



Sacha Rougier

Head of Itinerary Planning and Destination Experiences Explora Journeys



As Head of Itinerary Planning and Destination Experiences, Sacha Rougier is responsible for defining worldwide routing for the fleet of six ships of the luxury lifestyle travel brand Explora Journeys (belonging to MSC Group), Commencing with EXPLORA I in June 2023 and EXPLORA II in summer 2024.

In her role, which she assumed since July 2020, Sacha`s remit includes working alongside onboard revenue management, sales and marketing, fleet management and port operations to create also enriching and respectful destination experiences in each port. She is also in charge of the Journeys Enrichment which includes pre and post experiences, transfers, accomodation and luggage handling to maximise the home to suite experience for guests before and after the journeys.

Prior to joining Explora Journeys, Sacha was Managing Director, Cruise Gate Hamburg GmbH (CGH), a subsidiary of the Hamburg Port Authority. As operator of the three cruise terminals CGH she oversaw terminal operation, berthing allocation, international cruise development and EU Lobbying as well as terminal planning. Before her employment at CGH, Sacha worked for the Port of Marseille, where she held various positions in marketing and cruise development.

Sacha played an active role in Hamburg`s cruise development as former member of the Board of trustees of the "Hamburg Cruise Net." She furthermore held various positions in Board at Cruise Europe, Chair of the Cruise Committee IAPH and co-lecturer on Port Economics & Business Programme at the University for Maritime & Air Transport Antwerp (C-MAT). Passionate about classical music, Sacha was member of the advisory board of the Elbphilharmonie and Laeiszhalle (ELBG) and supervisory board of Hamburg Musik GmbH.

Sacha holds a Masters in Change Management and a bachelor`s degree in European Studies (Economics, German and Spanish).