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**Contact:** Melanie Born  
847.420.8808  
melanie@eda-pr.com

## **TOUR-IFIC TRENDS IN TRAVEL.**

### **25,000 Travellers Share Top Destinations, Travel Styles & Touring Must-Haves!**

**TORONTO, Ontario – February 18, 2025** – Some places on Earth are meant to be toured. They're too vast, too epic, too storied to just "visit." According to a new Wish List survey of more than 25,000 past Globus and Cosmos guests, today's travellers are craving *tour-ific* experiences across the globe, helping them to easily turn bucket list destinations into beyond-belief trips.

**Where in the World?** When asked where they'll go next, these destinations topped the list for travellers:

- **Ireland & Scotland** (24%) – Majestic Highlands, castles and coastlines await.
- **South Pacific** (24%) – From New Zealand's cinematic landscapes to Australia's Great Barrier Reef.
- **Italy** (18%) – From heel to tip, every step across Italy offers countless stories behind the sights.
- **Africa** (17%) – The ultimate safari adventure, where every turn is a National Geographic moment.
- **Greece** (16%) – Myth, magic and Mediterranean sunsets await at every stop.
- **Iceland** (12%) – Chasing Northern Lights, glaciers and geysers with ease on an epic tour.

From classic tours to Choice vacations, Undiscovered tours to off-season Escapes, Globus delivers the most incredible ways to experience these once-in-a-lifetime places with expertly planned itineraries that seamlessly turn "how?" into "wow!"

**Going Small is Big!** Why follow the crowds when you can lead the way? According to Globus' survey, **50%** of travellers are saying "yes" to tours that deliver smaller groups and bigger, more intimate experiences, even at a premium price.

Recognizing this rising trend, last summer, the company unveiled **50 NEW [Small Group Discovery tours](#)**. With an average group size of just 15 guests (18 outside Europe), these itineraries take travellers deeper into Italy's rolling vineyards, Costa Rica's lush rainforests, Japan's pagoda-dotted landscapes and Kenya's wildlife preserves for front-row access to exclusive excursions, boutique stays and immersive experiences that can't be found on standard tours.



"We're making small groups a big deal," said Steve Born, chief marketing officer for the Globus family of brands. "With fewer travellers, more immersive experiences and unparalleled access, our Small Group Discovery tours redefine what it means to truly tour a destination. This isn't just about seeing the world—it's about experiencing it in a way that's richer, deeper and completely unforgettable."

**One Size Does Not Fit All.** That idea couldn't have been clearer from traveller responses. In fact, **69%** told Globus they want flexibility on tour and **93%** said having a choice of excursions is important or very important. Globus' [Choice tours](#) offer the answer to this trend, giving guests the freedom to customize their experience on two- to three- Choice days on every itinerary, from Scotland to Switzerland.

"Our revolutionary Choice touring vacations across North America and Europe offer unmatched personalization with optional excursions at no extra cost," added Born.

**The Best-Kept Secrets = The Best Stories.** Getting off-the-beaten-path is the new "must see!" According to the 25,000 travellers surveyed, **51%** want to go beyond the usual tourist hotspots to discover "undiscovered" experiences and destinations. Globus is a step ahead of this trend too with its series of [Undiscovered tours](#) that invite guests to get access to hidden gems and wow-worthy wonders in places with fewer crowds and more magic.

**In Good Company.** Travelling together is also trending. It's no surprise that **52%** of survey respondents are planning upcoming travels with their partner. What's more revealing, perhaps, is that **26%** want to go with a larger group of family and friends while a whopping **18%** plan to go solo!

- **Get away to get together.** Tours bring friends and families closer to ancient history, profound beauty and most importantly – to each other – with special pricing for groups of 8 or more.
- **Solo but never alone!** Cosmos (budget-focused sister company to Globus) offers a [50% discount](#) on the single supplement on select tours across Europe and North America.

"Some places in the world aren't just worth seeing—they're meant for touring," added Born. "Our survey confirms that travellers don't just want a trip—they want an expertly crafted experience, with the right balance of ease, access and wow-worthy moments. Whether it's a Small Group Discovery tour, a Choice adventure or an Undiscovered journey, we deliver the most tour-ific ways to travel the world."

Visit [www.globusjourneys.ca](http://www.globusjourneys.ca) for details and itineraries. Travel advisors should visit [www.traveladvisorportal.ca](http://www.traveladvisorportal.ca).



**ABOUT GLOBUS.**

TOURING. BEYOND. The world isn't meant to just be seen—it's meant to be experienced. A century in the making, Globus takes travellers beyond the guidebooks, beyond the ordinary and beyond expectations with expertly designed tours across seven continents. From classic journeys to small-group discoveries and independent adventures to undiscovered surprises, Globus ensures every trip delivers "wow" at every turn, including front-row access to legendary landmarks. No planning. No hassles. Just hand-picked hotels, seamless transportation and insider expertise which translates to ease. Touring with Globus turns sightseeing into storytelling and moments into lifelong memories. Don't just see the world. Tour it. Learn more and explore tours at [www.globusjourneys.ca](http://www.globusjourneys.ca). Travel advisors, should visit [www.traveladvisorportal.ca](http://www.traveladvisorportal.ca).