Contact: Melissa Ferrer
Phone: 469-969-9333
Email: MediaRelations@globusfamily.com



SAVE BIG, TRAVEL BIGGER, GLOBUS FAMILY OF BRANDS UNVEILS BLACK FRIDAY TRAVEL DEALS

Avalon Waterways, Globus and Cosmos Put 2027 Vacations on Sale During the Biggest Travel Event of the Year

TORONTO, Ontario – IMMEDIATE RELEASE – Black Friday isn't just one day this year; it's a month-long event! The world is officially on sale, giving travellers more time to turn 2027 vacation dreams into real adventures. From sailing past castles and vineyards along Europe's legendary rivers to unpacking once-in-a-lifetime discoveries across the globe, Avalon Waterways, Globus and Cosmos are giving travellers more reasons to turn their 2027 vacation dreams into reality.

From November 9 through December 12, 2026, the Globus family of brands' Black Friday Sales Event delivers some of the year's biggest savings across river cruising and touring, including up to 30% off select 2027 Globus tours, up to 20% off select 2027 Cosmos tours and up to $2,900 cabin upgrades plus other savings on select 2027 Avalon Waterways cruises*.

"There's something exciting about having the world ahead of you and knowing your next great adventure is already on the calendar," said Scott Nisbet, President and CEO of the Globus family of brands. "Our Black Friday event is about giving travellers an extra reason to say 'yes' to those places they've been dreaming about and enjoy incredible savings while doing it."

Avalon Waterways | Make Waves. Save Big.

Grander moments, loftier views and greater discoveries are all part of Avalon Waterways' biggest sale of the year. The only thing that's shrinking? The price.

During the Black Friday Sales Event, travellers can enjoy:

- Free prepaid gratuities on select 2027 cruises*
- Plus, savings ranging from $750 per person on select E and D cabins to $1,500 per person on select A, B, P and S cabin upgrades*.
- On select Magnificent Europe and Grand France cruises, clients can save $1,500 per person on E and D cabins or $2,900 per person on A, B, P and S cabin upgrades*.

It's an invitation to set sail for wonder and enjoy more of what makes an Avalon journey unforgettable: grander moments, incredible views and discoveries around every bend. View the deals here!

Globus | Unpack the Savings.

It's the event travellers have been waiting for. This Black Friday, Globus is offering up to 30% off select 2027 tours*, giving travellers more room in their vacation budget for the discoveries, adventures and wide-eyed wonder that make exploring the world worthwhile.

With savings available across five promotional tiers, ranging from 5% to 30% off select tours, there's even more reason to unpack the suitcase, dust off the passport and put that next great adventure on the calendar. View Globus deals here!

Cosmos | Travel More. Spend Less.

Cosmos has always believed incredible vacations should be within reach. And during its biggest sale of the year, travellers can enjoy up to 20% off select 2027 tours*, bringing even more of the world to its fingertips.

With promotional savings ranging from 5% to 20% off select tours, travellers can check more destinations off their bucket lists while spending less to get there. So, sharpen those pencils, pack those bags, and get ready for more adventure for less. View these great deals here!

The Globus family of brands Black Friday Sales Event runs November 9 through December 12, 2026.

* Offers are subject to availability, restrictions, and applicable terms and conditions.

ABOUT THE GLOBUS FAMILY OF BRANDS

With nearly a century of expertise, the Globus family of brands (Globus, Cosmos and Avalon Waterways) has inspired wanderlust and made the world more accessible through a diverse portfolio of guided tours, river cruises and independent travel packages. As the world's largest tour operator, the Globus family of brands enriches lives through the joy of travel, creating extraordinary journeys that blend effortless exploration, incredible value and authentic discoveries.