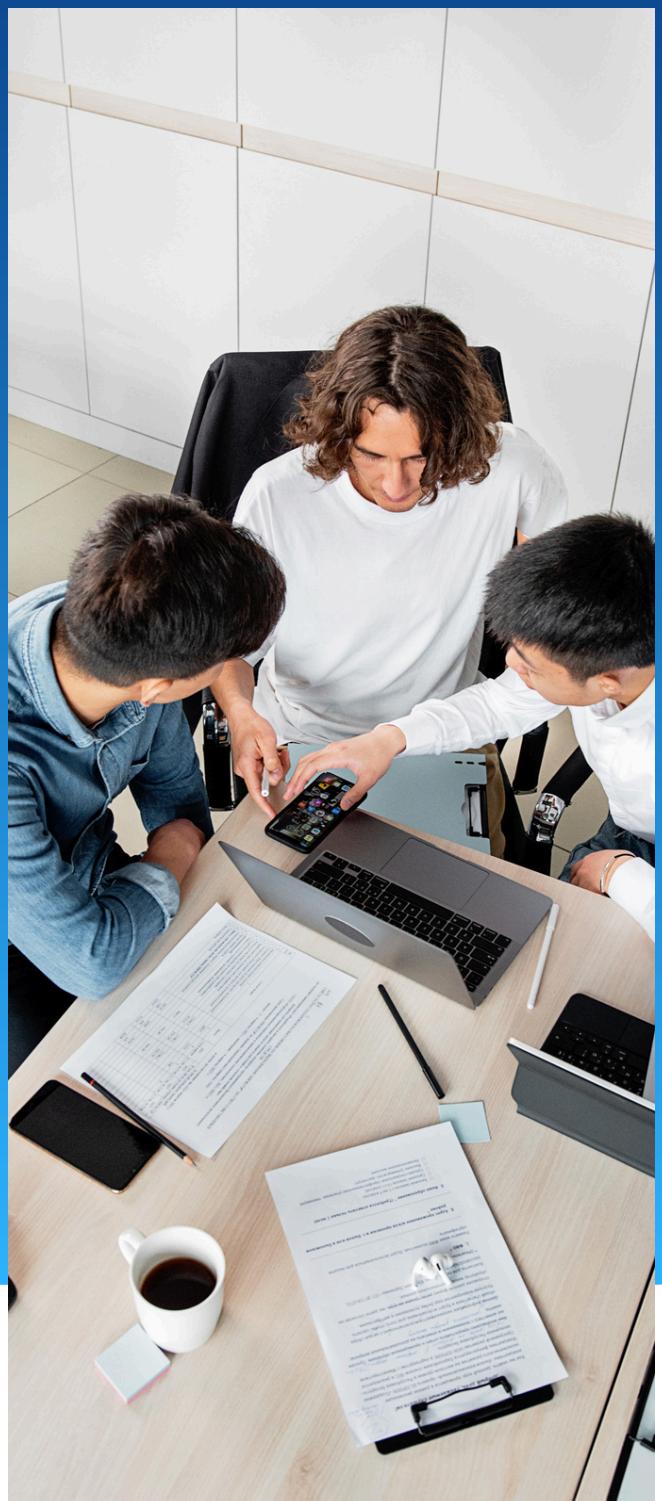
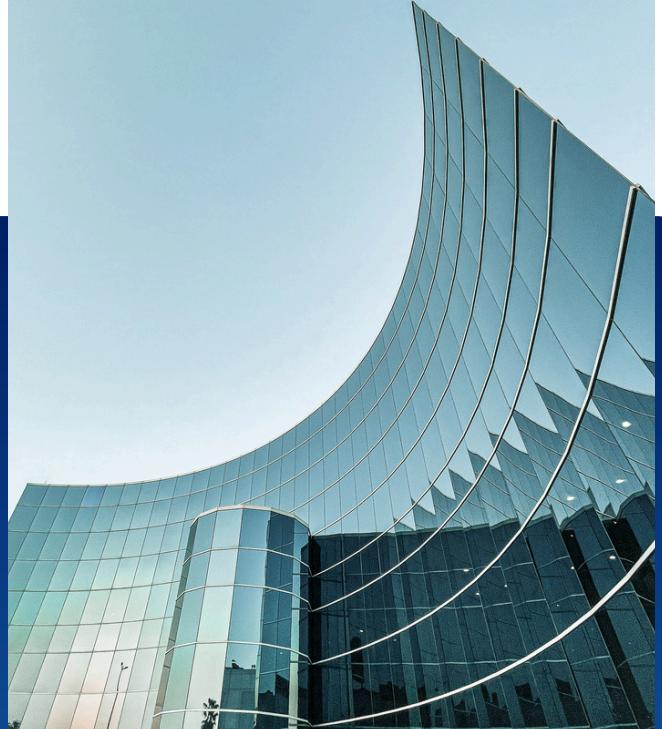
Ilia Tataru brings a wealth of global travel expertise to MWR Life. With a career built on cruise ships and in the premium airline ticket industry, he has developed deep insights into the travel world. As CIS Market Manager, Ilia leverages this international experience to support market growth and community.



Business. Empower & Growth

CEO Corner

Each month, our CEO Call delivers fresh momentum, unveiling new ways to grow, innovate and strengthen our community. In this edition of CEO Corner, we've distilled the last three calls into three core themes so you can catch the highlights at a glance: what launched, what's live and what's next.



Earnings & Growth Tools



CEO CALL

CEO Calls

First Tuesday of the month

The Monthly CEO Call is your direct connection to MWR Life's vision and leadership. Hosted by our Founder and corporate team, this call delivers the **latest updates, tools, promotions and strategic direction**. It's also a moment to recognize rank advancements and top producers making an impact.



Tuesday Global Training

Every Tuesday's

Every Tuesday, we host a focused training to help you start and develop strong and stay aligned on your MWR Life journey. These sessions cover everything from compliance notes and communication essentials to leadership strategies and the mindset of champions, giving you the tools to grow with confidence.



Global Connections

Every Monday's

The MWR Life Global Connection Call is our weekly Monday night huddle where the entire community plugs in, levels up, and locks into the vision and culture that is MWR Life. Each call you will learn practical tips, simple strategies and powerful communication tools to help you grow you and your business. Also you will hear real stories from leaders in the field who are creating results.



Getting Started Training

We've expanded your learning experience! The Getting Started Training is now available in **Romanian, Korean and Russian**, making it easier than ever to get up to speed and succeed. This update is live and ready for you inside the MWR Academy.

2-a-Day Training

Our 2-a-Day Training is going global and will be available very soon in six languages: **English, French, Italian, Romanian, Korean and Russian!** No matter where you are, you'll soon access the same powerful training, strategies and insights — all in your own language.

Klarna.

Book Now, Pay Later!

Klarna

You'll have even more flexibility when booking your next trip. **With Klarna, you can book now and pay later, giving you the freedom to travel the way you want, when you want.** Whether it's a weekend escape or a dream getaway, Klarna makes it simple to turn your plans into reality without the wait.



Lifestyle Jackpot

It's time to spin big and win bigger!

Our Lifestyle Jackpot is here! The ultimate reward experience where ambition meets luxury. From dream adventures to iconic prizes, every reward celebrates your lifestyle, your effort and your success.

Points Breakdown:

- ELITE = 6 points
- ELITE TURBO = 9 points

Promotion Period:

October 26th, 2025 – January 31st, 2026, ending at 11:59 PM ET

Winners Announcement:

Winners will be officially announced at Elevation 2026!

Every spin brings you closer to the extraordinary. Are you ready to hit the Lifestyle Jackpot?



RISE

MILLIONAIRE CLUB

EXCLUSIVE EXPERIENCE

SHARE A LUXURY VILLA WITH A
MILLION DOLLAR EARNER

SPECIAL MASTERMIND
TRAINING

ILIAN
EVTIMOV
VILLA



RODRIGUE
NEPOTEL
VILLA

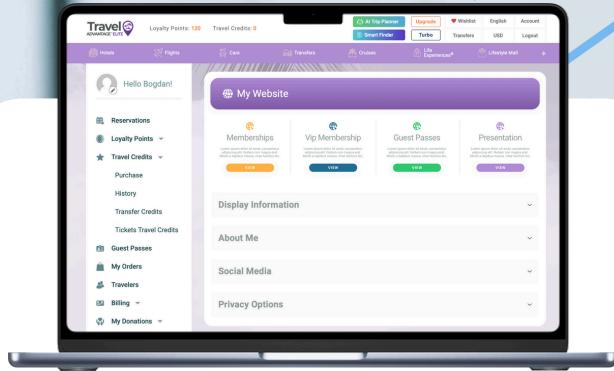


MEDHI
SOUCI
VILLA



ALEKSANDR
PEREVEZENTCEV
VILLA





Sales Pages, All-in-One Place

Sharing your business just became effortless. With a new update inside your Travel Advantage account, all your presentation, membership, VIP and Guest Pass pages now live together under My Websites. No more digging through old files or messages. Every link is organized, ready to copy and share in a single click.



Business Presentation Expands in New Languages

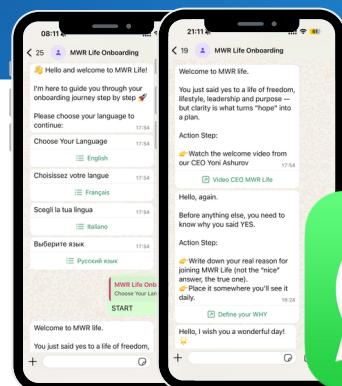
The MWR Life Business Presentation is now available in **Kazakh, Armenian, Ukrainian and Lithuanian**, opening the door for even more members to share the Making Wishes Real Movement in their own language.

With this addition, the presentation is now ready in 14 languages, making it easier than ever to connect, inspire, and grow across cultures.



Commissions in Crypto

Members can now receive their commissions directly in cryptocurrency. Alongside eWallet and other payout options, this update unlocks faster transfers, lower fees and global accessibility. Payments can be requested straight to your personal wallet, giving you more control and flexibility over your earnings.

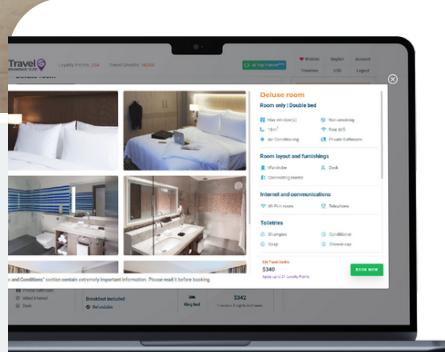


WhatsApp Onboarding System

Starting your MWR Life journey has never been easier!

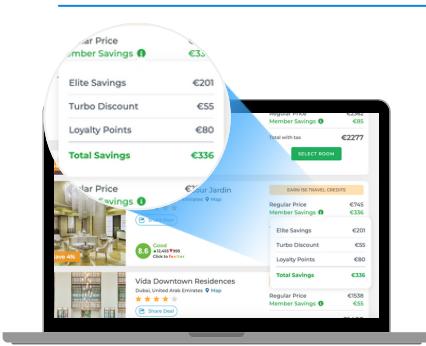
Our brand-new WhatsApp Onboarding System is designed to guide new Ambassadors step-by-step through their first 30 days, helping them build momentum and confidence from day one.

Travel & Tech Innovations



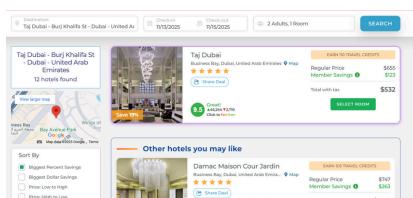
Room Details

Booking with confidence just became second nature. The new Room Details feature lets you explore layouts, browse photos and review amenities before you commit, giving you a clear picture of your stay from the very first click. Whether you're after a cozy hideaway or a suite with a view, you can now choose with clarity, comfort and certainty.



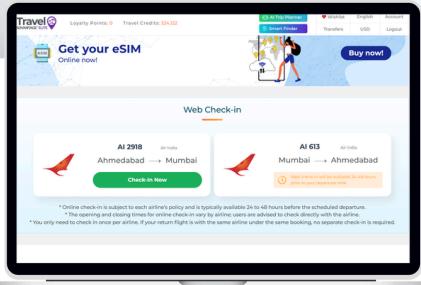
Hotel Pricing Dashboard

The updated hotel pricing view now puts everything you need in one place — your Elite Savings, Turbo Discounts, Loyalty Points used and total savings, all displayed in a clean, easy-to-read format. At a glance, you can see exactly how much you're saving and book with confidence, knowing every detail is right in front of you.



Smart Hotel Search

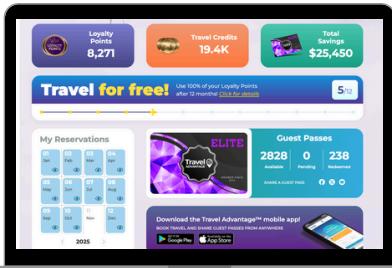
Finding the right hotel is now faster than ever. Type in the name you're looking for and it appears right at the top of your results, no more scrolling or second-guessing. Just below, you'll see hand-picked recommendations so you can compare options, check savings and book with confidence in seconds. It's a smarter way to search, designed to get you from idea to reservation without missing a beat.



Flight Check-In Made Simple

Airports already come with enough lines and stress. **That's why Travel Advantage added a feature designed to make flying easier than ever:** direct flight check-in from your account page.

No extra tabs, no chasing links. Just one seamless process that gets you ready for takeoff in seconds.



