

## **EXPLORA JOURNEYS ANNOUNCES TWO NEW GROUP BOOKING PROGRAMMES**

**Geneva, Switzerland, 12 May 2022** - Explora Journeys, the new luxury lifestyle travel brand of the MSC Group, today announced two new group programmes for travel advisors called 'Journey Together' and 'Journey Together +' and also unveiled details of 'By Appointment +', a development of its industry-leading 'By Appointment' service.

**Michael Ungerer, Chief Executive Officer of Explora Journeys** said, *"We remain absolutely committed to providing our travel advisor community the resources and customised solutions to ensure mutual success for the long term."*

### **Journey Together**

Designed for travel advisors to book small groups, extended and multi-generational families, and meetings and incentive groups. The new offering starts with five suites and a minimum of 10 guests. Travel advisors can benefit from a complimentary host berth, rewarding commission payments and each suite reserved comes with a complimentary Journey Experience credit to use onboard.

### **Journey Together +**

The programme starts with a 10 suite, 20 guest minimum and offers travel advisors a complimentary host suite, rewarding commissions and a value fare to significantly increase their profit potential.

Full ship charter requests can also be submitted by travel advisors and shipping brokers and are negotiated independently of the Journey Together programmes based upon the length of the customised journey and time of year.

### **By Appointment +**

Launched in December last year, Explora Journeys 'By Appointment' service completely removes any on hold time and is exclusively available to Travel Advisors. With immediate effect, travel advisors can now invite their clients on a 'By Appointment +' call to allow Explora Journeys' Ambassadors to answer questions and finalise their bookings. Travel advisors can set up an appointment on their chosen date and time with an Explora Journeys Ambassador which is immediately confirmed with an introductory personalised message of a dedicated Ambassador. Bookings can be made for any of EXPLORA I's inaugural journeys' collection.

**Chris Austin, Chief Sales Officer, of Explora Journeys,** said, *“Designing our Journey Together group programmes and developing our ‘By Appointment + service’ has been a highly collaborative process with the travel advisor community. We are enormously proud to launch these industry-leading programmes to protect the health and longevity of the travel advisor community.”*

Sales are now open for the Inaugural Journeys Collection for EXPLORA I from Summer 2023 and in its first year, the ship will visit over 132 ports in more than 40 different countries. The itineraries include Northern Europe, the UK, Iceland, Greenland, Canada, the U.S. East Coast, Caribbean, South America, and Hawaii. Sailings start from six-night journeys and culminate in an epic 44-night Northern Europe Grand Journey.

With the addition of the ‘By Appointment’ + service travel advisors can choose their preferred booking option including booking online via the digital booking suite at the Explora Travel Advisor Centre [www.explorajourneys.com/traveladvisors](http://www.explorajourneys.com/traveladvisors) selecting the ‘By Appointment’ service or contact our Journey Together Ambassadors via [journeytogether@explorajourneys.com](mailto:journeytogether@explorajourneys.com).

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**For media inquiries please contact [press@explorajourneys.com](mailto:press@explorajourneys.com)**

## **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](https://explorajourneys.com) or follow us on [Instagram](#), [Twitter](#), [Facebook](#) and [LinkedIn](#).