



## EXPLORA JOURNEYS ENHANCES TRAVEL ADVISOR SUCCESS WITH LAUNCH OF NEW DIGITAL TOOLS

**Geneva, Switzerland – 30 June 2025** - Explora Journeys, the luxury ocean travel brand of the MSC Group, today announced the launch of a comprehensive new digital initiative designed to empower and elevate the success of its valued travel advisor community. This latest development reaffirms the brand's ongoing commitment to building strong, collaborative partnerships across the global travel trade.

As part of this initiative, travel advisors will receive complimentary access to a robust suite of digital marketing tools, enhancing their ability to promote and sell Explora Journeys in a manner that reflects the brand's refined and aspirational ethos.

In strategic collaboration with Rallio, an award-winning social media management platform, Explora Journeys now offers advisors seamless access to brand-approved content that can be effortlessly scheduled and shared across their social media channels. The platform enables advance post planning, performance tracking, and ensures consistency in voice and visual identity - providing an elegant, efficient solution for building client engagement and driving conversions.

Travel advisors in the US, Canada, UK, Ireland, Australia, and Germany will be the first to benefit from this exclusive offering, with additional markets to follow in the coming months. Each interaction across the platform has been thoughtfully designed to reflect Explora Journeys' signature philosophy of curated discovery and luxurious, ocean-bound travel.

**Anna Nash, President of Explora Journeys** said *"Our travel partners are at the heart of our growth strategy. By investing in easy-to-use tools that reflect the same care and precision as our ocean journeys, we are enabling our partners to thrive in today's luxury travel landscape and capitalize on the potential it presents. Together, we are shaping the future of luxury ocean travel - beautifully, seamlessly, and successfully."*

This enhanced toolkit also builds upon the brand's continuing partnership with Approach Guides, which enables travel advisors to share co-branded landing pages, ensuring that all client enquiries and bookings are directed to their business.

These tools join a growing portfolio of advisor-centric resources housed within the Explora Journeys Travel Advisor Centre - a fully integrated ecosystem offering education, support, and marketing excellence tailored for the luxury travel segment.

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