Travel for Free Widget

The new Travel for Free widget puts your progress front and center inside your Travel Advantage account, turning long-term goals into daily motivation.

Members can now see exactly how close they are to unlocking free travel, from Loyalty Points earned to their 12-month milestone. With every booking and every step forward, the path to using 100% of your points for unforgettable journeys becomes crystal clear.

Buy with Pending Commissions

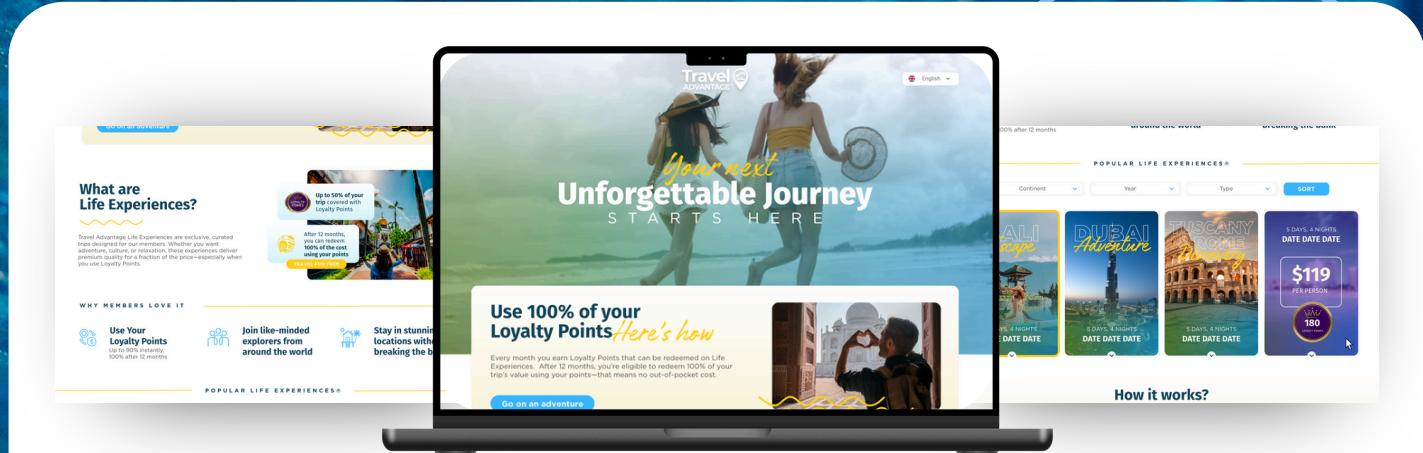
Why wait to travel tomorrow when your earnings can take you places today? **Pending commissions can now be converted straight into Travel Credits** inside your Travel Advantage back office. It's instant, effortless and designed for travelers on the move.



Set Sail with Travel Advantage

Members can now book their dream cruise directly through Travel Advantage and pay using Loyalty Points and Travel Credits, making every voyage more affordable than ever.

Even better, all cruise bookings now appear inside your account section, so you can track and manage reservations with the same ease as hotels and flights. From booking to boarding, your experience is now seamless, organized and fully integrated.

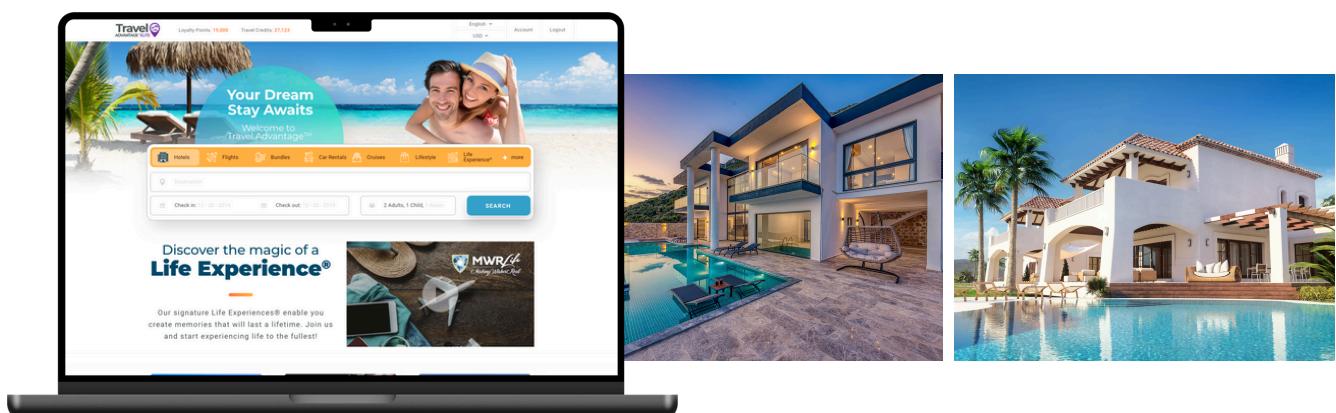


www.LifeExperiences.club

Your gateway to unforgettable journeys is now just a click away.

Explore upcoming destinations, discover past adventures and see what it truly means to travel, connect and grow with the MWR Life community.

From breathtaking escapes to once-in-a-lifetime moments, every experience is designed to inspire, unite and create memories that last forever.



Luxury Villas

Step into a world of elegance and exclusivity with our brand-new Luxury Villas, available soon on Travel Advantage. From sun-kissed coastlines to secluded hillside retreats, discover million-dollar stays in the world's most breathtaking destinations. Each private villa is crafted for ultimate comfort and sophistication, offering spacious designs, refined style and personalized service with private chefs and butlers.

Coming soon!

Community Engagement & Events

Social Star Challenge

This is your chance to shine online and **earn 50,000 Travel Credits** to put toward your dream destination. Whether it's a tropical getaway or a city escape, your next adventure could be just a few clicks away.

Here's how it works:

- Like our posts = 1 point
- Leave a comment = 2 points

Social
STAR
Challenge



50,000 Travel Credits

CONGRATULATIONS TO:

@ramunekaraliute
@passion_de_voyage
@cettytraveladvantage

Work From Anywhere

Bring your workspace to life in the quirkiest or most unique spot you can find! Snap a photo or video of yourself working remotely and share your creativity with the MWR Life community.

How to Participate:

- Post a photo or video of yourself working remotely
- Tag @mwrlife and use #WorkFromAnywhereChallenge + #WeAreMWRLife
- Include the caption: "Making Wishes Real with @mwrlife."
- Inspire others to live the lifestyle!



10,000 Travel Credits

Hall of Achievers

In this edition, we proudly celebrate the incredible individuals who have reached new heights in their MWR Life journey. Their success is a reflection of unwavering dedication, hard work and the courage to keep moving forward, no matter the challenges.

These achievers embody perseverance, leadership and a deep commitment to personal and professional growth. Their stories remind us that greatness is built step by step with consistency, belief and purpose.

We honor their accomplishments, applaud their journey and recognize the impact they continue to make within our global community.

Congratulations to all our achievers — your success inspires us all.



Hall of Achievers

To each achiever featured here, we celebrate your hard work, your progress and the impact you continue to create.

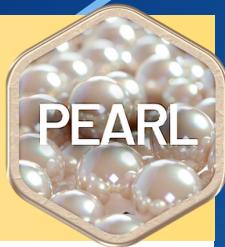
Your journey inspires others to dream bigger, take bold action and believe in what's possible.

Jade Ambassadors



Achille Burgatha	Jaaltogoo Tsegmid	Minji Kim
Aigul Baiguskarova	Jenna Beck	Najat Kassab
Aleksandr Valkov	Jeong a Choi	Natalia Vtorova
Amal Altynbaev	Jiwon Hwang	Nicolas Crebec
Angela Lucente	Joanmegan R	Nicolita Gust
Anna Avetisyan	Jong Tae Lee	Razvan Dinca
Antoine Michon	Julio Acosta	Richard Giddens
Arina Santsevich	Kerrirae Mcivor	Ruslan Chankov
Artemii Medani	Kibong Hwang	Serik Mynbayev
Assem Kozhakhmetova	Kunhae Kim	Stefania Di Gilio
Denis Chatonnet	Kyzzhibek Maatova	Sunny Park
Dinat Gumerov	Larissa Polynski	Taehoon Park
Grigoriy Medvedev	Laurentiu Dincovici	Takamitsu Hamada
Gyeongseon Jeong	Lioudmila Kiceleva	Takaya Yamazaki
Hearan Jung	Liudmila Evseeva	Takuya Mizuguchi
Hiroyuki Yashiki	Live More Lifestyle	Thomas Normand
Hyejung Hwang	Maria Ofelia Lacatusu	Tomohiko Onuki
Hyunwoo Lee	Marie Georges Marie	Toshiya Mori
Ian Iarushin	Michael Williamsaim	Ugur Can Baycin
Ilnar Gaptrakhmanov	Mijung Jeong	Younggill Kim
Irina Chernaia	Mincheol Shin	Yukihiro Saikawa

Pearl Ambassadors



Aigul Tentieva
Albina Gazizova
Aleksei Mishin
Alexandre Lecardonnel
Atromus Atromus
Brenda Geiger
Cassandra Drane
Colette Bissuel
Dana Flanagan
Denis Podyninogin
Dmitrii Romanov
Dmytro Soldatenko
Donghee Lee
Elif Mercan
Emma Moore
Grigory Eliseev
Jeongjoon Park
Joon Jeong
Julien Fraysse
Larisa Ivanova
Laura Ruckel
Maksim Afanasev

Maxim Markiseev
Natalia Dorozhkina
Nayoon Lee
Oleg Larichev
Oyunmaa Banzragch
Philippe Namyst
Rhonda Lucero
Robin Savigny
Ruse Lee
Sarah Amoura
Shaul Israeli
Sixtine Thomasrichard
Solenne Midena
Sonya Lompre
Taeyeong Kim
Tatiana Tretiak
Tidjani Bendjelloul
Timur Akimzhanov
Tsubasa Tokui
Tuvshinjargal Turamgalan
Veronique Chenevez
Young Ae Kim

Emerald Ambassadors



Bookyoung Park
Cristian Tuns
Dmitrii Tishanskii
Elena Guseva
Evgeny Nagiev
Fabeat Ltd
Gulnara Seifulina
Hanjin Cho
Hija Jeong
Hiroaki Maki
Julie Burke
Larysa Skovorynska
Lenny Entreprises
Mihai Mirescu
Misoon Hwang
Nurlan Akhmetov
Sanghoon Bae
Svetlana Nemtsova
Wonkyun Woo



Ruby Ambassadors



Elena Corina
Plesa



Jeongho
Maeng



Laura
Joyce



Artem
Nesterenko



Chunseo
Park



Nikki
Ribeiro



Thibaut
Bissuel



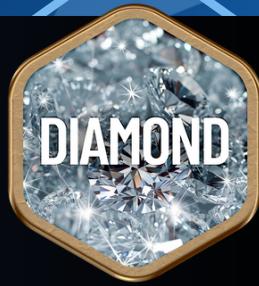
Sapphire Ambassador



Heo Jewon

Diamond Ambassadors

Our Diamond Ambassadors are visionaries who lead by example, elevating others, inspiring transformation and embodying the heart of our brand.



**Heather
Hermiz**



**Fariza
Bekmakhanbet**

Double Diamond Ambassadors

Double Diamond Ambassadors stand among the most influential leaders in our community. Their journey reflects resilience, vision and an unwavering commitment to excellence.



Alexandre Bideau

Alexandre Bideau rises with heart, resilience and purpose, turning challenges into leadership and inspiring others to believe, grow and build a life rooted in joy and possibility.



Jennifer Purga

Jen Purga is a relentless force of vision and service, transforming quiet beginnings into global impact and inspiring thousands to rise, lead and rewrite what's possible.



Luminita Mirescu

Luminita Mirescu is a visionary who transformed purpose, courage and heart into a legacy of leadership, empowering others to rise, dream bigger and build lives filled with meaning.



Nikolay Stomer

Nikolay is the definition of commitment, vision and heart. His journey inside MWR Life has been built on relentless hard work, an unshakeable belief in what's possible and a daily drive to lift others with him.



Viktor Vysotskyi

Viktor Vysotskyi leads with freedom, vision and deep purpose, turning inner alignment into global impact and inspiring others to create a life that feels as expansive as their dreams.



Do Heon Jeong & Arin Ju

Do Heon Jeong and Arin Ju built their success through shared resilience, unwavering commitment and a quiet determination that turns every challenge into forward momentum.





100K

100K Earners



Argen
Asankulov



Artem
Nesterenko



Chunseo
Park



Do Heon
Jeong
+ Arin Ju



Elena
Corina Plesa



Heather
Hermiz



Jennifer
Purga



Fariza
Bekmakhanbet



Nikki
Ribeiro



Jeongho
Maeng



Kim & Tom
Challan



Laura
Joyce



100K

100K Earners



Angel
Whitmire



Dana
Flanagan



Julie
Burke



Carly
Meaker



Nikolay
Stomer



Nate
Forrest



Oyunmaa
Banzragch



Luca
Matarazzo

Hall of Achievers



"There Are No Unsuccessful Networkers — Only Impatient Ones."

It's a phrase now echoed by thousands, yet it didn't come from a best-selling author or a polished stage speaker. It came from **Alexander Perevezentcev**, a man who once worked in a dim factory with holes in his shoes — and who today sails the world, free, wealthy and fulfilled.



Aleksandr Perevezentcev

From Survival to Vision

Born in the final years of the Soviet Union, Alexander grew up surrounded by scarcity. His parents worked endlessly just to survive. "I wore my sister's old clothes. We couldn't afford books. I dreamed of one pair of normal shoes," he recalls. Life was not about ambition; it was about endurance.

