



## **EXPLORA JOURNEYS BECOMES A MAIN SPONSOR OF THE ATP GONET GENEVA OPEN 2025**



**Geneva, Switzerland – 24 April 2025** – Explora Journeys, the luxury lifestyle ocean travel brand of the MSC Group, today announces its partnership with the Gonet Geneva Open, the leading tennis tournament in French-speaking Switzerland, for its 2025 edition. As a main sponsor, Explora Journeys will take center stage at the event, underscoring its dedication to supporting world-class sports and excellence on a global scale.

Taking place from May 17 to 24, 2025, at the Tennis Club de Genève in the Parc des Eaux-Vives, the Gonet Geneva Open continues to attract the world's best players. This new partnership with Explora Journeys will further enhance the tournament's prestige, offering an unparalleled experience for players and spectators alike. It also underscores the brand's strategic decision to align with leading global sports events, reinforcing shared values of excellence, precision, and innovation. Additionally, with Geneva serving as the headquarters of the MSC Group, this partnership highlights a strong local commitment to the region's sporting and cultural landscape.



*“Explora Journeys embodies the same spirit of elegance and excellence that we strive for at the Gonet Geneva Open,” said **Thierry Grin, Tournament Director**. “This partnership is a perfect synergy between two brands that value world-class performance and unforgettable experiences.”*

“We are delighted to partner with the Gonet Geneva Open, a tournament that shares our commitment to excellence and heritage,” said **Anna Nash, Global President of Explora Journeys**. “Tennis, like travel, is about precision, passion, and the pursuit of excellence. At Explora Journeys, teamwork is at the heart of everything we do – both at sea and ashore. This partnership reflects our shared values and our connection to Geneva, the home of the MSC Group.”

The 2025 edition of the Gonet Geneva Open will once again welcome top-tier tennis talent. Defending champion Casper Ruud will return to Geneva, aiming to secure another title at one of his favorite tournaments. World No. 4 and last year’s US Open finalist Taylor Fritz, another Grand Slam finalist, will be marking his third appearance in Geneva. Additionally, Grigor Dimitrov, a former ATP Finals champion, will also be competing, bringing his stylish game and world-class experience to the tournament. With such elite players headlining the event, fans can expect thrilling matches and a showcase of top-tier tennis.

This partnership promises to elevate the event’s experience, ensuring an unforgettable week of world-class tennis in the heart of Geneva. As part of this collaboration, an interactive Explora Journeys booth will allow guests to step into the world of luxury ocean travel and experience 'The Ocean State of Mind.' The booth will also highlight how travel with Explora Journeys is designed with a strong emphasis on fitness and well-being, mirroring the discipline and physical excellence required in professional tennis. With state-of-the-art wellness facilities, bespoke fitness programs, and holistic spa experiences available on board, Explora Journeys offers travelers a seamless blend of relaxation and peak performance, much like the balance elite tennis players strive to achieve.

Explora Journeys has been strengthening its involvement in the world of sports with EXPLORA II at the FORMULA 1 TAG HEUER GRAND PRIX DE MONACO 2025, further cementing its commitment to elite sporting events. By aligning with premier competitions across different disciplines, Explora Journeys continues to showcase its passion for excellence, adventure, and luxury, reflecting the brand’s core values in both travel and sports.

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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. 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 provides guests with an immersive ocean experience and respectful and intuitive hospitality.

EXPLORA I was delivered on 24 July 2023, followed by EXPLORA II on 12 September 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](#).

### **About the Gonet Geneva Open**

Since 2015 the Gonet Geneva Open has established itself as one of the most prestigious ATP 250 tournaments, and has been proud to attract three members of the Big Four, with the presence of Roger Federer in 2021 and Novak Djokovic and Andy Murray in 2024. Other Grand Slam winners have played the tournament, Stan Wawrinka, who won the trophy in 2016 and 2017, Marin Cilic, Daniil Medvedev and Dominic Thiem.

The Gonet Geneva Open is much more than a sporting event, it has also become one of the region's major social events.

The participation of these top players has generated immense excitement among the Geneva public. In 2024, all eight days were sold out, with a total attendance of over 36,000 visitors. This year, the Gonet Geneva Open celebrates its tenth anniversary and is set to once again meet a great success, with the confirmed presence of defending champion Casper Ruud, World No. 4 Taylor Fritz, and 2017 ATP Finals champion Grigor Dimitrov. Other world-class players are also expected to compete in the stunning setting of Parc des Eaux-Vives.

To learn more about the Gonet Geneva Open, visit [gonetgenevaopen.com](https://gonetgenevaopen.com) or follow us on [Instagram](#), [Twitter](#), [Facebook](#) and [LinkedIn](#).