



# Explora

JOURNEYS

## EXPLORA JOURNEYS ACCEPTED INTO ABTA

Explora Journeys has proudly received its ABTA, membership. ABTA, the leading travel association in the UK has been a trusted travel brand for over 70 years. Offering advice and guidance to the travelling public, as well as leading the travel industry in supporting high service standards, working with their Members on health and safety, and promoting responsible tourism both at home and abroad.

Explora Journeys' guests will now benefit from the reassurance provided by the ABTA Code of Conduct, which serves as a commitment to delivering the best possible service, and having fair relations with guests, whilst discovering Explora Journeys' Ocean State of Mind through unique experiences onboard and ashore.

Michael Ungerer, Chief Executive Officer of Explora Journeys said. "I am proud to announce this important next step in our coming-to-market strategy with our acceptance into ABTA, a membership that aligns with our values."

"We are delighted to welcome Explora Journeys, as one of our Members and we look forward to working together across their upcoming journeys, which guests can book with confidence", says Danny Waine, Head of Membership at ABTA.

Explora Journeys' membership with ABTA will help to grow the new brand successfully and sustainably and fulfil its commitment to exploring the world responsibly and with confidence.

"As we look ahead to our maiden journey scheduled for Summer 2023, joining ABTA is a significant move for our vision and purpose, and together with our recently launched online Travel Advisor Centre, we can provide travel advisors and their guests with ultimate confidence and guidance when booking our journeys for 2023 onwards", adds Chris Austin, Chief Sales Officer of Explora Journeys.

The ABTA brand stands for support, protection, and expertise, offering consumer confidence in the brand and a strong trust in all ABTA members. These qualities are core to ABTA as they ensure that guests remain confident in the holiday products that they buy from its Members.

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### **About Explora Journeys**

Explora Journeys is the privately-owned luxury lifestyle brand of the MSC Group, headquartered in Geneva, Switzerland, created at the heart of Swiss luxury hospitality. The brand stems from the long-held vision of the family to redefine the ocean experience for a new generation of discerning luxury travellers, drawing on the Aponte family's 300 years of maritime heritage. The brand's aspiration is to create a unique 'Ocean State of Mind' by connecting guests with the sea, with themselves, and like-minded people, while remarkable itineraries will blend renowned destinations with lesser-travelled ports, for a journey that inspires discovery in all its forms.

A fleet of six ships, two of which are under construction, will be launched from 2023 to 2028. Equipped with the latest environmental and marine technologies, Explora Journeys will introduce a new style of transformative ocean travel. EXPLORA I offers 461 oceanfront suites, penthouses and residences designed to be 'Homes at Sea' for our guests, all with sweeping ocean views, private terrace, a choice of eleven distinct culinary experiences, across six vibrant restaurants plus in-suite dining, twelve bars and lounges, (eight indoor and four outdoor) Chef's Kitchen, four swimming pools, extensive outdoor decks with private cabanas, wellness facilities, and refined entertainment. Inspired by the company's European heritage, Explora Journeys will provide guests with an immersive ocean experience respectful and intuitive hospitality.

To learn more about Explora Journeys, visit [explorajourneys.com](http://explorajourneys.com) or follow us on [Instagram](#), [Twitter](#), [Facebook](#) and [LinkedIn](#).

### **About ABTA**

ABTA has been a trusted travel brand for over 70 years. Our purpose is to help our Members to grow their businesses successfully and sustainably, and to help their customers travel with confidence.



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The ABTA brand stands for support, protection and expertise. This means consumers have confidence in ABTA and a strong trust in ABTA Members. These qualities are core to us as they ensure that holidaymakers remain confident in the holiday products that they buy from our Members. We help our Members and their customers navigate through today's changing travel landscape by raising standards in the industry; offering schemes of financial protection; providing an independent complaints resolution service should something go wrong; giving guidance on issues from sustainability to health and safety and by presenting a united voice to government to ensure the industry and the public get a fair deal.

ABTA has around 4,000 travel brands in Membership, providing a wide range of leisure and business travel services, with a combined pre-pandemic annual UK turnover of £40 billion. For more details about what we do, what being an ABTA Member means and how we help the UK public travel with confidence visit [www.abta.com](http://www.abta.com).