After vocational school, he became a machinist in a gray, oil-stained factory. The train tracks outside his window weren't symbols of escape — just background noise to a life he believed was already written.

The Spark That Changed Everything

At 18, a friend invited him to a network marketing presentation. Alexander went there to laugh. "They were talking about brushing your teeth with shampoo. I thought they were crazy."

But then came a single sentence that rewired his entire world:

"You build a business, help others do the same and everyone wins."

That simple idea opened a door he never knew existed. "For the first time, I saw a way out," he says. "I didn't understand the details, but I saw possibility — and that was enough."

Failure Before Flight

Success didn't come overnight. "In three months, I recruited one person. After a year, just seven. I made less than \$500," he admits. Most would have quit. Alexander didn't.

"I realized it wasn't the company or the product. It was me. If I couldn't lead, I had to learn. That mindset saved my life."

He studied leadership, sales and human behavior until the man who once mocked dreamers became one himself.

The Long Road Back

Over 26 years, Alexander built teams, trained leaders and created systems that changed lives. Yet eventually, he walked away. "The industry became loud — full of hype, fake gurus and empty promises. I didn't want to be part of that circus anymore."

For a while, he thought his chapter in network marketing was over

— until he discovered MWR Life.



The Company That Felt Different

“What caught my attention wasn’t just the travel platform,” he explains. “It was the philosophy. MWR Life sells real experiences — joy, freedom and emotion. That’s what people truly crave.”

Through its exclusive Travel Advantage™ platform, MWR Life gives members access to global travel deals and curated experiences in over 150 countries — backed by vision, integrity and technology that Alexander calls “built to last.”

Triple Diamond in Seven Months

When he re-entered the industry, he didn’t come to try, he came to win. In just seven months, he achieved the Triple Diamond rank. “I don’t chase people. I filter them. This is a numbers game, but it’s about hunger, not luck.”

Leadership Without Excuses

“I’m not your parent. I’m your partner,” he says. “I’ll walk beside you, but I won’t carry you.”

His focus is structure, culture and truth. “People don’t need more motivation; they need direction.”

A Legacy Beyond Income

Today, Alexander calls MWR Life his forever home, the union of freedom, mission and alignment he had sought for decades.

“I’m not building just for income. I’m building for impact for people who had no opportunities, just like me.”

His message is simple and timeless:

“Don’t wait for others to believe in you. Believe in yourself. This business isn’t for the lucky; it’s for the patient. Keep showing up. That’s the real secret.”

And as he looks out over the open sea, the boy who once dreamed of one good pair of shoes has become a man helping thousands walk toward freedom.

500K Lifetime Earners

Reaching the 500K Lifetime milestone is a testament to extraordinary dedication, leadership and consistency.



Allison Marie - Angélique

Allison Marie-Angélique leads with elegance, determination and unwavering focus, turning discipline into opportunity and inspiring others to rise with confidence.



Alexandre Bideau

Alexandre Bideau rises with heart, resilience and purpose, turning challenges into leadership and inspiring others to believe, grow and build a life rooted in joy and possibility.

500K Earners

Reaching the 500K Lifetime milestone is a testament to extraordinary dedication, leadership and consistency.



Do Heon Jeong & Arin Ju

Do Heon Jeong and Arin Ju built their success through shared resilience, unwavering commitment and a quiet determination that turns every challenge into forward momentum.



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Jen Purga is a relentless force of vision and service, transforming quiet beginnings into global impact and inspiring thousands to rise, lead and rewrite what's possible.



Viktor Vysotskyi

Viktor Vysotskyi leads with freedom, vision and deep purpose, turning inner alignment into global impact and inspiring others to create a life that feels as expansive as their dreams.

Million Dollar Earner



Aleksandr Perevezentcev

Aleksandr Perevezentcev turned hardship into mastery, proving that patience, grit and belief can transform any beginning into a legacy of power, freedom and purpose.



LIFESTYLE MALL



Visit www.traveladvantage.com to explore
amazing prices in our Lifestyle Mall.

DEALS SPOTLIGHT

Sunglasses



Philipp Plein

Mod. SPP1033 SHINY GREY GOLD

Avg. retail price	\$1,235
Member Savings	\$870
Loyalty Points	161
Total	\$204



Hugo Boss

Hugo Boss sunglasses

Avg. retail price	\$300
Member Savings	\$212
Loyalty Points	42
Total	\$46



Hugo Boss

Hugo Boss sunglasses

Avg. retail price	\$243
Member Savings	\$159
Loyalty Points	32
Total	\$52



Tommy Hilfiger

Tommy Hilfiger sunglasses

Avg. retail price	\$161
Member Savings	\$99
Loyalty Points	21
Total	\$41



Tommy Hilfiger Eyewear

Mod. TH 1938_S BLACK

Avg. retail price	\$197
Member Savings	\$114
Loyalty Points	21
Total	\$62



Trussardi

MOD. TSM9019 56G23

Avg. retail price	\$300
Member Savings	\$196
Loyalty Points	39
Total	\$65



David Beckham

Mod. 7095_G_S A0Z 58 18 150

Avg. retail price	\$311
Member Savings	\$203
Loyalty Points	39
Total	\$69



Lozza

LOZZA MOD. SL4215M56710P

Avg. retail price	\$226
Member Savings	\$135
Loyalty Points	28
Total	\$63



Trussardi

MOD. TSW9014 56I03

Avg. retail price	\$326
Member Savings	\$217
Loyalty Points	42
Total	\$67



BOOTCAMP

20
25

Istanbul, Turkey | October 25-26, 2025

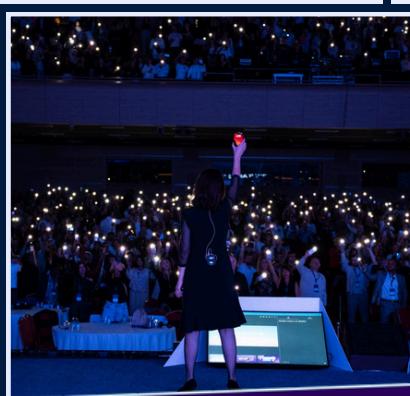
Bootcamp Istanbul 2025: A Weekend That Changed Everything

Bootcamp Istanbul was pure transformation. In one of the world's most iconic cities, our community came together for three days of powerful trainings, real stories and breakthroughs that moved the entire room. We heard leaders share their journeys with honesty and courage, stories of resilience, fresh starts and the belief that anything is possible. The trainings delivered clarity, strategy and mindset tools that people can use immediately to grow their business and themselves. But above all, it was the energy that made this event unforgettable. The unity, the connections, the feeling of being part of something bigger, people arrived as individuals and left as stronger, more confident leaders. Bootcamp Istanbul wasn't just an event. It was a shift for our teams, our vision and our future.

And this is only the beginning.



Event Highlight



BOOTCAMP 2025

Event Highlight



Leadership Trip

Cancun, Mexico | August 17-21, 2025



For five unforgettable days in August 2025, leaders gathered in Cancun for an exclusive experience that blended growth, connection and celebration. Hosted at the luxurious Riu Caribe Resort, the Leadership Trip offered a chance to recharge in style while elevating their leadership journey.

The gathering included two private morning training sessions led by VP of Strategy Nuno Caçao and VP of Field Development Ilian Evtimov, designed to sharpen vision and expand impact. Beyond these sessions, participants enjoyed the all-inclusive resort lifestyle, world-class dining, oceanfront relaxation and time to connect with peers in a vibrant, inspiring setting.

A highlight of the trip was the surprise evening activity on August 20, where laughter, unity and celebration under the stars created memories that will last a lifetime.

More than just a reward, the Leadership Trip was a celebration of progress, a catalyst for future growth and a testament to the power of leadership lived fully together.



Event Highlight

Presidential Club Trip

Algarve, Portugal | September 5-8, 2025

An elite group of 87 achievers gathered on Portugal's golden coast for the MWR Life Presidential Club Trip, a reward honoring members who achieved the distinguished Presidential rank. Hosted at the five-star Tivoli Alvor Algarve Resort, the experience blended luxury with purpose: a sparkling Welcome Dinner, a half-day Road to 100K leadership training and endless opportunities to relax, recharge and connect. From golden beaches to world-class dining, the trip was both a celebration of excellence and a launchpad for even greater impact.



Level Up Italia

Bologna, Italy | September 14, 2025

The Royal Hotel Carlton in Bologna was transformed into a hub of energy and ambition on September 14, 2025, as Level Up Italia welcomed participants from across Italy and beyond for a full day of inspiration, strategy and growth. The stage pulsed with vision and expertise, creating an atmosphere that was nothing short of electric.



At the heart of the event was a powerhouse lineup of speakers. Eric Aubin, VP of International, and Ilian Evtimov, VP of Field Development, set the tone with corporate insights that connected strategy to action. They were joined by some of the most dynamic leaders, Medhi Souci, Isabelle Daniel, Chiara Rosiglioni, Paolo Scaccia, Mariangela Macheda, Luca Matarazzo, Andrea Calcateli, Alfonso Zito, Ketty Bassa, Patrizia Marasco and Stefania Piedigace, each sharing hard-earned lessons, proven strategies and stories of resilience.



The energy in the room was undeniable. Every session sparked new ideas, every speaker left the audience buzzing with possibility and every connection made reinforced the strength of the MWR Life community. By the end of the day,



Event Highlight



North America Pre-Launch Event

Las Vegas, USA | September 20, 2025



Las Vegas set the stage for a defining moment on September 20, 2025, as the North America Pre-Launch Event ignited a wave of momentum at Notoriety. The atmosphere was electric, one powerful day where vision met energy and the future of MWR Life in North America began to take shape.

On stage, CEO & Founder Yoni Ashurov unveiled the bold vision for expansion, joined by Ilian Evtimov, VP of Field Development and Nuno Caçao, VP of Strategy, who shared insights to fuel growth and leadership. Adding to the impact, Top Leaders, including Medhi Souci, Laura Joyce, Jennifer Purga, Heather Hermiz, Nikki Ribeiro and Kim & Tom Challan, delivered strategies and stories that resonated with authenticity and drive. The Pre-Launch wasn't just an event. It was a spark: every session, every voice and every connection built anticipation for what's next.

The next chapter is already calling. On February 21-22, 2026, the spotlight shifts to Dallas, Texas, for the North America Launch Event—a two-day experience set to ignite unstoppable momentum with breakthrough strategies and a community ready to make history.





FEBRUARY 21-22 | 2026

DALLAS / TEXAS

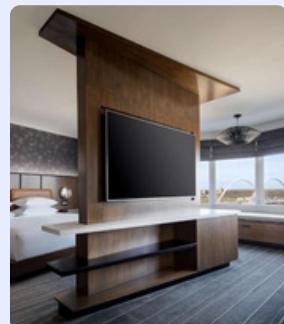
This February in Dallas, we're making history yet again with the official North America Launch Event for MWR Life. This isn't just another company event—it's the moment we lock in our position as a global movement and experience the explosive growth already happening across the world. Be there to feel the energy in the room, connect with leadership and say you were present at the beginning of the next chapter for MWR Life in North America. This experience is filled with training, connection, belief building and the spring board for 2026!

Dallas USA **LAUNCH Experience®**

February 19-23 | 2026

 **Hyatt Regency Dallas** ★★★★

Embark on an exclusive launch experience designed for pioneering minds and aspiring leaders. Set in the vibrant downtown of Dallas, the Hyatt Regency Dallas serves as the perfect backdrop for this immersive gathering of inspiration, networking and forward-thinking energy.



ELEVATION

26



**YONI
ASHUROV**

CEO & Founder



**ILIAN
EVTIMOV**

VP of Field Development



**ERIC
AUBIN**

VP of International



**NUNO
CAÇÃO**

VP of Strategy



**RODRIGUE
NEPOTEL**

Million Dollar Earner



**MEDHI
SOUCI**

Lifetime Million Dollar Earner



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APRIL 25-26 | 2026

ANTALYA | TURKEY

NEST CONVENTION CENTER ANTALYA

Yoni Ashurov

The Brain Behind the Dream



In this exclusive conversation, we sit down with Yoni Ashurov, Founder & CEO of MWR Life, to explore the vision, purpose and innovation behind one of the most dynamic travel and lifestyle platforms in the world.

Here are the Top 10 Questions that reveal the heart and mind behind the dream.

Q: Take us back to the beginning. What moment sparked the idea for MWR Life? What was your “eureka” moment?

“My first real contact with this industry came through my father. I watched him work tirelessly, always learning, always listening to motivational speakers and training. Being surrounded by that environment from such a young age planted the first seed. Years later, when I launched my own businesses, I began working as a service provider for a network marketing company. That gave me real, firsthand exposure to the impact this industry can have on people’s lives. I saw potential, real potential. But the true spark happened when I connected this idea with my passion for travel. When I realized I could merge the excitement of exploring the world with a platform that helps people achieve more in their lives... that was the moment. That was the birth of MWR Life.”

Q: How would you describe your leadership philosophy? What guides you as a CEO?

“Everything begins with the quality of our membership. If you start with a great product that genuinely inspires people and delivers real value, you build the foundation for success. From there, leadership is about creating a vehicle where anyone, regardless of their background, can follow a simple path to success. More than helping people travel or build a business, our mission is to create moments that impact people’s lives. Ultimately, I want the name MWR Life to evoke feelings of happiness, pride and accomplishment. That’s the culture I work to build, one of passion, purpose and people.”

Q: Travel Advantage has embraced AI technology. How do you see AI shaping the future of travel and the member experience?

