



EXPLORA JOURNEYS CELEBRATES FIRST ANNIVERSARY OF EXPLORA CLUB

Marking a milestone of community and loyalty with enhanced member savings, accelerated referral rewards and elevated onboard events and celebrations throughout July

- **Explora Club Anniversary Benefit:** *Explora Club Members* can enjoy exclusive 5% savings on selected future Journeys. Silver Members and above receive additional 5% savings through their existing *Explora Club Member Benefit*
- **Double Referral Rewards:** July referrals unlock 200 Future Journey Credits and double *Explora Club* points (1,000 points) for every successful referral.

GENEVA, SWITZERLAND – 1 July 2026 – Explora Journeys is celebrating the first anniversary of its loyalty programme with exclusive privileges throughout July 2026. Over the past year, the community has grown steadily as more guests have embraced the brand's vision for elegant ocean travel. Designed to honour the community of like-minded guests at the heart of *Explora Club*, this celebration offers exceptional limited-time benefits to *Members* while introducing new status match and referral paths to welcome like-minded travellers.

“Explora Club has become far more than a loyalty programme – it is a community of guests who share our vision for a different kind of luxury ocean travel, said Anna Nash, President of Explora Journeys. “True hospitality is built on lasting relationships and meaningful recognition. As we celebrate this milestone, these anniversary privileges are our way of thanking those who have believed in us from the beginning, while welcoming many more guests to discover our Ocean State of Mind.”

From 1 July to 31 July 2026, *Explora Club Members* can access 5% savings on a selection of future Journeys, and for *Explora Club Silver Members* and above, this is combined with the existing *Explora Club Member Benefit*, offering additional 5% savings. This limited time offer also features an accelerated referral reward; any *Member* introducing a guest new to the brand during July unlocks 200 Future Journey Credits and double *Explora Club* points (1,000) for both parties upon travel completion. As part of the brand's commitment to welcoming like-minded luxury travellers, it is also expanding its *Status Match* programme by introducing eligibility for guests of Celebrity Cruises and Princess Cruises, bringing the total number of participating brands to 13 and extending corresponding *Explora Club* recognition to even more discerning guests.

The celebration continues on board throughout July with exclusive *Explora Club* cocktail parties for *Members* sailing during the month. Hosted by the ship's leadership team and dedicated hosts, the events will feature chilled champagne, canapés and a signature anniversary cocktail, alongside musical performances and a celebratory toast.

Learn more about *Explora Club* at explorajourneys.com/ch/en/explora-club

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About Explora Journeys

Explora Journeys is the privately owned luxury ocean travel brand of the MSC Group, headquartered in Geneva, Switzerland. Rooted in Swiss precision, understated European elegance and the Aponte-Vago family's 300 years of maritime heritage, the brand has grown from a long-held vision to redefine the ocean experience for a new generation of discerning guests. At its heart is a unique 'Ocean State of Mind' that connects guests with the sea, themselves and like-minded others, while immersive itineraries blend iconic destinations with lesser-travelled ports for unhurried Journeys inspiring discovery.

Marrying the refined essence and service of the world's finest boutique hotels with the boundless freedom of the ocean, the fleet prioritises a profound sense of space. Each ship features generously proportioned oceanfront suites, penthouses and residences, where abundant natural light, generous outdoor living space and uninterrupted sea views create an unrivalled sense of openness. Guests enjoy a sophisticated collection of distinct dining destinations, world-class wellness facilities, heated pools designed for all seasons and premium retail spaces, all reflecting the brand's effortless sense of understated European luxury.

EXPLORA I and EXPLORA II are already welcoming guests, having launched in July 2023 and September 2024 respectively. The brand's first LNG-powered ship, EXPLORA III, launches on 24 July 2026, with EXPLORA IV following in early 2027. EXPLORA V and EXPLORA VI are set to join the fleet in 2027 and 2028, incorporating advanced environmental technologies as part of the brand's commitment to sustainability.

To learn more about Explora Journeys, visit explorajourneys.com or follow us on [Instagram](#), [X](#), [Facebook](#) and [LinkedIn](#) and [TikTok](#).