



## **Explora Journeys kicks-off 2022 with Coin Ceremony of EXPLORA I**

*New luxury lifestyle travel brand marks major construction milestone ahead of the ship's inaugural season in 2023*

**Geneva, Switzerland 24 February 2022** – Explora Journeys, the new luxury lifestyle travel brand of the MSC Group, is excited to announce the Coin Ceremony of their first ship EXPLORA I, on 24 February 2022, ahead of the ship's maiden journey scheduled for summer 2023.

This time-honoured tradition takes place when the first block or a section of the ship is lowered into the building dock, and two newly minted coins are placed inside a ship block for blessing and good fortune by two long-standing employees representing the shipyard and the ship owner acting as godmothers for the ceremony. The godmothers for today's ceremony were Alessandra Fontana, Chief Marketing Officer for Explora Journeys and Ester Fugazzi, Head of General Services for Fincantieri.

This centuries-old maritime ceremony that dates back to Roman times, reflects the family's seafaring heritage. Explora Journeys was born from a long-held vision of Pierfrancesco Vago, his wife Alexa and the Aponte Vago family. Their nautical heritage of over 300 years coupled with their inspiration and passion for the sea, as well as their innate understanding of luxury, created their mission to define a new category in travel and present an unparalleled ocean escape. EXPLORA I is being constructed in Monfalcone, Italy by Fincantieri, one of the world's largest ship building groups, in recognition of the family's Italian roots.

The event was attended by key executives including Mr Pierfrancesco Vago, Executive Chairman, MSC Group's Cruise Division, Mr Michael Ungerer, Chief Executive Officer Explora Journeys and Mr Giuseppe Bono Chief Executive Officer, Mr Luigi Matarazzo General Manager, Merchant Shipyard Director, Fincantieri.

**Michael Ungerer, CEO Explora Journeys**, commented *"Today marks another major milestone in our journey towards developing a truly defining and highly desired, luxury lifestyle brand. Following our initial investment of two billion euros, this demonstrates another positive step forward, and shows that we are on track to offer an ocean experience like no other."*

Construction work commenced on EXPLORA II, the second vessel in Explora Journeys' fleet of luxury ships, in November 2021 and is due to welcome its first guests in Spring 2024. Two further new ships will join the fleet in 2025 and 2026 as a demonstration of MSC Group's commitment to establish the Explora Journeys brand, created for the next generation of discerning luxury travellers.

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# Explora

## JOURNEYS

### 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](#).