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BELLA ITALIA!

Italy Tops Must-See Lists for 2023 ...

Globus Delivers with New, Robust Menu of Travel Styles

TORONTO, Ontario – March 7, 2023 – Italy awes. It inspires and moves travellers like no other destination on Earth. From Michelangelo’s art to the artful cuisine throughout the country, Italy – and its 20 regions from tip to toe, head to heel, each diverse and dauntingly beautiful – invite travellers to live la dolce vita in every way. So, it’s no surprise that according to a recent “Wish List” survey of 20,000 past Globus travellers, Italy was the No. 1 destination, with 22 percent (22%) of respondents saying that Italy is on their must-experience for 2023.

“Globus is primed and ready to deliver ‘wow’ to Canadians in Italy in 2023, said Ainsley Ericksen, senior director of marketing for the Globus family of brands. “With dozens – and dozens – of vacation options that invite travellers to enjoy immersive experiences across 13 regions of Italy, we’re ready to welcome them to explore Italy’s ancient cities, discover seaside villages and breath-in beauty in rolling vineyards.”

With Globus, travellers will not only see Italy’s must-see sites, but they are also invited off-the-beaten-path to the enjoy the lemon-scented streets of Sorrento, the olive oil-rich region of Apulia, the sparkling seas of Sicily and flowing wines of Tuscany on an Undiscovered or Choice Touring vacation; an off-season Escape and Independence by Globus vacation package.

“With 10 different [types of touring vacations](#) available across [Italy](#), Globus offers a one-stop-shop for every interest, every travel style, every season and every budget,” said Ericksen.

Be Still My Beating “Green Heart of Italy!” ... Umbria!

From medieval hilltop towns to meadows sprinkled with wildflowers, Umbria rests in the green heart of Italy. When you venture to this landlocked region of Italy, you’ll find untouched traditions and doors that have stood unlocked for centuries.

- *The Best of Italy*
- *Veni, Vidi, Vici: Umbria & Tuscany by Design*
- *The Splendors of Italy (Cosmos)*

We Chianti Love You More, Tuscany!

Here, stunning, sun-drenched wheat fields, olive groves and vineyards meet soul-soaring hilltop villages and cityscapes filled with “oh my!” unrivaled Italian Renaissance art and architecture. Tuscany is a touchstone of art, food and culture from Siena to San Gimignano!

- *Northern Italy's Highlights & Cinque Terre*
- *Rome, Florence & Venice* (Independence by Globus)
- *Gourmet Tuscany* (Cosmos)

The Sicily Seduction

Breathtakingly beautiful and perfectly placed in the heart of the Mediterranean, Sicily delivers sparkling seas, rugged mountains and smoky volcanos. In addition to its postcard-perfect landscapes, the island of Sicily is bursting with art and architectural gems from Byzantine to Baroque Eras!

- *Highlights of Sicily & Southern Italy*
- *Sicilian Escape*
- *Sicily* (Cosmos)

Incomparable Campania

Home to 10 of the 58 UNESCO World Heritage sites in Italy, Campania offers an explosion of “WOW” moments from Amalfi to Pompeii. Its signature street life and pastel-hued, picturesque villages to aria-inspiring vistas juxtaposed with a proverbial ragu of culture, make it the perfect place to escape!

- *Hidden Treasures of Southern Italy*
- *Gourmet Rome, Sorrento & Capri*

I Say Puglia, You Say Apulia

Everything you crave about Italy can be found in lesser-known and visited Puglia (aka Apulia). It forms the spur to the heel of Italy, with the Adriatic Sea to the east, the Ionian Sea to the southeast and the Strait of Otranto and Gulf of Taranto to the south.

- *Southern Italy Escape*
- *Apulia: The Heel of Italy* (Cosmos)

Alpine Italy & its Alluring Lakes

The top of the boot of Italy features some of its best-known regions like Piedmont, Lombardy and Veneto. More importantly, here, you can enjoy some of Italy's most artful landscapes including snow-capped mountains that wind-down to backdrops with bursts of color encircling lovely lakes, happy harbors and some of the most coveted Italian cityscapes – from Milan to Venice.

- *Italian Mosaic*
- *Italian Escape*
- *Magic of the Italian Lakes* (Cosmos)

The 10 touring styles Globus provides travellers in Italy, include:

1. Classic
2. Small Group Discovery
3. Private
4. Independence by Globus – City
5. Choice
6. Undiscovered
7. Escapes
8. Faith
9. Panoramas
10. Budget (Cosmos)

To showcase the company's diverse offerings to Italy, Globus has unveiled a new [Italy Video](#). More information is available at www.globusjourneys.ca; Travel advisors can access www.agentlingo.ca.

ABOUT GLOBUS FAMILY OF BRANDS

Toronto, Ontario-based Lontours Canada, Ltd. is the privately held company that markets and sells the Globus family of brands within Canada. [Globus](#), [Cosmos](#) and [Avalon Waterways](#) offer travellers unparalleled tour, independent travel package, river- and small-ship cruise vacation options. Considered the world's largest tour operator, with nearly a century of international travel experience, the Globus family of brands is dedicated to enriching the lives of travellers by turning foreign destinations into familiar harbors, where the expense of travel is forgotten and replaced by personal value. The Globus family of brands is a proud supporter of The Ocean Cleanup. Consumers can book a Globus family of brands vacation by calling 1.800.268.3636. For more information, please visit www.globusfamily.ca. Travel advisors visit www.agentlingo.ca.