“Just as the internet transformed the world, artificial intelligence is doing the same today. Our goal has been to integrate AI in ways that make the member experience more personal, more seamless and more efficient. AI simplifies processes, saves time and creates smarter travel experiences from planning trips to finding the best deals to building personalized itineraries. But AI doesn’t replace the human touch. It enhances it. Our vision is to stay at the forefront of this technology so we can continuously innovate and elevate the experience for all our members.”



Q: Beyond business success, what personal mission fuels your passion for MWR Life?

“What drives me isn’t numbers, it’s impact. It’s knowing we helped someone pay their rent, send their child to school, take a dream vacation, or simply spend more quality time with their family. MWR Life is about creating opportunities for people to live better and experience more. That’s what inspires me every single day.”

“My mission is simple: help people experience more moments, more memories, and more of what truly matters in life.”

Q: Every entrepreneur faces challenges. What was your biggest challenge in building MWR Life and how did you overcome it?

“Procrastination and consistency are two of the biggest challenges not only for entrepreneurs but for organizations as well. Building MWR Life required creating clear systems that make it easier for people to take action and stay consistent. Ultimately, success comes down to choice. You decide what you want and you fight for it. That mindset was essential for me and it’s essential for our entire community.”

“MWR Life was built with one purpose: to create meaningful experiences that elevate people’s lives.”

Q: When you imagine MWR Life a decade from now, what do you see? What legacy do you want to build?

“I want MWR Life to continue serving with excellence and delivering unforgettable experiences to our members across the world. While technology and trends evolve rapidly, our strength will always be our ability to adapt. My vision is for MWR Life to be remembered not only as the company that helped people see the world, but the company that changed the way they experience life. That’s the legacy I want to build.”

Q: As the leader of a global travel company, what has been your most transformative travel experience?

“Every trip brings something transformative. Traveling exposes us to different cultures, realities and perspectives – and that always leaves a mark. But what inspires me most aren’t my own trips. It’s seeing how travel has changed our members’ lives. The joy, the connection, the memories... that’s what moves me. That’s where I choose to put my energy: creating opportunities for others to live those unforgettable moments.”

Q: What do you dream for the MWR Life community?

How do you see these relationships evolving?

“Our dream has always been to Make Wishes Real. I want our community to continue growing as a global family, a place where people dream bigger, connect deeper and truly support one another. I see our community expanding not just in numbers, but in impact, in purpose and in heart.”

Q: What message would you like to share with every MWR Life member reading this?

“My message is one of gratitude. Thank you for being part of this journey. Thank you for helping shape what MWR Life has become.

I hope this continues to be your home, a place where you feel inspired, empowered and motivated to grow. And as we move toward the future, my wish is that you create even more meaningful memories and success stories.

Together, we'll keep Making Wishes Real.”

Q: If you could sum up MWR Life in one sentence, what would it be?

“*A global community built on passion, purpose and the belief that everyone deserves to experience more.*”



LIFESTYLE MALL



Visit www.traveladvantage.com to
explore amazing prices in our Lifestyle Mall.

A day in the life of an MWR Life Ambassador

By Laura Joyce

EMERALD / MALLORCA

 @laura_livinlavida

1. Your Morning Routine

When I first started building this business, I was up at 5am every day. Two hours before the kids woke up — one hour on my own, one hour in a co-working Zoom with my team. We'd smash out our non-negotiables together: reach outs, sending info, following up. It guaranteed my minimums were done before life kicked off — kids, team messages and, at one point, another job.

But as my business went global, I had to adapt. Late-night calls across time zones became the norm and 5am starts stopped making sense. These days, I get up with the kids around 7am. And let's be real: mornings are chaos. Lola refusing to brush her hair, lost shoes, breakfast battles — it's not glamorous, but it's real life. After the school run, I stop for an oat milk matcha or a fresh juice. That's my five-minute reset. Then I head out for an hour's walk — sometimes a podcast, sometimes emptying my inbox, often sending voice notes as I go. It's exercise, fresh air and productivity rolled into one.

When I'm back, I focus on my IPAs. This takes discipline, because with a big team it's easy to slip into "management mode." But the best way to lead is by example. That means making sure I do my basics first: connecting, sharing, following up. If I don't get them done early, the day runs away.

2. Business Building Activities

Here's the straight truth: my days are full-on. People see the travel photos, the beach lifestyle, the highlights on social media — but what they don't see are the hours of closing calls, the endless presentations and the constant mentoring happening behind the scenes. A typical day for me looks like this:

Morning: After my walk and IPAs, I check team chats. Who needs support? Who's closing today? Who's stuck? Then I dive into follow-ups and start my first calls.

Midday: Presentations, closing calls, three-way chats. My personal minimum is two presentations a day, but with a global team, it's often ten times that. Some are my prospects, others are me jumping in to close for my team.



Afternoon: Around 2:30, I usually clock off to pick the kids up from school. We might head to the pool, go for a walk, or just chill at home. I try to stay off my phone because that's family time. But when the business is in a season of huge growth, I'm often sneaking in calls between the chaos. That's the beauty though: I get to choose. When we're launching new teams, I'll happily put in crazy 16 hours, back-to-back calls, and late-night presentations.

But there are also seasons where I get my core work done by 2:30 and switch into mum mode until the kids go to bed. That flexibility is everything. And sometimes, I just need a break. That's when I go wakeboarding — my newest release. An hour out on the sea, phone nowhere near me, exercise, salty hair.

Sometimes I take the kids too, which makes it even more fun.

Evening: We usually have dinner together as a family — phones down, time to talk and be present. Once the kids are in bed, I'm back at it. Global trainings, late-night calls and supporting my team across time zones are a big part of my evenings.

This isn't a "two hours a week side hustle." This is me running a business like a business. Some days I work late, other days I shut down early. But every single day, I do the basics. I'll never ask my team to do what I won't. And yes, it's messy. Sometimes dinner is late, sometimes the house looks like a bombsite, sometimes I'm running on caffeine. But that's the price for the big goals I have — and I actually thrive off the hustle.



3. Travel and Lifestyle Integration

Travel is my passion, and the last 15 months have been wild. I've travelled more in this period than ever before — solo trips, team trips and family trips. Each one fuels me in different ways.

Solo travel gives me space to think. Airports, hotel rooms, new cities — those quiet moments away from chaos are where I reset and dream bigger.

Team travel is electric. Being with my team in person — training, laughing, celebrating — is next-level energy. These trips remind me why we do what we do.

Family travel is my heart. Taking my kids on adventures, showing them the world, giving them experiences instead of "stuff". And then there are the events. For me, they're non-negotiable. I don't know a single leader who made it to the top without showing

up. Whether I'm on stage speaking or the loudest cheerleader in the room, I'll be there. Investing back into my business isn't optional — it's what keeps me growing. And I'll always tell my team the same: find a way, not an excuse and get in the room.

And here's the thing: my lifestyle is my marketing. When I check into a gorgeous hotel I booked through Travel Advantage and saved hundreds, I don't need to sell anything. I share my experience, and people naturally want to know how.

Before this business, travel was a luxury. Now, it's woven into my work, my family and my lifestyle. It's not about "holidays" anymore — it's memories, its our lifestyle.

4. Personal Life Balance

Balance is a funny word. Some days, there's none — I'm on calls till 2am, forgot to eat, almost forgot I had to be somewhere. Other days, I shut my laptop early, grab the kids and spend the afternoon at the beach. That's the power: choice. I get to decide when to push and when to switch off. My kids don't fully understand what I do — but this is all they know. They know mummy works hard and they know it matters. They also love the lifestyle it brings. My eldest, Sonny, is 11 but already says he wants to be a network marketer. He knows my pay plan inside out, knows my team by name and even sends them voice notes saying "well done" when they hit ranks. When I hit a new rank, they celebrate with me. It's our family business as much as mine. And then there's Joycey, my husband. Behind the scenes, he's my rock. He works full-time and he also builds this business part-time. He's the one who

handles the tech and systems that overwhelm me. He's the best dad to our kids and he's always telling me: "Go. Your team needs you. This is important."

Even when it's hard, he finds a way to make it possible for me to show up. He supports me when I travel, he backs me when the workload is heavy, and he reminds me we're building this together.

I've also learned how important it is to recharge. For me, that's travel, fresh air, walking, wakeboarding and laughing with my friends and family. It often looks to the outside like I'm working 24/7 but to me it doesn't really feel that way. And while I'm not always the best at it, I do try to make time for the little things: lunch dates with my husband, breakfasts with my mum and being present in those everyday moments. That's what keeps me grounded.

5. Advice and Inspiration

Here's my no-BS advice if you're starting this journey:

Commit. Don't dabble. Don't "see how it goes." Decide you're in and show up like it. Do the basics. Connect, share, follow up, present. Every day. Don't overcomplicate it. Work ethic matters. Be ready for late nights, setbacks and messy days. Freedom isn't free. Lead by example. Your team will copy what you do, not what you say. Don't wait for perfect. Kids, chaos, noise — life will never be neat. Build in the middle of it.

The biggest lesson I've learned?

Success isn't about talent, confidence, or motivation. It's about doing the basics daily — and then doing more of them than most people are willing to. Reach out to more people. Share the presentation more times. Follow up more than once. Stack the small things, even when it feels boring or messy. That's how you win.

My future goals?

To have systems so slick and duplication so strong that momentum takes on a life of its own. I don't want to be the "boss" — I want an army of leaders where no one can tell who's at the top because there are so many of us winning. I want to keep helping one person at a time while building a movement of people living their fullest life, whatever that means for them — all while I live mine, proud of what I've created and knowing I've inspired others to believe: if I can, they can too.

At the heart of it, my ultimate goal is simple: to feel happy, to laugh, to smile and to do this alongside my family, my team and the people who've earned the right to rise with me. That's what success looks like to me.

Closing Thoughts

My days are messy, loud and full of graft. But they're mine. Built by choice, powered by grit and shared with the people I love. That's the win.



Communicating effectively and legally in network marketing

FEATURING ERIC AUBIN



1. The Importance of Responsible Communication

In Network Marketing, your communication is your showcase. It reflects both your professionalism and that of MWR Life. It is the first contact a prospect will have with you, directly or indirectly.

Clear, honest and law-abiding communication is essential to building trust and ensuring the long-term sustainability of your business. On the other hand, any communication that creates suspicion, doubt, or the reaction “it sounds too good to be true” will harm both you and MWR Life and Travel Advantage.

Authorities—particularly those responsible for fraud prevention, consumer protection and professional ethics, closely monitor messages suggesting that people can easily earn money, get rich quickly, or travel for free. Such messages can be viewed as “bait advertising,” which is illegal.

From a business standpoint, they are a waste of time, since prospects who become customers based on unrealistic expectations will likely end up disappointed rather than satisfied and will not stay. We often say it's better to underpromise and overdeliver than the opposite.

Veteran members at MWR Life will tell you: when they started, they didn't have nearly the advantages available today, yet they still managed to build a strong businesses.

2. Basic Rules to Follow

Say only what you can prove

Every statement must be verifiable. If you can't provide evidence for what you claim, don't post it. Also do not present an exception as a general case.

EXAMPLE



“Save up to 70% on your trips!”



“Access exclusive member-only rates.”

Focus on the service first

At MWR Life, your presentation should always center on Travel Advantage, not on earnings.

Your communication should highlight the customer experience, service quality and community.

Potential income is simply an additional option for those who wish to embrace entrepreneurship.

EXAMPLE



“Become financially free through this opportunity.”



“Build your business around an exclusive travel service.”

Avoid any promise of ease

Stay away from terms suggesting that success is simple or guaranteed. Network marketing is a serious entrepreneurial activity, not a shortcut to instant wealth. Building sustainable income requires personal commitment and persistence.



*"It's easy."
"Anyone can succeed quickly."
"Earn from your couch."*

*"An opportunity for those willing to learn and invest in themselves."
"A serious project for aspiring entrepreneurs."*

3. Expressions to Avoid / How to Rephrase



Don't Say

- “Guaranteed income”
- “Earn easily”
- “Change your life quickly”
- “Become rich / financially free”
- “Exclusive offers up to XX% off”
- “Work whenever you want and live off your travels”
- “Join me to gain your financial freedom”



Prefer

- “Income potential depending on personal effort and results”
- “Grow your business with professional guidance”
- “Build your project at your own pace”
- “Create a sustainable additional income”
- “Access privileged offers reserved for Travel Advantage members”
- “Work independently in the travel industry”
- “Discover an entrepreneurial opportunity in the world of travel”

Important: when you mention income, always show the **MWR Life Income Disclosure**

4. Best Practices on Social Media

Show, don't promise—be authentic.

Share real experiences: your trips, your learnings, your encounters. Talk about what you live, not what others might “hope for.” Enthusiasm works only when based on genuine experience. Your personal story is your best argument. Tell it simply—people connect to sincerity, not hype.

EXAMPLE

“Thanks to Travel Advantage, I discovered a new way to travel.”

(not: “Travel the world for free!”)

Use correct terminology

Always use the official names: **MWR Life** and **Travel Advantage**. Don't create derivative names, logos, or visuals without validation.

Stay professional

Do not post:

- Internal screenshots (earnings, back office, income charts)
- Photos of transfers or bank statements
- Promises of passive income or money-related claims without clear explanation



5. The 5 Key Reflexes to Keep in Mind

- Verify:** Can I prove what I'm saying? Is this an exception or a general case?
- Prioritize:** Service before financial opportunity.
- Simplify:** A clear message beats a catchy slogan.
- Respect:** Brand and communication guidelines of MWR Life.
- Build:** Trust through transparency and consistency.

