



EXPLORA JOURNEYS JOINS AMERICAN SOCIETY OF TRAVEL ADVISORS

Geneva, Switzerland, 2 May 2022 - Explora Journeys today announced it has joined the American Society of Travel Advisors, the world's largest association of travel professionals.

The new luxury lifestyle travel brand of the MSC Group further underpinned its commitment to the travel advisor community with a \$10,000 donation to ASTA's advocacy fund.

Explora Journeys has since its launch in June last year, created a set of bold and industry-first commercial policies to support the travel advisor community ranging from a 'By Appointment Service', 24/7 availability for advisors and the luxury cruise industry's first rolling and generous commission program for travel agencies with no non-commissionable fares.

Chris Austin, Chief Sales Officer, Explora Journeys, said, *"We are totally committed to support and protect the business health and longevity of the travel advisor community and we applaud the work of ASTA's leadership, chapters and members to ensure all stakeholders recognize the value of every travel advisor. Explora Journeys is here for the long term and we look forward to driving a mutually beneficial and successful partnership with all ASTA members."*

Zane Kerby, President & CEO, ASTA, added, *"Chris Austin has been a friend and partner of ASTA and the advisor community for a long time. We applaud his leadership and thoughtful creation of advisor-friendly business terms under the Explora Journeys' banner, answering ASTA's call for suppliers to do better. These actions speak volumes and showcase their true support of the agency community."*

Sales are now open for the Inaugural Journeys Collection for EXPLORA I from summer 2023 and in her first 12 months of operation will visit over 138 ports in more than 40 different countries. Sailings start from six-night journeys and culminate in a 44-night Northern Europe Grand Journey.

For an easy and efficient booking experience, travel advisors can choose one of the following seamless options to book with us. Contact Explora Journeys' Ambassadors at 833.697.0648 via support@explorajourneys.com or use our Travel Advisor Only 'By-Appointment' service www.explorajourneys.com/traveladvisors. In addition, travel advisors can contact their Head of Sales or Business Relationship Leaders. For more information visit the Explora Travel Advisor Center at www.explorajourneys.com/travelpartners

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For media inquiries please contact 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 Aponte-Vago 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 four ships, two of which are under construction, will be launched from 2023 to 2026. Equipped with the latest environmental and marine technologies, Explora Journeys will introduce a new style of transformative ocean travel. When EXPLORA I sets sail in Summer 2023, she will offer 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 nine distinct culinary experiences, ten indoor and outdoor bars and lounges, 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 or follow us on [Instagram](#), [Twitter](#), [Facebook](#) and [LinkedIn](#).