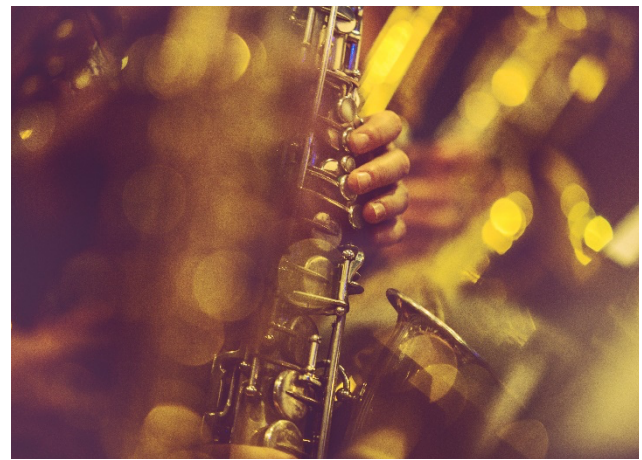




# Explora

JOURNEYS

## EXPLORA JOURNEYS ANNOUNCES NEW ENTERTAINMENT PROGRAMME AND UNIQUE GUEST EXPERIENCES



**Geneva, Switzerland, 4 July 2024** – Explora Journeys, the luxury lifestyle ocean travel brand of the MSC Group, is delighted to announce the launch of the newly tailored entertainment programming aboard EXPLORA I, commencing on July 5th. This comprehensive fourteen-day programme promises to elevate the guest experience with a series of evening performances, interactive activities, and exclusive events.

Guests will be treated to innovative and exclusively crafted performances featuring a new cast of international artists, joining the ensemble of musicians and hosts.

### **Digital Activities: An Industry First**

A standout feature of the offerings is the ‘Digital Activities,’ a pioneering initiative within the industry. Utilizing special QR codes throughout the ship, guests can engage in unique daily activities on their devices, including Explora Journeys Trivia, Crosswords, and Word Searches themed to the journey’s locale, updated daily. Additionally, timeless games like Sudoku and Chess can be enjoyed at any serene spot on the ship. This cutting-edge technology also allows guests to make special musical requests directly to the performers. By scanning a QR code in the Astern Lounge during late-night gigs, guests can view song lists, send requests, choose songs, or even suggest new ones, creating an interactive and personal connection with the musicians.

### **Daytime Activities: Enhancing the Ocean State of Mind**

Daytime activities offer exquisite moments designed to enhance the Ocean State of Mind. Guests can enjoy spontaneous pop-up performances by the pool from musicians, performers, and wellness teams, all harmonizing with the moment. These experiences are complemented by specially paired beverages and snacks, ensuring every desire is met without leaving the perfect spot.

### **Hosted Events and Unique Activities**



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Explora Journeys presents a programme of new hosted events, encouraging guests to forge new connections. Daily progressive events cultivate a sense of community, while unique one-off events and solo activities allow guests to choose their level of engagement. The exceptional event lineup includes more Rituals, Daytime Sports, Interactive events, and an intriguing new multi-day secret Murder Mystery game, ensuring no one's moments of tranquillity are disturbed.

### **Evening Entertainment: A Diverse Musical Experience**

As day transitions to evening, the ship comes alive with live music, offering distinct atmospheres in each venue. From relaxing Euro poolside vibes by DJs to elegant pre-dinner piano music in the Lobby and Explora Lounges, more vibrant musician-vocalist combinations in the Journeys Lounge, and contemporary music with the acoustic loop pedal duo in the Astern Lounge, guests can select their ideal setting for an evening filled with entertainment.

Later in the evening, guests are invited to the Explora Music Series, a nightly live spectacle in the Journeys Lounge. Six new vocalists present a fourteen-night programme without repeat performances, supported by phenomenal guest acts and luminaries. This talented ensemble also plays various musical instruments, performing in diverse lineups and events around the ship. Evening choices include main stage performances, intimate lobby bar sessions, lively nights in the Astern Lounge with interactivity and dancing, and late-night wellness events celebrating the night sky.

### **A Summer of Special Performances**

Throughout the journey, guests can delight in everything from DJ and Saxophone sets to the Songbook series honoring artists like Billy Joel and Carole King. New experiences include Voices of Vegas featuring music from Sinatra to Adele, and Motor City, a feel-good musical revue with outstanding musicians. New performers will also shine as solo artists supported by musicians, with Electric Violinists and West End singers among the resident team. This summer, a variety of visiting performers, cultured luminaries, and the newest lineup of Steinway Exclusive performers will ensure a fresh and exciting experience each evening.

**Steve Leatham, Vice President of Entertainment, Cruises Division**, expressed his excitement: *"We are thrilled to introduce more activities and performances, bringing each journey to life with colour and variety. Our team will captivate younger guests in the Nautilus, with new activities and events enhancing this award-winning family programme."*

Explora Journeys proudly welcomes new talent to their leadership team with the additions of Ray Carr, Michael Langley, and Keri Noble as Entertainment Managers. Guests can anticipate seeing one of these highly experienced and talented managers leading the guest experience programme on each journey this summer.

**-ENDS-**



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### **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](#).