6. Example of Compliant Communication

“By joining MWR Life, I discovered a flexible activity centered on something I love, travel. I’m learning to grow my network and help others benefit from exclusive advantages.”

This example is clear, sincere, contains no financial promise, and complies with legal standards.

In Conclusion

Responsible communication is not a constraint—it’s a mark of professionalism. It sets you apart from misleading messages, strengthens the network’s credibility, and attracts serious partners.

Communicating the right way means building your business sustainably.

Danyer Gonzalez

Head of Events & Experiences



Personal Introduction

I was born in Cuba and from a very young age, due to my profession, I knew my life would be shaped by travel, unique experiences, and meaningful connections with people. Before entering the corporate world, I spent over 4 years leading and developing teams in the field and also built a career of over 15 years in dance and live entertainment — a stage of my life that taught me discipline, creativity and the ability to organize high-impact, high-quality productions designed to transmit emotions through every detail.

Today, as Head of Events & Experiences, I lead the creation of unique experiences that leave a lasting mark on our members around the world. What I enjoy most is bringing all the knowledge acquired in my previous profession into MWR Life's events, raising and maintaining the highest standards in their development with professionalism. Combining profession and passion is, without a doubt, one of the most gratifying aspects of my journey with MWR Life.

My Role & Department

Within MWR Life's corporate structure, I am a leader of the Events & Experiences department, whose mission is to design, coordinate and execute unique experiences that reflect the company's essence and values.

As Head of Events & Experiences, my responsibilities cover every stage from conceptualizing each event or Life Experience, to managing logistics, supervising vendors, negotiating with hotels and venues and ensuring every detail meets the highest quality standards.

My role goes far beyond event organization; it's about creating environments that inspire, connect and leave an emotional imprint on every member.

What I Love About My Work

What excites me most every day is knowing that my work has a direct impact on people's lives. It's not just about organizing an event, it's about creating spaces where our members can live unforgettable moments, build lasting memories and feel part of something greater.

One of my proudest achievements was Elevation Benidorm 2025, a milestone event that represented a true paradigm shift for MWR Life. Achieving a new level of excellence in production, logistics and attendee experience was a huge challenge, but also proof of what can be accomplished with vision, teamwork and attention to detail. Making that happen is, without question, one of the things I love most about my role.

Every Life Experience is an opportunity to innovate and raise the bar. What makes my role unique is the blend of strategy, creativity, and execution — I don't just manage processes; I ensure every detail reflects MWR Life's commitment to quality and inspiration.

Supporting the MWR Life & Travel Advantage Community

One of the core pillars of my work is ensuring our members get maximum value for their investment. Through the unique format of our Life Experiences®, we make their money go further, allowing them to enjoy more for less, a key reason our membership offers such incredible value.

In this phase of rapid market growth, clarity is essential. That's why I created simple, practical guides explaining how our Life Experiences® work and the rules that govern them. Now part of our internal academy, these guides have improved the booking process and significantly reduced errors.

We also clearly define the four types of Experiences we offer, helping members choose the type of trip or vacation that best matches their preferences and budget:

- Life Experiences®
- Deluxe Life Experiences®
- Themed Experiences
- Cruise Experiences for cruise lovers

This recent implementation has had a very positive impact, allowing members to make more informed choices.

Behind the scenes, we have also automated our internal workflows, enabling faster responses and actions when handling inquiries or resolving member issues. My department includes specialized, highly trained agents focused solely on events and experiences, ensuring members always receive expert, dedicated support.

Listening to member feedback and turning it into real improvements has allowed us to offer higher-standard hotels, more personalized services, door-to-door transfers for key events and exclusive icebreaker activities that create instant connections.

Behind the Scenes Insights

Our members usually see the polished final product of a Life Experience® or event: an impeccable stage, a thrilling program and seamless logistics. What they don't see is the meticulous work that happens behind the curtain to make it all look effortless.

Each experience requires months of planning,

negotiation and coordination with multiple suppliers, hotels, venues and external services. In Events & Experiences, we work with minute-by-minute schedules and contingency plans for every possible scenario. A delayed flight, unexpected weather, or a last-minute special request can require instant adjustments and thanks to preparation, the member never feels the disruption.

During the months of July and August, our department doubled the usual number of bookings, which meant a significantly higher volume of management and coordination. Despite the increase, we ensured that every case was handled efficiently and to the highest standard, maintaining the quality and care our members expect.

One of the biggest challenges is aligning different departments with their own agendas into a single, cohesive team. I work closely with Strategy, Marketing, Operations, and Leadership Development to ensure each experience aligns with corporate goals and delivers a consistent message.

We are also constantly seeking innovations from integrating new booking and communication technologies to experimenting with more interactive and personalized event formats, keeping every experience fresh, engaging and memorable.

Personal Connection to the Mission

For me, MWR Life's mission is not just an inspiring statement; it's a daily responsibility. Helping our members live more, travel more and create memories that last a lifetime is what drives every decision I make. Coming from the world of dance and entertainment, I learned that every moment on stage counts and the audience should always leave with something unforgettable. I apply that same philosophy to Life Experiences: every detail matters, every interaction must deliver both quality and warmth.

My passion for travel and for creating spaces where people feel part of something special fits perfectly with MWR Life's vision. It's not just about building an itinerary; it's about delivering transformative experiences that strengthen community and belonging. Looking ahead, my vision is to continue raising the standards of our events, incorporate technologies that simplify the member experience, expand our destinations and formats and keep the element of surprise alive — the magic that makes every Event & Life Experience® unique.



Message to the Community

To all MWR Life and Travel Advantage members:

Every event, every Life Experience and every moment we share is no accident. Behind every smile, every stage and every unforgettable experience is a committed team and a clear vision: to make sure you always live the very best.

Since stepping into this role, my commitment has been to mark a true “before and after” in our department. I didn’t come here to maintain what already existed; I came to elevate it, break limits and set a new standard that inspires us all to dream bigger and live more fully.

Seeing you enjoy, connect and take home memories you’ll cherish forever fuels my drive to keep innovating and finding new ways to surprise you. And I promise you this: as long as I’m leading Events & Experiences, each experience will be bigger, better and more exciting than the last.

Thank you for your trust, your participation and for being part of this unique community. The best is yet to come... and I’ll see you at the next Event or Life Experience, ready to create another unforgettable chapter together.



Lifestyle.

Live the experience

Life Experiences®

There are trips you take and then there are Life Experiences®, unforgettable journeys designed exclusively for Travel Advantage™ Members. Each one blends world-class hospitality, curated activities and the joy of traveling together with our global community. From luxury escapes to cultural immersions, these are more than vacations. They're stories you'll carry for a lifetime.

Orlando Life Experience®

January 15-19 | 2026

Magic awaits in the entertainment capital of the world. This Family Edition Life Experience® offers exclusive discounts and VIP access to Walt Disney World® and Universal Studios®, turning every moment into something extraordinary. From the thrill of world-famous rides to the joy of unwinding together at a resort, Orlando promises laughter, connection and memories destined to last a lifetime.



Rio Carnival Themed Life Experience®

February 13-17 | 2026

Few celebrations on Earth rival the pulse of Rio Carnival and this Life Experience® places you at the very heart of it. Samba rhythms, dazzling parades and a kaleidoscope of color will surround you as Brazil's most famous festival comes alive. Between exclusive activities and premium accommodations, members will enjoy the perfect balance of cultural immersion and comfort. Rio Carnival promises pure joy, pure energy and pure connection, an unforgettable moment in time, shared with our global community.



Cartagena

Deluxe Life Experience®

February 19-23 | 2026

Where history meets Caribbean charm. In Cartagena, members will wander through colorful streets and colonial architecture, guided on a private tour of 12 iconic sites. A full day at Rosario Island, with round-trip speedboat transfers, adds a touch of tropical escape, while seamless airport-to-hotel service ensures comfort from start to finish. This Deluxe Life Experience® blends culture, class and coastal beauty into one unforgettable journey.



Maldives

Life Experience®

March 5-9 | 2026

A pure escape in its most refined form. Surrounded by crystal-clear waters and endless horizons, the Maldives provides the perfect setting for rest and renewal. Days can be spent enjoying a peaceful island atmosphere where natural beauty, privacy, and calm come together effortlessly. From serene mornings by the sea to evenings under open skies, this Life Experience® offers simplicity, elegance, and true relaxation.



Hawaii

Life Experience®

March 12-16 | 2026

Embrace the Aloha Spirit from sunrise to sunset. The islands offer a space to recharge, reflect, and move at your own pace. Days flow with restorative energy, whether strolling along quiet shores or simply taking in the natural beauty. Hawaii invites a journey of balance, connection, and the kind of calm that lingers long after you leave.



Zanzibar Life Experience®

March 20-25 | 2026

Paradise is calling. With its white-sand beaches, turquoise waters and rich Swahili culture, Zanzibar offers a retreat unlike any other. Members will indulge in world-class hospitality while discovering an island that blends tranquility with elegance. From barefoot walks along the shore to evenings wrapped in ocean breezes, this Life Experience® promises serenity, beauty and exclusivity—an oasis designed for those who seek the pinnacle of relaxation.



Caribbean Cruise Life Experience®

March 21-28 | 2026

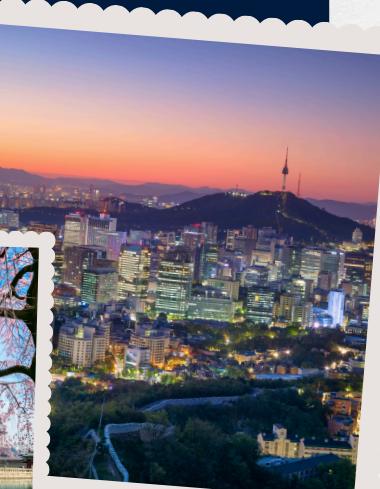
Seven nights at sea, sailing through the Caribbean. Aboard MSC World America, each day brings new islands to explore, warm waters, and options to relax or enjoy onboard activities. From mornings on deck to evenings under open skies, the journey combines sightseeing, leisure, and the freedom of life at sea.



South Korea Deluxe Life Experience®

April 1-5 | 2026

Discover the charm of Seoul through a cultural walk in Seochon Village and a visit to Tongin Market. Experience local flavors, traditional streets, and the unique energy of the city at your own pace. This Deluxe Experience® blends culture, curiosity, and meaningful moments for a journey that's memorable and enriching.



Sharm El Sheikh Life Experience®

April 21-27 | 2026

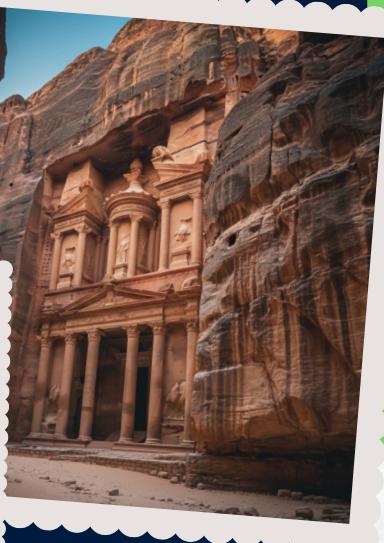
Golden sands meet the vibrant waters of the Red Sea, creating a setting for both relaxation and adventure. Days can be spent snorkeling through coral reefs, enjoying water activities, or simply taking in the scenery. From morning light to evening calm, every moment in Sharm El Sheikh blends natural beauty, leisure, and a touch of excitement for an unforgettable escape.



Jordan Deluxe Life Experience®

May 17-21 | 2026

From the rose-red city of Petra to the vast desert of Wadi Rum, adventure meets refinement in Jordan. Days are filled with guided explorations, cultural insights, and breathtaking landscapes, while evenings bring comfort and elegance. This Deluxe Life Experience® captures the spirit of discovery, blending history, scenery, and seamless luxury into one incredible journey.



Waves & Wheels Themed Life Experience®

June 2-6 | 2026

Where wellness meets wanderlust. This themed Life Experience® brought members together for a Group Surf Lesson, a Guided Bike City Tour and a rejuvenating Group Yoga Session. Waves & Wheels is proof that travel can energize the body, refresh the mind and strengthen community bonds.



Your Next Story Awaits

Every Life Experience® is a chance to see the world differently through connection, culture and unforgettable moments. Availability is limited, so when you see the one that speaks to you, don't wait. Select and book your Life Experience® today and turn the page into your next adventure.

How to Book Your Life Experience®

1. Log in to your Travel Advantage™ account.
2. Go to “Life Experiences®”
3. Browse available stays by date and destination.
4. Select and Book your Life Experience®
5. Get ready to travel!



NEW AMAZING DESTINATIONS



Cartagena

Cartagena is where the Caribbean comes alive, a vibrant blend of golden beaches, colorful colonial streets and warm tropical energy. From the music echoing through the Old City to the turquoise waters of the Rosario Islands, every corner feels like magic. Sun, culture, flavor and history... Cartagena is the Caribbean dream you'll never want to wake up from.



Cape Town

Cape Town is a city where nature and culture collide in the most breathtaking way. From the iconic rise of Table Mountain to the endless blues of the Atlantic, every view feels cinematic. Colorful streets, world-class beaches, wildlife encounters and sunsets that light up the sky. Cape Town is the kind of place that stays with you long after you leave.



New Delhi

New Delhi is a whirlwind of color, culture, and timeless energy. Ancient monuments stand proudly beside modern life, while the aromas of spices, street food and tradition fill every corner. From bustling markets to majestic temples and grand architecture, New Delhi is a city that awakens your senses and leaves you inspired by its spirit and contrasts.



