



Explora Journeys Unveils Enhanced Website And Refined Visual Identity *Elevated user experience reflects brand's premium positioning and signature 'Ocean State of Mind' ethos*

Geneva, Switzerland – 23 October 2025 – Explora Journeys, the luxury ocean travel brand of the MSC Group, has unveiled a newly enhanced website experience alongside a refined visual identity, marking a significant evolution in the brand's digital and creative journey. This milestone further reinforces Explora Journeys' dedication to offering an inspiring, and elevated experience across every guest touchpoint.

The refreshed website embodies the brand's premium positioning and its distinctive Ocean State of Mind philosophy — an invitation to explore the world through a modern, mindful lens. Designed with elegance and clarity, the new platform introduces a more intuitive navigation system, delivering effortless access to the brand's curated ocean Journeys.

Each Journey page has been reimagined to offer a comprehensive, one-glance view of key details: the ship's name, journey duration, number of destinations visited, fares, and day-by-day highlights. The single-page format provides users with a streamlined, transparent, and engaging planning experience, perfectly suited for today's discerning travellers and valued travel advisor community. The result is a more seamless, inspiring and effortless way to plan a Journey.

Beyond functionality, the update enriches storytelling and deepens destination discovery. Enhanced editorial content now immerses visitors in each Journey's narrative, offering meaningful insights into the cultures, landscapes, and experiences that await.

A collection of new cinematic visuals and elevated imagery captures the essence of Explora Journeys' vision — a contemporary, elegant hotel whose home is the ocean. The refined visual identity introduces a nuanced colour palette, modern typography, and minimalist composition, reflecting the brand's understated sophistication and emotional resonance. Together, these elements create a cohesive and evocative visual language that enhances the brand experience for both guests and partners.

This digital and visual evolution comes at a pivotal moment for the brand, as Explora Journeys continues to grow its fleet and global presence. Following the launch of EXPLORA I in 2023, EXPLORA II in 2024 and the upcoming debut of EXPLORA III, this milestone signifies the brand reaching the midpoint of its fleet journey, marking another momentous step in establishing Explora Journeys as a new icon of refined ocean travel.

To explore the new website, visit: **explorajourneys.com**

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