

## **New luxury lifestyle travel brand Explora Journeys launches industry first `By Appointment` service**

**New service is further demonstration of the brand's innovative and customised commitment to the global travel advisory community**

**Geneva, Switzerland, 8 September 2021** – Explora Journeys, the new luxury lifestyle travel brand, has announced the launch of its `By Appointment` service, exclusively for the travel advisor community, an industry-first.

The `By Appointment` service reflects a significant investment by the cruise line in research, surveys, focus groups, consumer intelligence and supporting technology to ensure a thorough customer-centric approach which, along with bold commercial policies, underscores Explora Journeys` commitment to the global travel advisor community.

In just four `clicks` our valued travel advisor partners can set up an appointment with an Explora Journeys customer experience representative which is immediately confirmed with a personalised message introducing their dedicated Ambassador. The travel advisor`s phone will ring at the appointed time of their chosen appointment thus eliminating any on-hold time. Appointments are currently conducted in English, with additional languages (German, Italian, French and Spanish) to follow in due course.

Referred to as “the epitome of luxury” by a travel advisor who has already experienced the service, appointments provide a 30-minute block of time to allow travel advisors to discuss and place a waitlist on a specific suite for one or more of eight inaugural journeys during EXPLORA l`s first year, including the vessel`s maiden voyage on 16 May 2023.

Waitlist requests are obligation free and require no deposit until later when travel advisors via a follow-up appointment, can convert their option into a deposited booking on which, at this point, they will already earn their commission.

“Explora Journeys will be an ocean escape like no other, allowing guests to relax, create memories, reconnect with what matters most in their lives and experience what we refer to as an “ocean state of mind.” said **Chris Austin, Chief Sales Officer, Explora Journeys**. “Built by Italy`s Fincantieri and designed in partnership with them as well as some of the world`s foremost superyacht and luxury hospitality designers, our fleet of four innovative ships provide space, choice, privacy, relaxed comfort and elegance. Furthermore, one our key points of differentiation is how we support our global travel advisor community. We wanted to totally remove on-hold time and put the control in the hands of our travel partners. The result is, they get to speak to our dedicated Ambassadors at their convenience and, waitlist suites for their valued clients exclusively before we open for public sale later this year. Initial industry feedback recognises our service as being “best in class” for which we are most proud.”

**Travel Leaders President, John Lovell** commented. “The Explora Journeys `By Appointment` service is one of many industry-first, bold initiatives the brand is making along with the first ever rolling commission program that will pay advisors commission on deposits and on final payments received. These and others were key factors for Travel Leaders Group determining the brand should be awarded a `preferred` status.

We are therefore, delighted to welcome Explora Journeys into our roster of especially important preferred partners.”

The `By Appointment` service will be maintained indefinitely to always provide the option for travel advisors to schedule an appointment to discuss and make a booking for their valued clients. Alternatively following the brand`s official opening of sales, Travel Advisors will be able to call a dedicated Experience Centre number or click `to call` from the Explora Journeys` web site.

Travel advisors can register for their appointment by visiting [Travel Advisors \(explorajourneys.com\)](https://explorajourneys.com)

### **About Explora Journeys**

Explora Journeys is redefining ocean travel for a new generation of discerning travellers. With the first of four luxury ships scheduled to set sail in 2023, remarkable itineraries will blend renowned destinations with lesser-travelled ports for a journey that celebrates discovery. Its ships equipped with the latest in environmental-supporting and marine technologies, Explora Journeys will introduce a unique all-inclusive luxury travel experience for those who want to explore differently.

Whether on board or ashore, guests will reconnect with what matters most—themselves, their loved ones, and the world around them. With 461 oceanfront suites, every guest will enjoy sweeping sea views and a private terrace, while being spoilt for choice with nine distinct culinary experiences, four pools, private cabanas, spa, and redefined entertainment.

To learn more about Explora Journeys, visit [Explora Journeys.com](https://explorajourneys.com) or follow us on [Instagram](https://www.instagram.com/explorajourneys), [Twitter](https://twitter.com/explorajourneys), [Facebook](https://www.facebook.com/explorajourneys) and [LinkedIn](https://www.linkedin.com/company/explorajourneys).

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