

EXPLORA JOURNEYS LAUNCHES NEW OUT OF OFFICE CAMPAIGN STARRING GLOBAL BRAND AMBASSADOR JANNIK SINNER

With the holiday season on the horizon, Explora Journeys presents a new tongue-in-cheek campaign featuring Jannik Sinner embracing the Ocean State of Mind.

- New *Out of Office* campaign to launch on 12 November 2026
- Global Brand Ambassador Jannik Sinner is the campaign's light-hearted anchor
- The campaign puts a playful spin on the familiar OOO message, as Jannik Sinner swaps his demanding tennis schedule for a different kind of routine at sea

GENEVA, SWITZERLAND – 12 November 2026 – Where is Jannik Sinner when he's OOO? Out on the ocean, of course. As Global Brand Ambassador for Explora Journeys, the tennis champion has already discovered the Ocean State of Mind, so when it's time to switch on his out-of-office mail reply, he has only one destination in mind.

Filmed in July 2026 during EXPLORA III's special Prelude Journey, the campaign marks a special milestone: Jannik was welcomed onboard as the very first guest of the newest ship in the fleet. Created in collaboration with McCann Paris under the creative direction of Carmen Saenz de Tejada, the campaign explores a playful perspective on performance, showing how slowing down and taking time to recharge is a vital part of performing at your best.

With a playful twist on Jannik's life away from the tennis court, the campaign reveals a more relaxed side of the champion as he embraces the freedom of life at sea. As Jannik narrates his OOO while enjoying slow mornings with a coffee and an ocean view, savouring exceptional dining and taking time to switch off and find his own rhythm, it becomes abundantly clear that escaping with Explora Journeys is all about freedom of choice and the luxury of flexibility.

Building on Explora Journeys' *Maybe* campaign, which challenged traditional perceptions of ocean travel, *Out of Office* brings a fresh and playful interpretation to the brand's Ocean State of Mind philosophy.

Anna Nash, President, Explora Journeys, said: *"We have never been more connected or accessible, even when we are out of office. The boundaries between work and personal life are increasingly fluid, giving us greater flexibility but also placing more demands on our time. Time has become one of our greatest luxuries, and having the freedom to choose how we spend it has never been more valuable.*

"With Out of Office, we wanted to reflect this modern reality with a sense of humour. It is not about disconnecting, but about having the freedom to decide when to be connected, when to explore, pursue our passions or simply do nothing at all. The ocean offers the space and freedom to find your own rhythm, on your own terms. Jannik reflects this balance perfectly, understanding that exceptional performance requires both dedication and time to recharge."

The campaign plays on the contrast between Jannik's dedication to his sport and the importance of taking time away from competition. As he describes what sounds like a demanding training programme, the film reveals a rather different routine – one of relaxation, discovery and enjoying life at sea. It is a playful reminder that time to recharge is just as important as the work that goes into performing at your best.

Jannik Sinner said: "*People often talk about the work you put in on the court, but nobody talks about the work you do off it – knowing when to stop, when to step away and when to just breathe. You cannot push forward every single day without a pause. The finest performances come from*

balance, and sometimes the most disciplined thing you can do is give your mind the time to reset."

In the campaign, Jannik signs off his Out of Office with a characteristic touch of wit: "I will return, when I return." It is a playful nod to the campaign's central idea. While this is Jannik's own interpretation of being Out of Office, the narrative ultimately turns outward, leaving viewers with one question: "How do you Out of Office?"

Explora Journeys premiered *Out of Office* during an exclusive evening at the historic Società del Giardino in Milan on 11 November 2026, in the presence of Jannik Sinner and members of his team. Hosted by Anna Nash, President of Explora Journeys, the evening brought together select media and friends of the brand for the unveiling of the new campaign, before continuing over an intimate dinner and an evening of conversation and celebration.

Campaign roll-out

- **A 70-second film**, directed by Julien Faucher and produced by Craft Paris, adapted into short-form cuts for digital and social media.
- **Television and digital** from 12 November 2026, during the Nitto ATP Finals in Turin (15–22 November), in France and across the brand's key markets.
- **Watch the film on YouTube**
- **HD visuals available on request.**

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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 entered the fleet in 2023 and 2024, respectively, and were joined in 2026 by EXPLORA III, the brand's first LNG-powered ship. EXPLORA IV will follow in early 2027, with

EXPLORA V and EXPLORA VI joining the fleet through 2027 into 2028, incorporating advanced environmental technologies as part of the brand's commitment to sustainability.

To learn more about Explora Journeys, visit explorajourneys.com or Stories for Journey inspiration. Follow us on Instagram, X, Facebook, LinkedIn and TikTok.