Sydney

Sydney is a city where coastal beauty meets iconic skyline views. From the sparkling waters of the Harbour to the world-famous Opera House and sun-kissed beaches, every moment feels vibrant and alive. With golden sunsets, endless adventures, and a relaxed Aussie vibe, Sydney is the perfect blend of urban energy and ocean paradise.



Wanderlust Chronicles

BRAZIL

Rio de Janeiro – March 2025



**Severine
and Cyril**

 @severine.gasnier
@cyril_gasnier

Here we are in Brazil, South America — in the vibrant city of Rio de Janeiro, for a new Life Experience® that held a very special meaning: celebrating Cyril's 50th birthday.

This legendary destination had long been at the top of our travel checklist. Like many, we had seen countless images of it in films, photos, and stories — but living Rio from the inside was something else entirely.

This city embodies samba, joy, football, celebration, and its iconic beaches — yet it also reveals striking contrasts and raw realities. This time, it wasn't a postcard we were admiring, but a real journey — a dream we were living in full color.

From the moment we arrived, Rio's energy captivated us. Between lush jungle, steep mountains, and the endless Atlantic waves crashing onto the shore, the city radiates a rare blend of power and softness.

Our program was packed with discovery: marveling at Corcovado and the Christ the Redeemer, riding the cable car up to Sugarloaf Mountain, strolling along Copacabana and Ipanema, feeling the rhythm of capoeira, tasting local cuisine — and of course, celebrating this milestone birthday every step of the way.

One of our earliest memories was that unforgettable day on Copacabana Beach. Sitting on beach chairs with fresh mojitos in hand, we soaked up the local atmosphere. Around us, people played beach volleyball, others dove into the Atlantic waves, while street vendors passed by to the sound of Brazilian music.

It's a true microcosm of life — where all generations and social classes mix freely, from sunrise to long after dark.

To mark the occasion, Cyril even braved the waves, playfully diving into the surf. It was a moment of laughter, intensity, and authenticity — a magical pause in time.

And what can we say about the food? We discovered the feijoada, Brazil's signature dish made with black beans and salted meat — hearty, comforting, and absolutely delicious. We also tried lighter but equally iconic flavors, such as local açaí ice cream — that tangy deep-purple tropical fruit — and maracujá, the famous passion fruit. Each flavor told a story of Brazilian culture, and the explosion of taste made this experience truly memorable.

But Rio is also a city of contrasts. Beyond the postcard image lies another reality we wanted to explore — that of the favelas, often misunderstood from the outside. We visited the largest of them all, Rocinha, home to between 70,000 and 100,000 residents. Perched on the hillsides with its stacked architecture, it looks like a city within a city — complete with shops, schools, and community infrastructure. We were accompanied by a local guide, as Rocinha is known for its complex environment. It's strongly recommended to visit only with a guide or resident to ensure safety.

Winding through narrow, colorful alleys, we met warm and welcoming locals — generous with their time, eager to share their daily lives, culture, and perspective on Rio. It was a profound human experience, a moment of awareness and connection that deeply moved us. Each journey changes how we see the world — and ourselves. Every stop on this trip offered a new sense of wonder.

The cable-car ascent of Sugarloaf Mountain gifted us breathtaking panoramic views. The height itself challenged us to face our fears, push our limits, and find courage.

Up there, the view of Rio's bay is simply awe-inspiring — and to our surprise, we were greeted by tiny monkeys called marmosets, quick and curious, with beige faces and playful energy. Watching them move so freely was mesmerizing.

But the most powerful moment of all was our visit to the Christ the Redeemer. This monumental statue, standing over 700 meters above the city, commands awe.

Looking out over Rio from its feet, facing one of the New Seven Wonders of the World, was beyond imagination.

We felt a mix of awe, gratitude, admiration, and humility — as if time stood still, reminding us how fleeting life is and how essential it is to live fully in the present, to savor every moment, here and now.

Another unforgettable highlight was the sunset from the rooftop of our hotel — the Hilton Copacabana, where we stayed thanks to Travel Advantage.

From the infinity pool overlooking the beach, we watched the sky ignite with gold, pink, and deep orange hues before melting gently into the ocean — a timeless, romantic, and unforgettable moment.

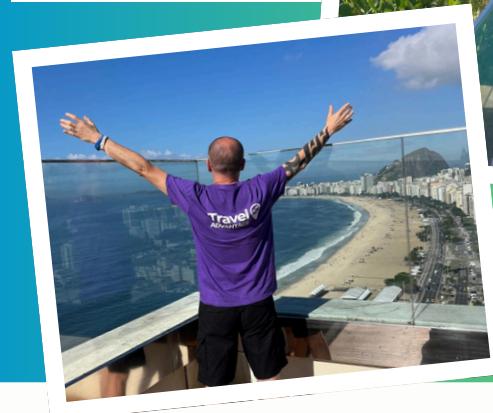
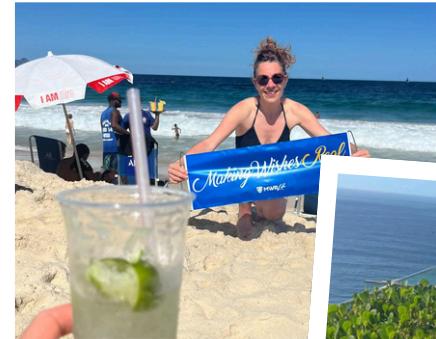
Cyril was also deeply moved standing before the legendary Maracanã Stadium, even though it was closed to visitors that day. Just being near it, feeling its historic energy, and imagining the iconic matches once played there — especially by the great Pelé — was a magical experience and an essential stop for any football fan.

All of this became possible thanks to Travel Advantage, the platform that truly changed the way we travel. Before, our choices were limited by our budget. Today, we travel more often, better, and with greater freedom.

Staying in a five-star hotel facing Copacabana Beach, with breakfast included and at an unbeatable rate — would have been unthinkable before.

The savings we make now allow us to enjoy more experiences, restaurants, excursions, and discoveries. This newfound freedom gives every trip a special flavor — the joy of living fully, without guilt.

Beyond the destinations and landscapes, this journey changed us on a deeper level. It broadened our worldview, reminded us of the importance of openness, and taught us a precious lesson: to live every moment intensely and in the now.



And then there's that collective spirit unique to MWR Life. Traveling is wonderful — but traveling while sharing experiences with a community of passionate people makes it even more powerful.

We reconnected with fellow members, sharing meals, laughter, discoveries, and unforgettable memories.

These bonds we weave through travel strengthen that feeling of belonging to a global family united by discovery, growth, and joy.

If you ever visit Rio, one piece of advice: live the city fully. Don't limit yourself to clichés. Meet the Cariocas, immerse yourself in their daily life, feel their contagious joy, and share with them. These exchanges open new perspectives on life and on what travel truly means. For us, as MWR Life members, this journey carries a powerful message:

With every trip, every meeting, every discovery, every realization — share what you live, feel, and learn.

Share your experiences around you and on social media, because sharing is inspiring. It encourages others to explore, to dream, to take that first step toward their own adventure.

Every photo, every video, every emotion you express can spark someone else's journey.

That is the true impact of every Life Experience® we live.

Rio de Janeiro will forever remain in our hearts.

9 months Across the Americas

Travel has always been my greatest passion. So when the opportunity arose to spend nine months traveling across the Americas, I didn't hesitate for a second. It was the chance to live a long-term adventure, to immerse myself in different countries and cultures, and to fulfill a dream I had carried ever since my university exchange in Argentina.

Back then, I had already explored four South American countries, but I was left wanting more — with so many places still to discover. This time, I wanted to go further: to explore an entire continent in all its diversity and to live every moment to the fullest.

The goals behind this journey were many:

The personal challenge of being away from home for so long.

The need for freedom — because for me, travel is the purest form of freedom.

The thrill of adventure, with its unexpected twists and pushes beyond comfort zones.

And above all, cultural discovery — speaking Spanish, connecting with locals, and immersing myself in their customs brought endless fascination and growth.

Among all the destinations I visited — Brazil, Colombia, Ecuador, Panama, Costa Rica, Guatemala, Mexico, and the United States — two experiences stood out above the rest.

In Guatemala, I lived something truly unforgettable: sleeping face-to-face with the erupting Fuego volcano, which bursts every 30 minutes. For two days we stayed close to its slopes, watching glowing lava flow down in the night and hearing the deep, thunderous explosions. At sunrise, we witnessed one of the most powerful natural spectacles I have ever seen.

The exhaustion was real — after hours of trekking, I was so tired I even tore my sweater on barbed wire while stumbling in fatigue. But standing before that immense force of nature, I felt something indescribable — a mix of awe, humility, and respect for the planet's raw power. During that same stay, I was welcomed by a local family whose kindness and generosity touched me deeply. We shared a meal together, making arepas (small corn tortillas). One funny memory will stay with me forever: the little girl dropped hers on the dusty floor — and simply put it back into the dough! We all burst out laughing. It was such a genuine, human, and heartwarming moment.

In the United States, a road trip through the American West became another unforgettable chapter. Over three weeks, we crossed iconic landscapes — from the Grand Canyon to Monument Valley, through Arches National Park, Los Angeles, and up to San Francisco. The sunrise over Monument Valley was pure magic: the colors, the vastness, the silence — it was breathtaking. The scale and diversity of the landscapes left a deep impression on me.

At Arches National Park, we met a French couple — and, in a lovely coincidence, the woman was from Alsace, just like me! That unexpected encounter led to an hour-long conversation and a friendship that continues to this day — we've met up every year since.

Of course, these adventures came with challenges. Climbing Volcán Fuego was physically demanding — long hikes, exhaustion, and constant self-motivation.

In the U.S., van life brought its own set of constraints: makeshift "showers" using water bottles in the back of the van, and one tense moment when our van's battery



Clémentine
Fare

 [@clementine_fare](https://www.instagram.com/@clementine_fare)



completely died. Thankfully, the generosity of locals saved the day — and turned a stressful situation into a great story.

Without Travel Advantage, this nine-month journey would have been much harder. The platform allowed me to save significantly on hotels, which was crucial for traveling long-term. In Los Angeles and San Francisco, we saved up to €50 per night through the platform. In Guatemala, after our volcano hike, we stayed in a hotel booked with Travel Advantage, where we could finally rest and recover before continuing our journey.

This opportunity made travel not only more affordable — but also more comfortable and enjoyable.

This journey profoundly changed my life. It strengthened my self-confidence — setting off at 25, far from home, facing challenges and solving problems along the way taught me to trust myself, to dare, and to step out of my comfort zone.

It also opened my eyes to the world and made me

appreciate how privileged we are in Europe — with easy access to hygiene, comfort, and safety. I feel immense gratitude for this adventure and for having visited more than 37 countries by the age of 28.

The memories that will stay forever engraved in my heart?

The ascent of Volcán Fuego and the sunrise over Monument Valley — moments that truly go beyond words.

For anyone dreaming of traveling through the Americas, my advice is simple: just go for it. Don't let fear or assumptions hold you back. The locals and fellow travelers will always be there to help — even if you set out alone. Long-term travel allows you to fully immerse yourself in each culture — and transform from within.

And to the MWR Life community, I say this: make the most of Travel Advantage. Travel better, discover incredible places, and create memories that will last a lifetime.

Life is short — and every moment deserves to be lived to the fullest.

Cruise A Mediterranean Symphony



By profession, I'm a musician, but nothing has shaped me quite like travel. And among all my journeys, one stands above the rest: my Mediterranean cruise with MWR Life. Eight days. Three countries. Six cities.

And one life-changing experience.

Our voyage began in Barcelona, where art and ocean air blend into pure inspiration. From there, each sunrise brought a new masterpiece: the quiet charm of Cagliari, the vibrant streets of Naples, the timeless beauty of Rome, the maritime soul of Genoa, and finally, the golden light of Marseille.

Every day felt like stepping into a different story, ancient ruins, seaside strolls, local flavors, and memories carved into every moment. But the magic didn't end at sunset. At night, the ship transformed into a floating celebration: live shows, music, dancing, fine dining, and laughter echoing across the deck. It felt like a festival suspended above the sea.

What made it truly unforgettable were the people. Traveling with MWR Life means being surrounded by dreamers, achievers, and friends you didn't know you needed. We weren't just passengers, we were a community, sharing moments, stories, and the joy of discovering the world together.

This cruise wasn't just a vacation.

It was a turning point, a reminder that life expands when you dare to explore.

I returned home with something far more valuable than souvenirs: clarity, inspiration, and the certainty that travel is the path I want to share with the world. And if my journey inspires even one person to chase their own adventure, then this story has already done its job.

"We weren't just passengers; we were a community discovering the world and ourselves along the way."



**Madina
Mavlyani**

[@madina_mavlyani](https://www.instagram.com/madina_mavlyani)

MOROCCO

Magic and Adventure

There's always been one destination that made our eyes light up: Morocco. A country we imagined as a kaleidoscope of colors, scents, spices, faces, and landscapes. And when we saw the Travel Advantage Life Experience® in Agadir—4 days all-inclusive at a 5-star beachfront hotel for just \$90—we knew the time had come to go! It sold out almost immediately, but we managed to reserve our spots. And so our adventure began: first stop, Marrakech, with its crowded alleyways, hidden riads, and the unmistakable energy of Jemaa el-Fnaa square. Then a local bus to Agadir, which took us straight to our Travel Advantage experience—relaxation and community, right on the ocean.

