



## EXPLORA JOURNEYS LAUNCHES NEXT PHASE OF EXPLORA CLUB WITH ONLINE POINTS ACCESS AND EXPANDED STATUS MATCH



**Geneva, Switzerland — July 1, 2025** - Following the successful launch of *Explora Club* in April 2025, Explora Journeys is pleased to announce that the second phase of the brand's exclusive loyalty programme. *Explora Club Members* can now enjoy benefits and privileges while on board and view their points balance and loyalty status via their My Explora Account on [explorajourneys.com](https://explorajourneys.com).

Every night sailed on board, eligible onboard purchases, and Destination Experience bookings now contribute to earning points—unlocking an expanding collection of exclusive privileges and benefits with every journey.

For those yet to join, Explora Journeys invites guests to enrol so they can begin enjoying privileges including bespoke onboard events, value savings, surprise gifts, and elevated services designed to make every journey uniquely personal.

In addition, the brand is expanding its *Explora Club Status Match* to include guests of Oceania Cruises, bringing the programme to a total of 11 brands. This enhancement comes directly in response to guest feedback, with strong demand for Oceania's inclusion. Travellers holding status with any of the eligible programmes can effortlessly match to the equivalent *Explora Club* level by providing proof of status, unlocking curated benefits from their very first journey.

*Explora Club* offers a seamless and intuitive, five-level structure – *Classic, Silver, Gold, Platinum, and Diamond* – with each level unveiling a curated collection of benefits, from priority access and bespoke events to personalised gifts and exclusive savings. With more journeys, *Explora Club Members* unlock an array of incremental privileges, thoughtfully designed to enhance their time both on board and ashore.

***Explora Club Member Benefits Include:***

- ***Thoughtful touches*** such as birthday gifts (*Silver onwards*), special turndown service surprises (*Gold onwards*).
- ***Exclusive savings and rewards*** including member offers (*Classic onwards*), future journey savings (*Silver onwards*), Journey Experience Credit (*Platinum onwards*), and a complimentary journey for two (*Diamond*).
- ***Pre-journey privileges*** like early access to new journeys, a dedicated online members area (*Classic onwards*), priority assistance (*Silver onwards*), private transfers and suite upgrades (*Diamond*).
- ***Exclusive hosted events***, from cocktail receptions with ship leadership (*Silver onwards*) to curated President Journeys and Chef's Kitchen experiences (*Diamond*).
- ***Enhanced onboard services*** including complimentary laundry (*Gold onwards*), a bridge tour (*Platinum onwards*), and personal shopping advice (*Diamond*).

The loyalty programme reflects Explora Journeys' deep commitment to its guests, offering meaningful recognition and thoughtful touches inspired by the Ocean State of Mind philosophy.

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