



EXPLORA JOURNEYS MAKES WAVES ON TIKTOK

The luxury ocean travel brand joins TikTok to inspire a new generation through creator-led storytelling and a cinematic view of ultra-elegant ocean travel.



Geneva, Switzerland – 13 November 2025 – Explora Journeys, the luxury ocean travel brand of the MSC Group, has officially launched its presence on TikTok as [@ExploraJourneys_](#), marking an exciting new chapter in the brand’s digital journey. Designed to engage a new generation of guests through creator-led storytelling, cinematic visuals and genuine moments from life onboard its ultra-elegant fleet of ships, this launch reflects the brand’s commitment to innovation and meaningful connection.

Through the channel launch, Explora Journeys aims to capture the imagination of modern travellers who seek beauty, purpose and connection with the world around them. The brand’s content will showcase the elegance of its ships, the richness of its curated Journeys and the vibrant experiences on board and ashore – all through a contemporary visual lens. Explora Journeys aspires to define the conversation around *#OceanTravel* – bringing its *Ocean State of Mind* to life in a bold new digital space.



*“Explora Journeys was created to redefine ocean travel for today’s discerning travellers.” said **Anna Nash, President of Explora Journeys**. “By joining TikTok, we’re opening our world to a broader community - those who might never have previously considered exploring the world by sea - sharing the emotion, beauty and inspiration that comes from sailing the world’s oceans with purpose and passion.”*

The TikTok channel will spotlight the personalities, places and philosophies that shape Explora Journeys – the extraordinary chefs, wellness experts and destinations that make each Journey unique. Each post reflects the brand’s signature philosophy – the *Ocean State of Mind* – a mindset that encourages relaxation, discovery and a profound sense of belonging to the sea. This, along with the brand’s focus on exceptional quality of Design & Craftsmanship and Sustainability & Innovation, forms the essence of Explora Journeys’ mission, to offer a transformative, mindful and luxurious way to explore the world by sea.

This new creative venture reinforces Explora Journeys’ approach to meet travellers where they are, on the platforms they love and through the stories that move them.

Follow Explora Journeys on TikTok: **@ExploraJourneys_**

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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](#), [X](#), [Facebook](#), [TikTok](#) and [LinkedIn](#).