Morocco is a mix you can't describe with just one word: it's the scent of mint tea that surrounds you everywhere, the sound of drums and voices bringing the souks to life, the vibrant colors of spices and ceramics, and the genuine smiles of the people you meet on the street. Every corner held a surprise, an experience that left us speechless. If we had to choose one memory above all, it would undoubtedly be the sunset in the Agafay Desert. The sky lit up like a fire that changed color every minute, transforming the landscape into a living painting. It was a suspended, magical atmosphere that we'll never forget. A unique experience on camelback and a traditional dinner with Bedouins in the desert, booked through the Travel Advantage platform—and after talking to other participants in the experience, we found out we'd paid less than everyone else!

Another moment that will stay in our hearts forever was swimming in Paradise Valley with the whole community. This was also booked through the Travel Advantage platform!



Luca & Martina

@notordinaryspaghetti



The fresh water flowing between the rocks, the laughter, the feeling of living a dream with our eyes wide open: we felt like we were part of something unique. And how can we not mention the Moroccan hammam experience? Unusual, intense, and even a little funny, but ultimately rejuvenating like few other things in the world.

And let's talk about the colors of the city of Chefchaouen—the famous "blue pearl" of Morocco. Strolling through its alleyways painted in a thousand shades of blue was an almost dreamlike experience: it felt like moving inside a painting. Every decorated door, every flowered stairway, and every shop told a different story. The atmosphere was calm, intimate, far from the frenzy of Marrakech, and it allowed us to experience the most authentic and relaxed side of the country.

Beyond the places, what made the trip special were the people. We became friends with many members of the community, but especially with the locals. From the riad staff who welcomed us warmly every day, to the people who now recognized our faces on the street, to our driver—calling him just a "driver" would be an understatement: he was a true travel companion, a friend who accompanied us through countless discoveries. We felt like we were part of that world, welcomed like family, immersed in their traditions and way of life.

Of course, not everything went smoothly. On the return trip, for example, we found ourselves in an unexpected situation: we had booked a taxi through a local app, but the car was blocked by other taxi drivers because we had one extra person. Between endless negotiations and tense moments, we managed to negotiate a new price and get back home. An experience that taught us to stay calm, diplomatic, and to find solutions even outside our comfort zone. Talking with locals, understanding and learning a few new words in Arabic, getting on a crowded bus with real "locals": small moments that made us realize that, despite our differences, we're all the same. There's a common thread that connects human beings: the desire to give, not just to receive. What amazed us most was the quality-to-price ratio made possible by Travel Advantage. Flights: \$40 round-trip per person Riad in central Marrakech: \$10-15 per person with breakfast included Life Experience: \$90 all-inclusive at a 5-star beachfront hotel for 3 nights Desert activities with transfer, dinner, and camel ride: \$4 (!) In short, almost unbelievable prices for the amount of emotions and comfort we experienced.

This trip made us want to step out of our comfort zone more and more and engage with different cultures. It gave us genuine smiles, deep connections, and unforgettable memories.

We realized that traveling isn't just about moving from one place to another: it's about learning, growing, feeling like part of an extended family that goes beyond geographical borders.

To anyone thinking about going to Morocco, we'd say just one thing: do it without hesitation. Let yourself be surprised by its contrasts, savor every dish, get lost in its markets, and let yourself be guided by the people you meet. And remember: true experiences aren't measured only by the miles traveled, but by the emotions lived and the people we carry in our hearts. Morocco taught us that we're all citizens of the same world.

**Until the next adventure,
Luca & Martina**





Travel Hacks

UNCOVERED

Travel Hacks UNCOVERED

Clever hacks to make every trip easier, lighter, and more rewarding.

Every journey comes with a few hurdles: heavy bags, long lines, higher prices, or adapting to new customs. With the right hacks, you can skip the stress, save money, and unlock more from every adventure. Here are some you'll want to keep handy for your next trip.

Smarter Ways to Book

Booking smart doesn't have to be complicated. A few simple choices can save you time, money, and stress on your next trip.

- Check alternative airports: Sometimes flying into a smaller nearby airport can cut costs and save time.
- Travel mid-week: Tuesdays and Wednesdays are often less crowded for both flights and hotels.
- Book early for peak seasons, late for off-seasons: Timing makes all the difference when demand shifts.
- Keep everything in one place: With Travel Advantage, you don't need to jump between different sites. Hotels, flights, rental cars, and activities are all ready for you in a single app.

Packing Like a Pro

Packing the right way leads to less stress, lighter luggage, and extra space for what truly matters. These simple hacks can transform the way you travel.

- Roll, don't fold: Rolling clothes saves space and cuts down on wrinkles.
- Bundle outfits: Pack clothes in sets so you don't overpack. Think in "days," not "items."
- Use packing cubes: They keep your bag organized, make unpacking easier, and help you see everything at a glance.
- The 1-2-3 rule: 1 pair of sneakers, 2 bottoms, 3 tops. Multiply if your trip is longer.

Fly Better

Airports and flights don't have to be a drag. A few moves can make your journey smoother from check-in to landing.

- Pick your seat wisely: The area over the wings usually means less turbulence. Aisle seats near the front get you off the plane faster.
- Pack comfort essentials: A neck pillow, eye mask, and light scarf can turn a cramped flight into real rest.

- Hydrate often: Cabin air is dry, so drink water regularly and skip too much coffee or alcohol before flying.
- Adjust your watch: Reset your clock to the local time once you board. It helps your body start adapting early and reduces jet lag.
- Check in with Travel Advantage: You can now handle flight check-in directly inside the app. It's quick, simple, and hassle-free. The result is one seamless travel experience.

Digital Hacks on the Go

Your devices can do more than keep you entertained on the road. They can also be your best travel tool.

- Download offline maps: Save maps ahead of time so you can navigate confidently without relying on Wi-Fi or data.
- Use a translation app: Quick voice or text translations help smooth over language barriers in seconds.
- Scan & store documents: Keep a digital copy of your passport, tickets, and insurance safely backed up for emergencies.
- Carry portable power: A slim power bank ensures you never scramble for outlets during long days out.

Live Like a Local

Blending in with the rhythm of a destination makes every trip more meaningful. Here's how to experience it the way locals do:

- Learn quick greetings: A few words in the local language show respect and spark a connection.
- Take public transport: Riding buses, trains, or local shuttles shows you the city through everyday life, not just tourist highlights.
- Eat where locals eat: Skip tourist menus and follow the neighborhood crowd for authentic flavors.
- Join daily rhythms: Visit markets, plazas, or cafés where locals spend their time.
- Stay curious: Small conversations and smiles often lead to the best discoveries.
- Explore beyond the hotspots: Wander a few streets past the main attractions to discover hidden gems.

Bonus Hack: Your Community Knows Best

The best tips often come from fellow travelers. Pay attention in group chats, Life Experience®, and even airport lounges. Someone's insight might just change the way you travel forever. And now it's your turn: what about you? What's your best travel hack?

Share it with us at marketing@mwrlife.com. Your idea could inspire the entire community in a future issue.





Destination Spotlight

Must-See Attractions



Capital & City Life: Seoul

The heart of the country: buzzing skyscrapers, historic palaces, street-markets and design districts. A few suggested stops: night food-tours in traditional markets, exploring architecture around university areas, and discovering less-visited lanes.



Coastal City: Busan

A dynamic port city combining beaches, sea-temples, vibrant markets and hillside culture villages. According to an itinerary guide, day trips from Busan may include the seaside temple Haedong Yonggungsa Temple (founded 1376) and fun coastal rides.



Island Escape: Jeju Island

Often dubbed the “Hawaii of Asia,” Jeju offers volcanic landscapes, geysers of nature, and its own distinct culture (like the haenyeo female divers).



Hidden / Off-beat-Paths

For travellers who want more than the mainstream, South Korea has plenty. A list of “108 cool and unusual things to do” includes quirky museums, abandoned amusement parks, and tucked-away cafés.



Hidden-Gem Highlights

Going under the radar often leads to the most memorable moments. Here are a few lesser-known gems:

- **The Hahoe Folk Village (Andong)** — a preserved clan village with traditions and architecture from the Joseon era.
- **Damyang Bamboo Forest** — lush green, quiet, ideal for escape from city hustle.
- **Seochulji Pond in Gyeongju** — a serene historical spot.
- **Mangwon Market in Seoul** — emerging local market favourite, great for authentic street food away from the biggest tourist crowds.





TOP 5 Destinations 2026

OKINAWA, JAPAN

Overview

Okinawa represents Japan's tropical paradise, a chain of islands in the southernmost prefecture offering a distinct culture from mainland Japan. Known for crystal-clear blue waters, white sandy beaches, and the unique Ryukyu heritage, Okinawa blends adventure, natural beauty, and exotic culture with relaxation.

Key Attractions

- Okinawa Churaumi Aquarium:** One of the world's largest aquariums featuring whale sharks and manta rays
- Shuri Castle:** UNESCO World Heritage site showcasing Ryukyu Kingdom architecture
- Blue Cave:** Premier diving and snorkeling spot with stunning underwater scenery
- Kerama Islands:** Top diving destination just off the main island
- Kokusai-dori Street:** Vibrant shopping and dining district in Naha

Unique Experiences

- Snorkeling and diving in pristine coral reefs
- Traditional Ryukyu cultural experiences (music, dance, crafts)
- Beach hopping across multiple islands (Ishigaki, Miyako, Yaeyama)
- Exploring Okinawan cuisine (distinct from Japanese mainland)
- Visiting the Okinawa Peace Memorial Park

Best for

Culture seekers, beach lovers, divers, families, wellness travelers, those seeking authentic Japanese experiences beyond Tokyo and Kyoto

Climate

Warm sea temperatures year-round, particularly excellent in summer for water activities. Subtropical climate with 300+ days of sunshine.

2 SARDINIA, ITALY

Overview

Italy's second-largest island in the Tyrrhenian Sea, Sardinia rivals Greece with its aqua waters and mountainous landscapes. The island offers a perfect blend of stunning beaches, ancient civilizations, and authentic Mediterranean cuisine—all part of the UNESCO-recognized Mediterranean diet.

Key Attractions

- Costa Smeralda (Emerald Coast):** Luxury beach destination with crystal-clear waters
- La Pelosa Beach:** Stunning white sand beach near Stintino
- Cala Mariolu & Cala Goloritzé:** Dramatic coves in the Gulf of Orosei
- Nuraghe Su Nuraxi:** UNESCO World Heritage ancient stone structures
- Archipelago della Maddalena:** National park with pristine islands

Unique Experiences

- Sailing among the Maddalena islands
- Exploring ancient Nuragic civilization sites
- Wine tasting in Sardinian vineyards
- Sampling traditional Sardinian cuisine (Su Porcheddu, Culurgiones, Malloreddus)
- Discovering charming coastal towns like Alghero and Cagliari

Best for

Beach enthusiasts, history buffs, food and wine lovers, sailing enthusiasts, couples seeking romantic getaways, families

Cuisine Highlights

Roast suckling pig, stuffed pasta, pecorino cheese, honey, fresh seafood (lobster), Cannonau wine—all part of the Mediterranean diet tradition

3 MARRAKECH, MOROCCO

Overview

Known as the Red City, Marrakech captivates with its fusion of Old World beauty and contemporary creativity. A sensory tapestry woven from Arab, Berber, and French influences, the city offers intricate riads, avant-garde galleries, vibrant markets, and rich cultural experiences.

Key Attractions

- Jemaa el-Fnaa Square:** UNESCO World Heritage site, open-air theater with street performers, storytellers, and food stalls
- Jardin Majorelle:** Stunning garden with cobalt blue buildings, once owned by Yves Saint Laurent
- Bahia Palace:** Two-acre royal palace with intricate Islamic architecture
- Saadian Tombs:** Royal monument hidden for centuries
- Medersa Ben Youssef:** Historic Islamic college with ornate decoration

Unique Experiences

- Shopping in the labyrinthine souks (Souk Semmarine, Souk Smata)
- Traditional hammam spa treatments
- Moroccan cooking classes and tagine tasting
- Visiting the Yves Saint Laurent Museum
- Evening entertainment in Jemaa el-Fnaa with mint tea under the stars
- Day trips to Atlas Mountains or Agafay Desert glamping

Best for

Design lovers, cultural explorers, foodies, photographers, luxury travelers, those seeking sensory and intellectual adventures

Cultural Notes

The city awakens all senses with fragrant orange blossoms, colorful spices, intricate tilework, and the sounds of the medina. Marrakech embodies artistry in every corner.

4 GUANACASTE, COSTA RICA

Overview

Guanacaste embodies Costa Rica's "pura vida" (pure life) philosophy, where adventure and relaxation coexist effortlessly. This Pacific coast region features 400 miles of the famous "Gold Coast" with prime beaches, surf towns, yoga enclaves, luxury eco-resorts, and volcanic landscapes.

Key Attractions

- **Tamarindo Beach:** Most developed beach town, perfect for surfing
- **Playa Conchal:** Unique beach with white crushed-shell sand and turquoise water
- **Playa Flamingo:** Upscale beach with calm waves
- **Rincon de la Vieja National Park:** Volcanic landscapes, hot springs, waterfalls
- **Ostional Wildlife Refuge:** Turtle nesting site (October-March)

"Pura vida" defines the Costa Rican way of life
—simple, pure, and focused on enjoying life's natural pleasures.

Unique Experiences

- Ziplining through tropical canopies at Diamante Eco Adventure Park
- Sunset catamaran cruises from Tamarindo
- Surfing lessons in Nosara
- Horseback riding and hot springs at Guachipelin
- Wildlife spotting (howler monkeys, sloths, tropical birds)
- Stand-up paddleboarding and snorkeling
- Yoga and wellness retreats

Best for

Active adventurers, surfers, yogis, eco-conscious travelers, families, wellness seekers, those valuing sustainability

New Development

Nekajui, a Ritz-Carlton Reserve, represents the new wave of sustainable luxury in harmony with the environment.

