



**FOR IMMEDIATE RELEASE**

**Contact:** Melanie Born  
847.420.8808  
[melanie@eda-pr.com](mailto:melanie@eda-pr.com)

## **TOURS FOR THE WIN**

### **Travel Smarter. Tour Better.**

**DENVER, Colorado – September 4, 2025** – When they go guided, they come back changed. That’s the difference a Globus tour makes for today’s travelers. More than ever, wayfarers and wanderers crave vacations that move them beyond logistics and into life-changing moments. They don’t just want to see the world – they want to feel it. They want deeper connections, effortless ease and experiences they’d never find on their own. Touring delivers all of that – and more.

“When you choose a tour, you’re choosing freedom,” said Steve Born, chief marketing officer for the Globus family of brands. “Freedom from planning, from waiting in lines, from worrying about what comes next. Instead, travelers get a journey designed to maximize every moment – with experts who turn destinations into discoveries.”

#### **Touring vs. DIY: The Value Advantage**

Travel shouldn’t be a task list. It should be a revelation. That’s why more travelers are trading FIT (Foreign Independent Travel) and DIY (Do It Yourself) vacations for the bundled savings, built-in ease and hidden advantages of guided touring.

According to Globus, tours deliver an average savings of **up to 30%** compared to equivalent FIT and DIY trips. But the value doesn’t stop there.

Every tour includes a dedicated Tour Director who manages hundreds of details, VIP access that skips the lines, seamless transportation and immersive local experiences that can’t be replicated with DIY planning. Add in hand-picked hotels and the camaraderie of like-minded adventurers and every Globus tour is packaged with visible savings and layered with priceless perks.

#### **The Human + Value Win-Win**

At the heart of every Globus tour is a Tour Director: Part magician, part storyteller and a built-in concierge. For travelers, that means less expense and more experience – value they can feel in comfort, confidence and care.



“Trips end, but the connections don’t,” added Born. “That’s what makes touring with Globus unforgettable – and unbeatable.”

### **From Start to “Can We Do That Again?”**

With more than 500 itineraries across 80+ countries – and multiple touring styles, from Independent tours and Small Group Discovery vacations to off-the-beaten-path and off-season Escapes, Globus offers travelers a better way to vacation. Promising stress-free planning to seamless execution, every tour is designed to spark discovery, deliver value and create stories worth sharing.

The result? Travelers come back rested, wowed and ready to rebook. Visit [www.globusjourneys.com](http://www.globusjourneys.com) for details.

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#### **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 travelers beyond the guidebooks, beyond the ordinary and beyond expectations with expertly designed tours across six 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 with the world’s most awarded tour operator, 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.com](http://www.globusjourneys.com). Travel advisors should visit [www.traveladvisorportal.com](http://www.traveladvisorportal.com).