



Explora Journeys Unveils “The Effort Of The Effortless” Campaign Featuring Global Brand Ambassador Jannik Sinner

Geneva, Switzerland – 12 November 2025 – Explora Journeys, the luxury lifestyle ocean travel brand of the MSC Group, announced the launch of The Effort of Effortless, an exclusive eight-episode mini-series featuring Global Brand Ambassador and tennis World No. 1, Jannik Sinner. The first episode premiered on November 11th, offering a rare behind-the-scenes look at the focus, dedication and precision required to make excellence appear effortless.

“At Explora Journeys, we believe true luxury lies in balance – where every detail is crafted with intention yet experienced with ease. Jannik embodies this philosophy perfectly: his mastery feels effortless, yet it is the result years of discipline and devotion. Together, we invite guests to rediscover the art of slowing down and finding purpose at sea.” said Anna Nash, President of Explora Journeys.

The series celebrates the values shared by Explora Journeys and Jannik Sinner – authenticity, commitment and intention – and invites viewers to slow down, reconnect and discover their own Ocean State of Mind. Born in the serenity of the Italian Alps, Sinner embodies the poise, balance, and composure at the heart of the brand’s ethos, carrying the same quiet resolve into his life both on and off the court. Through his perspective, guests are invited to experience the elegance, attention to detail and calm that shape each day aboard an Explora Journeys ship, exploring three main themes.

The Pursuit of Excellence

Jannik Sinner's world-class performance is the result of years of disciplined preparation, unwavering perseverance, and finely tuned teamwork. On the court, his measured, effortless style conceals countless hours of dedication. Aboard Explora Journeys' ships, every element of the guest experience is crafted with the same care and intention. Thoughtfully designed suites, curated wellness rituals, and immersive experiences embody the brand's devotion to seamless comfort and the quiet elegance of meticulous design.

Dedication and Craftsmanship

Greatness is born from mastery and an unwavering attention to detail. Sinner's precision reflects years of discipline and devotion — a pursuit mirrored aboard Explora Journeys' ships through consciously designed suites, restorative ocean-inspired spa rituals, and exceptional cuisine. Every element is considered, every moment purposeful. This is craftsmanship in its purest form: dedication, diligence, and thoughtfulness that remain largely unseen, yet create a seamless sense of effortless expertise.

Inner Balance

True equilibrium — whether on the tennis court or at sea — stems from clarity, composure, and self-awareness. Sinner's grounded approach embodies the Ocean State of Mind, inviting guests to pause, reconnect, and find focus through contemplative and restorative experiences. Through The Effort of Effortless, viewers witness the practices, reflections, and simple pleasures that sustain excellence and reveal the care behind the seemingly effortless moments that define both Sinner and Explora Journeys.

To explore The Effort of Effortless, visit explorajourneys.com, youtube.com/ExploraJourneys and [@explorajourneys](https://www.instagram.com/explorajourneys) on Instagram and X.

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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 the Aponte family's 300 years of maritime heritage, the brand aims to redefine ocean travel for a new generation of discerning luxury travellers. **Explora Journeys** creates a unique 'Ocean State of Mind' by connecting guests with the sea, themselves, and like-minded others, while offering immersive itineraries blending iconic destinations with lesser-travelled ports that inspire discovery.

The brand introduces a new style of transformative ocean travel, featuring 461 oceanfront suites, penthouses, and residences - each a 'Home at Sea' with floor-to-ceiling windows, private terraces, and spacious, elegant interiors.

Guests enjoy eleven distinct culinary experiences across six restaurants, plus in-suite dining and Chef's Kitchen. The onboard experience includes twelve bars and lounges, five heated indoor and outdoor swimming pools, extensive outdoor decks with 64 private cabanas, a holistic wellness programme, and refined entertainment. Inspired by European heritage and elevated Swiss hospitality, **Explora Journeys** delivers intuitive service and relaxed luxury.

The fleet's first ship, EXPLORA I, launched in July 2023, followed by EXPLORA II in September 2024. EXPLORA III and EXPLORA IV, both LNG-powered, will join in 2026 and 2027, with EXPLORA V and EXPLORA VI scheduled for 2027 and 2028. These vessels incorporate advanced environmental technologies, reflecting the brand's strong commitment to sustainability.

To learn more about Explora Journeys, visit explorajourneys.com or follow us on [Instagram](https://www.instagram.com/explorajourneys), [X](https://twitter.com/explorajourneys), [Facebook](https://www.facebook.com/explorajourneys) and [LinkedIn](https://www.linkedin.com/company/explorajourneys).