



# Explora

JOURNEYS

## Explora Journeys Announces Exclusive Title Partnership With The Swiss SailGP Team

**MIAMI, USA (15 April 2026)** – Explora Journeys has today unveiled a landmark partnership that brings together the worlds of ultra-elegant ocean travel and high-velocity racing. Headlining the announcement at the cruise industry’s annual conference, Seatrade Cruise Global in Miami, Explora Journeys confirmed it has entered into a multi-year major global sports partnership as the **Title Partner of the Swiss SailGP Team**. The team will now compete globally as the **Explora Journeys Swiss SailGP Team**, a partnership defined by shared values: driven by precision, powered by teamwork, and rooted in a shared respect for the ocean. The partnership brings to life a natural contrast between two worlds: the high-intensity, split-second discipline of elite racing and the calm, considered sanctuary of the ‘Ocean State of Mind’ aboard Explora Journeys. Often described as ‘F1 on water’, the appeal of SailGP lies in its synchronised athleticism, extreme speed and the formidable power of the elements. It is a narrative of effort meeting effortlessness – where the collective strength required to harness the wind mirrors the composure and precision that define the Explora Journeys experience. This strategic move further embeds Explora Journeys into a world of peak performance and international distinction, standing alongside its partnership with Jannik Sinner, the World No. 1, and its association with the Formula 1 Grand Prix de Monaco.

*“This is a very intentional partnership for us. As a brand born and shaped in Switzerland, it holds particular meaning, reflecting our European roots and the values that underpin how we operate,”* said **Anna Nash, President of Explora Journeys**.

*“SailGP is an exhilarating sport that embodies precision, innovation and technical excellence — attributes that sit naturally with Explora Journeys. What resonates for us is the Swiss team itself: the way the crew comes together to operate as one, combining instinct, trust and technical mastery to drive performance on the water. It reflects the same mindset we see on board our own ships, where teamwork, discipline and a certain quiet confidence define the experience.*

*By joining the world of SailGP, we are building a consistent profile at the nexus of luxury travel and elite sport, allowing us to engage with a discerning global audience in environments that feel instinctively right for our brand.”*

**Defined by the Ocean. Driven by Precision**

SailGP is a nation-versus-nation, close-to-shore, high-speed, high-tech racing series like no other. This global sports championship combines cutting-edge technology, iconic global venues, elite athletes and record-breaking speeds to create the most exciting racing on water.

The Championship is decided over a season-long competition, with teams accumulating points to qualify for the Grand Final. A defining feature of SailGP is that all teams race in identical F50 catamarans, ensuring pure competition on the water. The F50 is a high-tech, foiling catamaran that lifts out of the water and can reach speeds of up to 60 mph, travelling at up to four times the speed of the wind.

As part of this partnership, the Explora Journeys logo is brought to the forefront of the team's visual identity, with the F50 catamaran and team apparel reimaged in the brand's signature blue, creating a distinctive and elegant presence on the water. This refined expression ensures a strong and immediately recognisable presence across the global stage, reflecting both performance and elegance in equal measure.

The **official launch of the partnership** will take place on **9 May 2026 at the Apex Group Bermuda Sail Grand Prix**. From the turquoise waters of Bermuda, the **Explora Journeys Swiss SailGP Team** will continue its campaign across the global circuit, including high-profile stops in New York and Portsmouth. The season reaches a significant milestone on 19 and 20 September 2026 as the championship returns to Geneva for the Rolex Switzerland Sail Grand Prix. Serving as a homecoming for both the team and Explora Journeys, which are headquartered in the city, the event offers a unique opportunity to activate the partnership on home soil. On the familiar waters of Lake Geneva, this shared Swiss heritage will be celebrated in the very place where the brand's vision for luxury ocean travel was first conceived.

### **Forging a Legacy of Ocean Mastery**

This announcement comes during a milestone year for Explora Journeys. This summer, the brand will welcome **EXPLORA III**, which will be officially named in Barcelona on 1 August 2026 after her **Mediterranean Prelude Journey** (24 to 29 July). As the fleet scales toward six ships by 2028, this partnership with SailGP Switzerland stands as a symbolic expression of a brand that values performance as highly as it values perspective, anchored always by the transformative power of the ocean.

To learn more about **Explora Journeys and the partnership with the Swiss SailGP team**, please visit [explorajourneys.com](https://explorajourneys.com)

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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.

Built on the Aponte family's 300-year maritime heritage, **Explora Journeys** redefines luxury ocean travel with its signature *Ocean State of Mind* – a philosophy that connects discerning guests with the sea, with themselves and with

one another. Immersive itineraries balance celebrated destinations with lesser-known ports, creating Journeys that inspire curiosity and discovery.

Each private-yacht-inspired ship serves as a floating luxury hotel, whose address is the ocean, with all oceanfront suites, featuring private terraces, floor-to-ceiling windows and spacious European-designed interiors that evoke a sense of relaxed, contemporary elegance – a true Home at Sea.

Guests can choose from 11 distinct culinary experiences – including six restaurants, an experiential Chef’s Kitchen, 12 bars and lounges, and 24-hour in-suite dining. ‘Ocean Wellness – The Spa’ is complemented by five heated indoor and outdoor pools, an extensive holistic wellness programme, generous outdoor deck spaces, and refined entertainment designed to deliver the perfect mood for every moment.

Inspired by its European roots and guided by elevated Swiss hospitality, **Explora Journeys** offers intuitive service and a modern, effortless approach to luxury.

The brand launched its first ship, **EXPLORA I**, in July 2023, followed by **EXPLORA II** in September 2024. The LNG-powered **EXPLORA III** will join the fleet in July 2026, with **EXPLORA IV** arriving in 2027. **EXPLORA V** and **EXPLORA VI** will follow in 2027 and 2028, each incorporating advanced environmental technologies as part of the brand’s commitment to sustainability.

Discover more at [explorajourneys.com](https://explorajourneys.com) or follow **Explora Journeys** on [Instagram](#), [X](#), [Facebook](#), [TikTok](#) and [LinkedIn](#).