



Explora  
JOURNEYS

## EXPLORA JOURNEYS CELEBRATES PARTNERSHIP WITH LOUIS VUITTON 37<sup>TH</sup> AMERICA'S CUP AND ANNOUNCES COLLABORATION WITH EMIRATES TEAM NEW ZEALAND

*During the event held on board EXPLORA I in the port of Barcelona, Pierfrancesco Vago, Executive Chairman, Cruise Division of MSC Group and Grant Dalton OBE, CEO of the America's Cup Events unveiled Explora Journey's sponsorship of Emirates Team New Zealand*

**Geneva, Switzerland, 19 June 2024** – Explora Journeys, the luxury lifestyle ocean travel brand of the MSC Group, today hosted the successful launch event of its partnership with the Louis Vuitton 37<sup>th</sup> America's Cup, held on board the luxurious EXPLORA I in the port of Barcelona, Spain. This momentous occasion marked the beginning of an exciting collaboration between two iconic brands, united by their shared values and a profound respect and passion for the sea.

During the event hosted on board EXPLORA I, Explora Journeys proudly announced their sponsorship of Emirates Team New Zealand for the Louis Vuitton 37<sup>th</sup> America's Cup. This significant collaboration underscores Explora Journeys' commitment to even further supporting the highest levels of competitive sailing and fostering a spirit of excellence.

**Pierfrancesco Vago, Executive Chairman, Cruise Division of MSC Group**, said *“We are incredibly proud to partner with the Louis Vuitton 37<sup>th</sup> America's Cup. This collaboration aligns perfectly with our commitment to excellence and our deep passion for the sea. Whether in competitive sailing or in building a new luxury ocean travel brand, it is only through the strength of our team that we can excel and achieve our ambitious goals. Furthermore, Emirates Team New Zealand perfectly embodies the perseverance and innovation that are at the core of competitive sailing. We are honoured to support such a distinguished team and look forward to their achievements in the upcoming America's Cup events.”*

**Grant Dalton, CEO of America's Cup Events and Emirates Team New Zealand** added, *“We are very proud to bring the America's Cup onboard EXPLORA I today and to announce the Explora Journeys partnership with Emirates Team New Zealand. As the start of the Louis Vuitton 37th America's Cup draws closer it is these occasions that remind us how the excitement is building for what is going to be an amazing, innovative and highly competitive spectacle here in Barcelona.”*

Today's event on board EXPLORA I featured an engaging panel session with Pierfrancesco Vago, Executive Chairman, Cruise Division of MSC Group and Grant Dalton, CEO of America's Cup Events and Emirates Team New Zealand. Guests were treated to an insightful discussion on competitive sailing, teamwork, passion for the sea and the future of luxury ocean travel, as well as the strategic vision behind this landmark partnership.

Emirates Team New Zealand is the current defender of the America's Cup. Furthermore, it is the most successful team in recent America's Cup history, having won the America's Cup four times (1995, 2000, 2017 & 2021).



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A highlight of the event was the presence of the prestigious America's Cup trophy, which was displayed on board EXPLORA I for guests to admire. This rare opportunity allowed attendees to get up close with one of the most coveted trophies in the world of sport, symbolizing the spirit of teamwork and excellence that both Explora Journeys and the America's Cup represent.

Guests aboard EXPLORA I enjoyed the refined elegance and exceptional service that Explora Journeys is renowned for, making the day a memorable start to this unique collaboration.

**-ENDS-**

**For media inquiries please contact [press@explorajourneys.com](mailto:press@explorajourneys.com)**

### **About Explora Journeys**

Explora Journeys is the privately-owned luxury lifestyle brand of the MSC Group, headquartered in Geneva, Switzerland, created at the heart of Swiss luxury hospitality. The brand stems from the long-held vision to redefine the ocean experience for a new generation of discerning luxury travellers, drawing on the Aponte family's 300 years of maritime heritage. The brand's aspiration is to create a unique 'Ocean State of Mind' by connecting guests with the sea, with themselves, and like-minded others, while remarkable itineraries blend renowned destinations with lesser-travelled ports, for a journey that inspires discovery in all its forms.

A fleet of six luxury ships will be launched from 2023 to 2028, starting with EXPLORA I's delivery that took place on 24 July 2023. Equipped with the latest environmental and marine technologies, Explora Journeys introduces a new style of transformative ocean travel. EXPLORA I offers 461 oceanfront suites, penthouses and residences designed to be 'Homes at Sea' for guests, all with sweeping ocean views, private terrace, a choice of eleven distinct culinary experiences across six vibrant restaurants plus in-suite dining, Chef's Kitchen, twelve bars and lounges (eight indoor and four outdoor), four swimming pools, extensive outdoor decks with 64 private cabanas, wellness facilities, and refined entertainment. Inspired by the company's European heritage, Explora Journeys will provide guests with an immersive ocean experience and respectful and intuitive hospitality.

EXPLORA II has just successfully passed her sea trials and will come into service in 2024. EXPLORA III will come into service in 2026 and EXPLORA IV in 2027 with both ships being LNG-powered. EXPLORA V and EXPLORA VI will enter service in 2027 and 2028, respectively.

To learn more about Explora Journeys, visit [explorajourneys.com](https://explorajourneys.com) or follow us on [Instagram](#), [Twitter](#), [Facebook](#) and [LinkedIn](#).



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### **About Emirates Team New Zealand**

Emirates Team New Zealand, representing the Royal New Zealand Yacht Squadron, is the current Defender of the America's Cup. The most successful team in recent America's Cup history, they have won the America's Cup 4 times: 1995, 2000, 2017 & 2021. Furthermore they have won the Louis Vuitton Cup Challenger Selection Series four times (1995, 2007, 2013, 2017).

Over its history, the team has come to typify many of New Zealand's values – a can-do attitude, teamwork, innovation, technology and accepting a challenge no matter how difficult.

With a strong kiwi identity, the team of around 150 people it is a mix of familiar faces and new blood, looking for the best sailors, most innovative designers, shore crew and boat builders. On the 12<sup>th</sup> of October 2024 Emirates Team New Zealand will face the winner of the Louis Vuitton Cup in the Louis Vuitton America's Cup Match with the sole objective of winning the America's Cup for an unprecedented 3<sup>rd</sup> time in a row and 5<sup>th</sup> time overall.