



Explora
JOURNEYS



Explora
JOURNEYS

EXPLORA JOURNEYS ANNOUNCES MAJOR MILESTONE WITH THE LAUNCH OF ITS ONLINE TRAVEL ADVISOR CENTRE

Next phase of coming-to-market strategy, as brand on track to welcome guests from Summer 2023 and fulfil its commitment to launch four luxury ships by 2026

Geneva, Switzerland – 8 December 2021 – Explora Journeys, the new luxury lifestyle cruise brand of the MSC Group, today launched its new industry-leading and purposefully designed online Travel Advisor Centre to further cement its links with the travel advisor community.

Michael Ungerer, Chief Executive Officer said. *“Our new Travel Advisor Centre is another important step forward in our vision and purpose, based on the extensive research we completed to create an ocean experience like no other. We have created what I believe is a seamless, best in class digital experience for travel advisors to underscore our mantra of just how easy it is to do business with Explora Journeys. Given our belief in this brand to create a new category in luxury, lifestyle travel, we will continue to invest in its expansion to create what we refer to as an ‘Ocean State of Mind’ for all our guests.”*

Designed with extensive travel advisor input and a focus on being highly relevant and a very valuable tool, the Explora Travel Advisor Centre includes:

Booking Suite - an online booking tool that allows advisors to search and book journeys of their clients' choice, select suites, access journey fares, generate options and quotations.

Knowledge Suite - a powerful online learning experience that provides intuitive access to a variety of chapters that will equip travel advisors with the knowledge to tell the Explora Journeys' story. Additionally, advisors can learn valuable tips and generate a go-to-market action plan with specific clients identified.

Marketing Suite - providing access to digital and print assets designed exclusively for travel advisors and their clients. Assets include digital banners, brand booklets, image library, brand logos, videos, recommended social media assets, email and print templates.

Performance Suite – a reporting dashboard where advisors can track all their bookings, commissions paid via the industry's first rolling commission payment programme, meet the Explora Journeys team and contact details.



Headlines - news and updates from Explora Journeys including new journeys, travel advisor benefits and from 2022, information about onboard and destination experiences.

Explora Journeys is seeing strong support from the global travel advisor community with booking conversions, having commenced with the first confirmed bookings received from US-based Cruiseosity and Cassis Travel Services.

Adam Barnes Travel Consultant, Cruiseosity, Florida, commented “One of the things I love most and I'm sure all travel agents love is the rolling commission, which I can say you are true to your word as I confirmed my first cruise about 12 days ago and I did receive my share of the deposit just like you said 10 days from the time I booked, even though my clients are not going on their cruise till September 2023 which is almost 2 years away. I am looking forward to work a lot more with the Explora Journeys team in the future!”

Jonathan Phillips, Travel Advisor, Cassis Travel Services, Phoenix Arizona, USA said “I was one of the very first travel advisors who made 5 bookings with Explora Journeys. My clients are delighted I secured their Journey on this new innovative, ultra-luxe cruise line. I know Explora Journeys will be one of the best on the ocean and I am so proud to be supporting a game changing new cruise line.”

Chris Austin, Chief Sales Officer added, “We are proud to announce this next step in the brand’s journey and this is another example of Explora Journeys putting the travel advisor community first. A year in the making, we are proud to launch our platform and we will continue to engage travel advisors for input as we add valuable resources to make doing business with Explora Journeys joyful.”

The Travel Advisor Centre follows Explora Journeys` exclusive and industry first `**By Appointment**` service launched in September, one of the Company’s many bold initiatives whereby travel advisors can set up an appointment with an Explora Journeys Ambassador to discuss and make a booking on one or more of the eight inaugural journeys during EXPLORA I’s first year, including the vessel’s maiden Journey in summer 2023.

About Explora Journeys

Explora Journeys is redefining ocean travel for a new generation of discerning travellers. With the first of four luxury ships scheduled to set sail in 2023, remarkable itineraries will blend renowned destinations with lesser-travelled ports for a journey that celebrates discovery. Its ships equipped with the latest in environmental-supporting and marine technologies, Explora Journeys will introduce a unique all-inclusive luxury travel experience for those who want to explore differently.

Whether on board or ashore, guests will reconnect with what matters most—themselves, their loved ones, and the world around them. With 461 oceanfront suites, every guest will enjoy sweeping sea views and a



Explora

JOURNEYS

private terrace, while being spoilt for choice with nine distinct culinary experiences, four pools, private cabanas, spa, and redefined entertainment.

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

For media enquiries:

Please contact: explorajourneys@luchford.com

CGIs of EXPLORA I are available [here](#)