

# Spark Cooperative enhances customer experiences on Explora Journeys fleet with GO by Spark software

MIAMI, FLORIDA, UNITED STATES, July 12, 2022 /EINPresswire.com/ -- [Spark Cooperative](#), a trusted entertainment, technology, and customer experience partner based in Miami, announced today its partnership with [Explora Journeys](#), the new luxury lifestyle brand of MSC Group. Spark Cooperative will be implementing [GO by Spark](#), its proprietary customer service experience software for hospitality brands.



Explora Journeys

GO by Spark was specifically selected by Explora Journeys to enable the luxury brand to deliver service, experience, and digital communications to guests pre-journey and onboard the brand's ships. The Spark team is working with the brand to maximize use of the ships' venues through a collaborative calendar, powered by GO by Spark. The software provides an efficient and automated manner of delivering luxurious and customizable experiences for private groups, as well.

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*Ronnie Farzad*

“We are honored that MSC Group has entrusted Spark Cooperative with our signature hospitality technology product, GO by Spark, for Explora Journeys,” said Ronnie Farzad, Co-Founder and Principal at Spark Cooperative. “Our software, GO by Spark, will allow the Explora Journeys’ ships to better deliver luxury experiences and services for all guests.”

Explora Journeys is redefining the ocean travel experience for a new generation of discerning luxury travellers. The brand’s aspiration is to create a unique “Ocean State of Mind” by connecting guests with the ocean, themselves, and like-minded people, while remarkable itineraries will blend renowned destinations with lesser-travelled ports, for a journey that

inspires discovery in all its forms.

To learn more about Spark Cooperative and how the team creates and implements experience-centric solutions, visit [www.sparkcooperative.com](http://www.sparkcooperative.com) or follow @sparkcooperative on Instagram and LinkedIn.

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#### About Spark Cooperative

Spark Cooperative is a trusted entertainment, technology, and customer experience partner to leading hospitality, travel, and real estate development organizations delivering from concept to execution, managing even the smallest details to deliver memorable experiences for all. GO by Spark is the brand's proprietary customer service experience software for hospitality brands. Learn more at [www.sparkcooperative.com](http://www.sparkcooperative.com) or follow @sparkcooperative on Instagram and LinkedIn.

#### 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 of the Aponte-Vago family 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 people, while remarkable itineraries will blend renowned destinations with lesser-travelled ports, for a journey that inspires discovery in all its forms. To learn more about Explora Journeys, visit [explorajourneys.com](http://explorajourneys.com) or follow us on Instagram, Twitter, Facebook and LinkedIn.

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