



# Explora

## JOURNEYS

**Explora Journeys celebrates its one-year anniversary with short film,  
“Ocean Journeys”**



**Geneva, Switzerland – 13 June 2022 - [Explora Journeys](#)**, the new luxury lifestyle brand for the discerning traveller, is pleased to announce the launch of their new brand campaign film “Ocean Journeys”, to mark and celebrate its one-year anniversary.

Michael Ungerer, CEO Explora Journeys, said: *“The film unveils Explora Journeys’ unique philosophy, the Ocean State Of Mind, an elevated state of mind inspired by the sea, as elusive as it is sought after. The film captures its spirit and shows how it can only truly be reached with Explora Journeys.”*

“Ocean Journeys” evokes the sensorial experiences guests can look forward to; a film that offers the prospect of a new way to travel: mindful, slower-paced, carefully curated, a way for guests to rediscover their inner self, to reconnect with people and places. It describes the tangible impact of the ocean on wellbeing - physical, spiritual, and emotional – reflecting the transformative experience that Explora Journeys offers: relaxing yet energizing. “Ocean Journeys” gives the viewer a teaser illustration of travelling with Explora Journeys on a voyage to discover the Ocean State of Mind.



The film, produced by BETC, under the creative direction of Maud Mulder and directed by Nabil Senhaji, celebrates the sensorial experiences that travellers will encounter with a distinctive storytelling approach, evocative images and an immersive sound design created by Pierre Cousi and Antoine Citrino.

Shot over several days amongst the awe-inspiring backdrop of the Mediterranean, the viewer is taken on a journey from Italy to the Balearics. The film will be airing worldwide from mid-June 2022, as part of a rich media mix, that includes online and connected TV. <https://youtu.be/cPm2wGD5eOY>

Throughout the past 12 months Explora Journeys has celebrated and marked several distinct milestones, including the float out of its first ship, EXPLORA I as well as the announcement of their first Captain and the Master of EXPLORA I, Serena Melani.

During her first year, EXPLORA I, the first of four ships which is firmly on track to set sail in summer 2023, will visit over 130 ports in more than 40 different countries, including Saint Pierre, Martinique which has never been visited by cruise ships before. The itineraries include Northern Europe, the UK, Iceland, Greenland, Canada, the US East Coast, Caribbean, South America, and Hawaii. Sailings start from 6-night journeys and culminate in an epic 44-night Northern Europe, Grand Journey.

Sales are open through preferred travel advisors and at <https://explorajourneys.com/int/en.html>

- ENDS -

For media inquiries please contact [explorajourneys@luchford.com](mailto:explorajourneys@luchford.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. 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 nine distinct culinary experiences, ten indoor and outdoor bars and lounges, four swimming pools, extensive outdoor decks with private cabanas, wellness facilities, and



# Explora

## JOURNEYS

refined entertainment. Inspired by the company`s European heritage, Explora Journeys will provide guests with an immersive ocean experience respectful and intuitive hospitality.