EXPLORA JOURNEYS PARTNERS WITH STEAMERY TO ELEVATE THE IN-SUITE EXPERIENCE



GENEVA, 16 November 2026 – At Explora Journeys, every enhancement begins with listening to our guests. Guided by guest feedback and a commitment to continually enhancing the onboard experience, premium textile steamers by leading Scandinavian brand Steamery are now available in every Ocean Suite, Penthouse and Residence across the Explora Journeys fleet.

While laundry and textile care facilities are already available on board, guests can now enjoy the convenience of caring for their clothing in the comfort of their own suite, whenever it suits them. Whether freshening garments after travel or getting ready for an evening on board, this latest in-suite enhancement reflects Explora Journeys' residential approach to luxury travel, where convenience and thoughtful details come together to create an effortless experience at sea.

This collaboration with Steamery – joining established in-suite partnerships with brands like Dyson – is a natural alignment of shared values. Explora Journeys and Steamery both uphold a mutual dedication to considered design, exceptional quality and elevated everyday rituals.

Steamery brings a refined approach to textile care that seamlessly complements the residential comfort of every suite.

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About Steamery

Founded in Stockholm in 2014, Steamery reimagines textile care through Scandinavian minimalism, innovative technology and thoughtful design. With more than a decade of expertise, the brand creates intuitive products and rituals that preserve the beauty of textiles, extend their lifespan and encourage more mindful consumption – values that align seamlessly with Explora Journeys' commitment to conscious, refined exploration.

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.