



## **EXPLORA JOURNEYS ANNOUNCES ITS PARTNERSHIP WITH LEGENDARY PIANO MAKER, STEINWAY & SONS**

**Two luxury brands, one special partnership, and an opportunity to enjoy world-class live musical performances and exceptional onboard entertainment.**

**Geneva, Switzerland, 8 December 2022:** Explora Journeys is delighted to announce its partnership with Steinway & Sons, whose world's finest handcrafted grand pianos have set the standard, played by the world's great pianists since 1853.

**Michael Ungerer, Chief Executive Officer, Explora Journeys** said: *"This exceptional partnership brings a unique opportunity to celebrate and share musical excellence with a trusted, legendary luxury brand that shares our passion for talent, and demonstrate our commitment to undeniable quality. With the pianos supplied by Steinway & Sons and an enrichment programme bringing the finest musicians in the world to interact with our guests, we are thrilled to take this journey together."*

Starting in Summer 2023 with EXPLORA's maiden journey in Northern Europe and Arctic Circle, both acclaimed as well as up-and-coming pianists, recognised for their virtuosity and collaborations with the world's great orchestras, will enthral guests with live performances that reflect the regions through which the ship will sail.

**Ben Steiner, Chief Executive Officer, Steinway & Sons** commented: *"From the very beginning, we realized that Explora Journeys were doing something very special and innovative in the luxury travel space, much in the way that we have innovated in the piano world with Spirio. We felt an instant synergy between our companies due to our shared vision of excellence, and the more I see of Explora Journeys and their incredible ships, the more impressed I have become."*

Three Steinway Spirio high resolution player pianos will be onboard each of Explora Journeys ships. In addition to listening to live performing artists, guests will therefore also be able to enjoy recitals by iconic pianists at the world's great concert halls.

'A Celebratory Journey' from Québec to New York City, will begin on 3 October 2023. Four celebrated Steinway Artists will join this journey to perform for guests as they travel from Québec to New York. Along the way, the ship will call at La Baie (Saguenay), Baie-Comeau, Havre-Saint-Pierre, Charlottetown, Prince Edward Island and Halifax, before arriving in New York, on 13 October.

The journey will culminate in New York, the home of Steinway & Sons. A morning VIP tour of the legendary Steinway workshops just outside Manhattan will allow guests a glimpse of the same exceptional handcraftsmanship that has given the Steinway piano its unique richness and colour for over a century. Lunch, accompanied by exquisite music performed live by a Steinway Artist, will offer a final chance to witness this piano's unique sound – a perfect tribute to the brand and the rich family business history behind it.



‘A Celebratory Journey’ was announced at a joint event at Steinway Hall in New York on 8 December 2022.

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### **About Steinway & Sons**

Since 1853 Steinway pianos have set an uncompromising standard for sound, touch, beauty, and value. Because of a dedication to continuous improvement, today's Steinway remains the choice of 9 out of 10 concert artists, and it is the preferred piano of countless musicians, professional and amateur, throughout the world. For more information, visit [www.steinway.com](http://www.steinway.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](http://explorajourneys.com) or follow us on [Instagram](#), [Twitter](#), [Facebook](#) and [LinkedIn](#).