



EXPLORA JOURNEYS ANNOUNCES GLOBAL PARTNERSHIP WITH THE 37th AMERICA'S CUP



Geneva, Switzerland, 27 May 2024 - Explora Journeys, the new luxury ocean travel brand of the MSC Group, is proud to be the Global Partner of the Louis Vuitton 37th America's Cup, the pinnacle of global yacht racing and the oldest competition in international sports, set to take place this year in the vibrant city of Barcelona, Spain. This marks a significant milestone for Explora Journeys, aligning with the brand's commitment to creating exceptional experiences at sea and reflecting a shared maritime heritage and values.

The Louis Vuitton 37th America's Cup is an unparalleled global spectacle where famously 'There is no Second.' Teams from the United States, UK, Italy, Switzerland, and France will race for supremacy in the prestigious Louis Vuitton Cup Challenger Series before the ultimate showdown as the triumphant challenger earns the right to face off against the Defender, Emirates Team New Zealand, in the illustrious Louis Vuitton America's Cup Match.

Since its inception in 1851, the America's Cup has symbolised sailing's pioneering spirit, fostering ground-breaking designs and pushing the boundaries of performance.

Pierfrancesco Vago, Executive Chairman, Cruise Division of MSC Group, said, *"Our collaboration with the America's Cup pays homage to a shared seafaring history of challenge and achievement. From the rich tapestry of the Cup's history to our own 300-year maritime tradition, this partnership embodies our commitment to excellence, innovation, and a deep reverence for the sea."*



At the heart of the America's Cup lies an unwavering ambition to be the best, fuelled by an innate competitive spirit of humanity. **Grant Dalton, CEO of the America's Cup Events**, commented, *"We are delighted to welcome Explora Journeys as a Global Partner to the Louis Vuitton 37th America's Cup. They are driven by creating exceptional experiences at sea, and I have no doubt that during the two months of racing from August 22nd we are going to see some of the most exceptional America's Cup racing ever."*

United by their shared values and a profound respect and passion for the sea, both America's Cup and Explora Journeys are committed to embracing the latest environmentally advanced solutions.

As part of this collaboration, Explora Journeys will host the prestigious America's Cup trophy onboard EXPLORA I on June 19th, offering guests and partners the unique opportunity to immerse themselves in the legacy of this legendary competition.

This marks the beginning of an exhilarating series of activations and events in Barcelona, Spain. Among them, the Official Race Village, that will include a dedicated Explora Journeys area, where guests can immerse themselves into the Ocean State of Mind. Furthermore, this partnership is prominently reflected through the display of the Explora Journeys logo during the broadcast of the races. Spectators can prepare to be captivated by the magnificence of the America's Cup trophy, exclusive festivities and luxurious VIP hospitality provided by Explora Journeys.

"Our ambition at Explora Journeys is to redefine luxury at sea," added **Vago**. *"Like the design of the America's Cup yachts, it is an ongoing, evolving challenge that we embrace with passion and dedication. With vessels like EXPLORA I and the upcoming EXPLORA II, we are committed to setting new benchmarks in design and craftsmanship, sharing the same passion as the America's Cup for maritime innovation and the relentless pursuit of perfection."*

The partnership between Explora Journeys and the Louis Vuitton 37th America's Cup signifies a union of shared values, innovation, and the enduring spirit of maritime adventure reflecting a deep knowledge and understanding of the ocean.

It also reinforces the Cruise Division of MSC Group's commitment both to the Port of Barcelona and to the city itself, one of the group's key destinations, where it is building a new cruise terminal that will be dedicated to both Explora Journeys and sister company MSC Cruises when completed later this year. In addition to the Louis Vuitton 37th America's Cup celebrations on board EXPLORA I in Barcelona on June 19th, the port of Barcelona will also be called regularly by the soon to be launched EXPLORA II in summer and autumn 2024.

Sail Unique with Explora Journeys

Setting a new standard in luxury ocean travel, Explora Journeys, offers discerning travellers the perfect blend of discovery and sophistication, combining celebrated destinations with off-the-beaten-path ports, inviting travellers to immerse themselves in the essence of exploration.

With overnights and longer stays at destinations, guests can delve deep into local cultures and experiences, creating memories that last a lifetime. Journeys start at 7 nights and can extend to 14 or 21 nights, all departing from easily accessible ports.

EXPLORA I's 461 ocean-front suites, penthouses, and residences boast European elegance and unrivalled space, ranging from 35 sqm (377 sft) to 280 sqm (3,014 sft). Suites feature spacious terraces, walk-in wardrobes, and heated bathroom floors, ensuring utmost comfort and privacy.



The outdoor areas on Explora Journeys' ships are equally impressive, with expansive decks offering over 6,200 sqm (66,736 sq ft) of breathtaking sea views. Guests can bask in the sun or relax in four pools and whirlpools, immersing themselves in the Ocean State of Mind.

Designed by leading European architecture studios and built by Fincantieri, one of the finest ship builders in the world, the ships embody relaxed modern luxury with a vibrant and cosmopolitan atmosphere. Yacht-inspired design elements and attention to detail elevate the onboard experience, setting Explora Journeys apart as a leader in luxury travel.

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For media enquiries please contact 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 is currently under construction and will come into service in summer 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 or follow us on [Instagram](#), [Twitter](#), [Facebook](#) and [LinkedIn](#).



About America's Cup

The America's Cup is the oldest international sporting trophy –dating back to 1851– and stands as one of the hardest sporting endeavours. The New York Yacht Club, one of the most prestigious clubs in the world, held the trophy for 132 years before losing it in 1983 to Australia. Since then, the Cup has only been won by teams from the United States, Switzerland and New Zealand.

The current Defender of the America's Cup is Emirates Team New Zealand, representing the Royal New Zealand Yacht Squadron.

The 37th America's Cup will take place between 22nd August and 22nd October 2024 in the beating heart of Barcelona, one of the most visited cities on planet earth. Situated around Port Vell and out along the beach to Port Olympic, the sailing world has made Barcelona their home for what promises to be one of the most intense America's Cups in the event's 174-year history.

<https://www.americascup.com/>