



EXPLORA JOURNEYS SWISS SAILGP TEAM UNVEILS NEW VISUAL IDENTITY IN BERMUDA

Hamilton, Bermuda – 11 May 2026

Explora Journeys, the luxury ocean travel brand of the MSC Group, marked an important milestone in its partnership with the Explora Journeys Swiss SailGP Team at the Apex Group Bermuda Sail Grand Prix, as the team raced for the first time under full Explora Journeys branding.

The Bermuda event saw the debut of Explora Journeys' new team visual identity on water, with a fully Explora Journeys-branded F50 catamaran and crew kit unveiled on the race course. Drawing on the brand's refined design language and Ocean State of Mind, the new livery introduced a sleek, premium aesthetic inspired by Explora Journeys' fleet, applied to one of the most advanced high-performance racing platforms in global sport.

*"The unveiling of our new visual identity in Bermuda is a proud moment in our journey with the Swiss SailGP Team," said **Anna Nash, President of Explora Journeys.** "This new look is a powerful expression of our shared values, combining the technical mastery of elite racing with the purposeful luxury of Explora Journeys. Even in the heat of competition, our shared commitment to excellence remains performance-led and Swiss-born. We are building a consistent profile at the nexus of luxury and sport, united by our values on the water."*

Led by Swiss driver Sébastien Schneider, the Swiss team delivered a disciplined and competitive performance, continuing its steady progression in a championship often described as Formula 1 on water. As one of the youngest teams in the SailGP fleet, and among the few to have recorded speeds exceeding 100 km/h, the Explora Journeys Swiss SailGP Team demonstrated continued technical development, staying true to their guiding principle: *'Defined by the Ocean. Driven by Precision.'*

Bermuda holds special meaning for the team as the location of their first SailGP race three years ago. Returning to these waters marks a symbolic new beginning with Explora Journeys as Title Partner.

"Seeing the boat out there in full Explora Journeys colours for the first time was a really special moment for all of us," said **Sébastien Schneider, Swiss SailGP Team driver**. *"It has brought a new energy to the team; you feel the pride, but also the responsibility. We're excited about what we're building together with our Title Partner Explora Journeys, and at the same time we're staying very focused on the process, on improving every race and pushing our boundaries."*



As Title Partner, Explora Journeys continues to strengthen long-term global brand visibility through SailGP, engaging international audiences across some of the world's most iconic coastal destinations. The partnership now looks ahead to the Mubadala New York Sail Grand Prix at the end of May, followed by the events in Halifax, Portsmouth, Sassnitz, Valencia and Saint-Tropez, before the first ever Rolex Switzerland Sail Grand Prix in Geneva in September 2026.

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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 or follow **Explora Journeys** on [Instagram](#), [X](#), [Facebook](#), [TikTok](#) and [LinkedIn](#).