5 BIG SKY, MONTANA, USA

Overview

Big Sky, Montana has emerged as the top trending destination for 2026 with a remarkable 92% increase in search interest. Nestled in the Rocky Mountains near Yellowstone National Park, Big Sky offers world-class skiing, pristine wilderness, and a pioneering spirit that defines the American West.

Key Attractions

- Big Sky Resort:** State-of-the-art skiing with heated chairlifts and bubbles, expanding facilities
- Ousel Falls Trail:** Breathtaking waterfall hike through nature
- Beehive Basin Trail:** Stunning alpine hiking
- Yellowstone National Park:** 45-minute drive to West Yellowstone entrance
- Gallatin River:** Premier fly fishing and whitewater rafting

Unique Experiences

Winter

- World-class downhill skiing and snowboarding
- Nordic skiing and snowshoeing
- Snowmobiling tours through Yellowstone
- Dog sledding adventures
- Ice skating and sleigh rides
- Fat tire biking

Summer

- Whitewater rafting on mountain rivers
- Fly fishing in pristine streams
- Epic downhill mountain biking
- Hiking through Rocky Mountain landscapes
- Wildlife viewing (buffalo, wolves, elk)
- Scenic chairlift rides

Best for

Ski enthusiasts, outdoor adventurers, nature lovers, families, luxury travelers seeking mountain experiences, wildlife enthusiasts

Why Now

As the #1 trending destination with 92% search increase, Big Sky represents the shift toward less crowded, sustainable mountain destinations offering authentic outdoor experiences and pioneering spirit.

Accommodation Highlight

Montage Big Sky offers ski-in/ski-out luxury access with unparalleled alpine experiences and state-of-the-art resort facilities.





Community.

Connect & Celebrate

Voices of Life

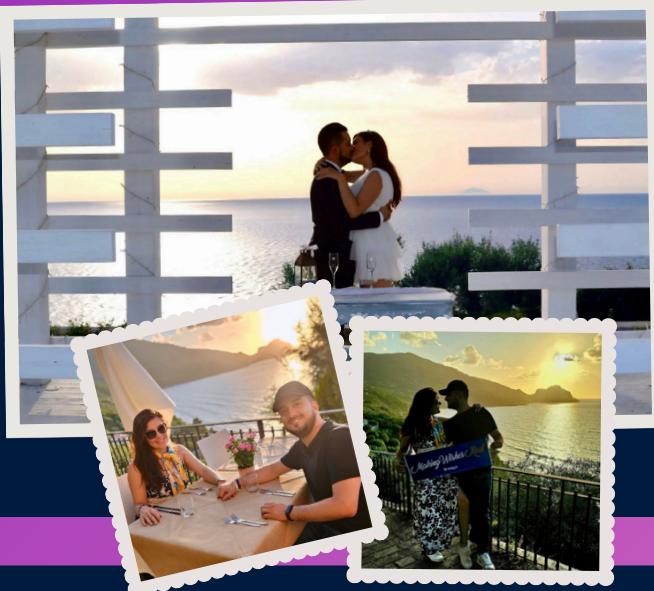


Voices of Life

In every corner of the world, our members are creating stories worth telling. Voices of Life brings you their testimonials with real quotes and real experiences that highlight the value of being part of the community.

Lisa Jacquemart

In July 2025, Lisa and her partner celebrated their wedding in Sicily, a dream made possible with Travel Advantage and MWR Life. By applying Travel Credits and Loyalty Points, they booked flights to Palermo for only €11 each, turning this milestone moment into an unforgettable journey.



Tiarere Tehaamoana

For Tiarere, a family weekend in Tahiti became a dream getaway thanks to Travel Advantage. Together with her two children, she stayed at the beautiful Villa Farah on the peninsula of Mitirapa, a Bali-style villa with air conditioning, an open layout, a private pool, and a breathtaking view of the bay. From the terrace, they could even spot a small island perfect for kayaking or swimming.

The most incredible part of the stay was the cost. By using Travel Credits and Loyalty Points, the villa came to €417.37 (around 49,800 XPF), and she didn't spend a single franc out of pocket. Even more impressive, she made the reservation the very same day and still received the best price available.

Having been part of the private travel club for five years and using Travel Advantage for four, both at home in French Polynesia and internationally, Tiarere says it was “le soleil, le cadre idyllique, la tranquillité... c’était juste magique” — “the sun, the idyllic setting, the tranquility, it was simply magical.”

Domenico Condina

Waking up to the sea views of a traditional Mikonian property, Domenico knew his trip to Mykonos would be extraordinary. The experience was even more rewarding with a saving of €350 compared to other platforms, showing the true value of Travel Advantage.

He spent his days exploring lively whitewashed streets, visiting the UNESCO World Heritage island of Delos, and relaxing on crystal-clear beaches. Even private transfers were covered entirely by his Travel Credits and Loyalty Points, adding to the ease of the journey. It was an unforgettable escape, made possible through his exclusive travel and lifestyle club.



Luiza Calatoreste

Since discovering Travel Advantage, Luiza says her travel habits have completely changed. Instead of spending hours online searching for the “best deal” and never being sure she was paying the right price, she now enjoys direct access to preferential rates and genuine discounts that make a difference every time. The result is simple: more destinations checked off her list.



Patrizia Marasco

Patrizia spent ten days exploring Canada, with stops in Toronto, Niagara Falls, Niagara-on-the-Lake, Port Perry, Unionville, and the Thousand Islands. This trip felt different from others, as both the flights and hotels were booked through Travel Advantage, while the daily itinerary was created along the way.

Each destination left a lasting impression, from the charm of the smaller towns to the energy of the larger cities. Canada, she says, was simply breathtaking, and with Travel Advantage, every travel dream feels possible.

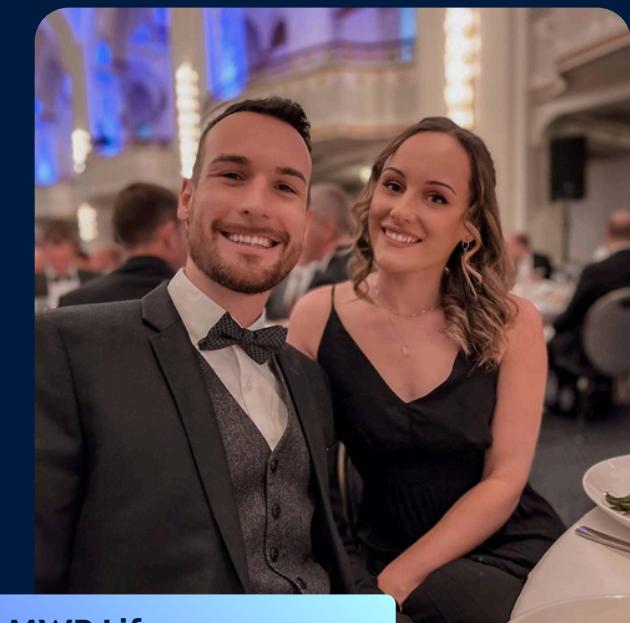


Community Spotlight

Do you have an experience you'd like to share? Email us at marketing@mwrlife.com to be featured in the next issue!



Faces in Focus



MWR Life
Fashionable couple

Thomas and Doriane

@doo_binet
@thomuppp



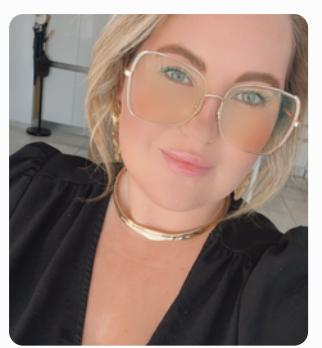
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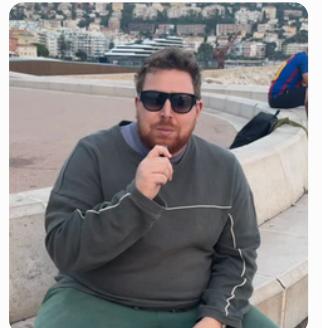
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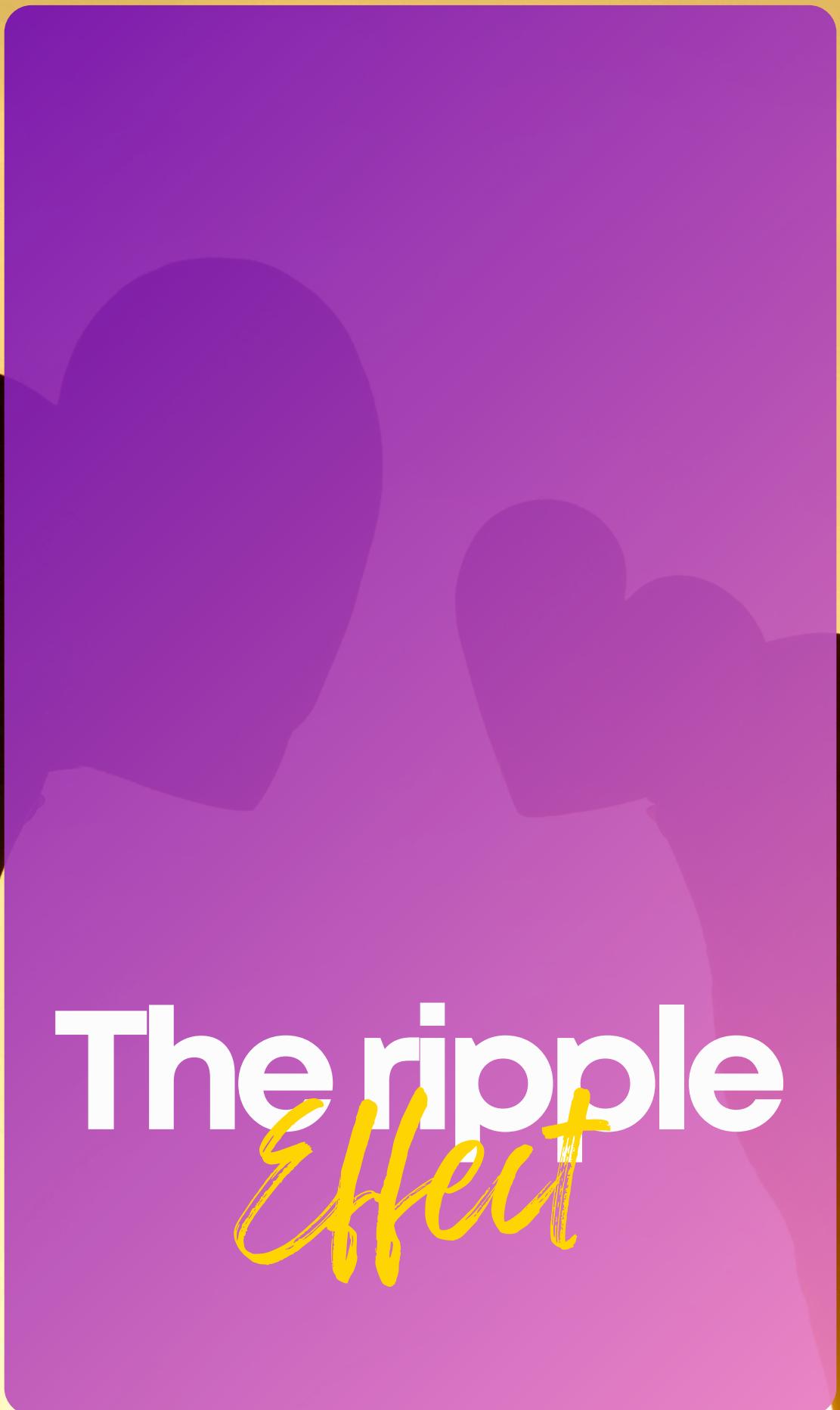
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The ripple Effect



Cape Verde

Life Experience®

Giving Back, Together

In August 2025, our Life Experience® in Cape Verde became more than just a journey. It became a moment of purpose. The MWR Life community came together for a special Save to Give initiative, turning travel into a force for good.

Donations of school supplies, food, and hygiene products were distributed to local families in need. What began as small gestures of generosity soon grew into a wave of support that touched children, strengthened households, and uplifted communities.

The impact didn't stop there. Every donation was matched 100% through our Save to Give program, doubling the reach and reminding us that when we act together, our influence multiplies. It was a moment that captured the very essence of who we are, a community that travels with purpose, leaving footprints of kindness wherever we go.

The photographs from that day tell the story best: smiles shared, hands extended, and a spirit of unity that transcended borders. They are a testament to the heart of MWR Life: adventurers, dreamers, and changemakers who believe that exploring the world also means making it better.

This is the ripple effect in motion. One act of giving, magnified by many, creates waves of hope that reach far beyond the horizon.



Get to know Your Neighbor

We believe that travel is more than seeing new places — it's about the people you meet along the way.

Have you connected with another member during a Life Experience?

Did a simple "hello" turn into a lifelong friendship or business partnership?

Maybe you met someone who inspired your next adventure!

We'd love to hear your story.

Submit your "Get to Know Your Neighbor" moment

Share who you met, where, and what made that connection special. You can also include your social media handle if you'd like other members to follow your journey.

Each issue, we'll highlight member shout-outs, friendship stories, and amazing connections that started with MWR Life and Travel Advantage.

✉️ Send your stories, photos, or shout-outs to marketing@mwrlife.com and be part of our growing global community!

Together, we make the world a little smaller — and a lot more connected.



MWR*Life*