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

BEING PRESENT IS THE NEW LUXURY ON VACATION

Why Travelers Are Choosing Tours That Help Them Truly Experience the World

DENVER, Colorado – February 10, 2026 – In an era of constant notifications, endless scrolling and always-on schedules, today’s travelers are redefining what luxury really means. It’s no longer about planning more – or even escaping to a beach to do nothing at all. Increasingly, the ultimate indulgence is being fully present: immersed in culture, connected to place and free from the distractions that pull attention away from the moment.

New research from **MMGY Travel Intelligence** shows that travelers are craving experiences that foster deeper connection and discovery. In fact, the top macro drivers of travel today include **experiencing new cultures (54%), visiting historical and iconic landmarks (52%)** and **escaping everyday stress (50%)**, underscoring a desire to get somewhere – and to truly be there.

Presence Over Planning. After years of DIY vacations – piecing together accommodations, transportation and daily agendas – many travelers are finding that the effort required to plan a trip follows them into the experience itself. Time meant for discovery is often spent with heads-down on phones, navigating logistics or debating what to do next.

MMGY’s research highlights a growing preference for travel experiences that offer **a balance of free time and included activities (60%). That balance is tipping them towards touring:** a travel style that invites travelers to relax into their surroundings without sacrificing individuality and choice. It’s a shift that reflects a deeper truth: presence is hard to achieve when you’re constantly managing details.

Why Touring Is Resonating Now. This desire for presence is one of the key reasons travelers are increasingly considering touring. In fact, according to the MMGY study, **74% of Gen X travelers and 71% of Younger Boomers find guided travel appealing.**

“Today’s travelers don’t want to choose between freedom and ease – they want both,” said Steve Born, chief marketing officer for the Globus family of brands. “Modern tours are answering that call by reframing structure as a true enabler. By handling the logistics and curating meaningful experiences, tours create the mental space travelers need to stay focused on what matters: the destination, the culture and the experience unfolding in front of them.”



Freedom to Discover – Without Distraction. That philosophy comes to life through Globus’ itineraries, designed to balance must-see experiences with meaningful free time. With transportation, accommodations and key highlights thoughtfully arranged, travelers are free to explore destinations across the globe without constantly checking what’s next.

Through a choice of touring styles and **Globus Choice Excursions**, travelers can personalize their journey – choosing how they want to engage with the world, whether that means diving deeper into history with a guided experience, getting active or enjoying time to explore independently.

Examples of Modern, Presence-Driven Tours:

- **Choice Excursions.** On Globus’ [Scottish Highlands & Islands](#) itinerary, travelers experience expert-led touring at must-see sights paired with **Choice Excursions** that invite them to dig into Scottish history on the Culloden battlefield or down the hallowed halls of Dunrobin castle.
- **Off-the-Beaten-Path Discoveries.** Globus’ [Highlights of Sicily & Malta](#) takes travelers beyond the expected, blending iconic sights with lesser-known towns and local experiences. With thoughtfully paced days and built-in free time, guests can linger longer – savoring regional cuisine, wandering historic streets and soaking in the rhythms of everyday life.
- **Small Group Discoveries.** Globus’ [Enchanting Italy](#) vacation brings presence into sharper focus through smaller group sizes and deeper local engagement. With fewer fellow travelers, guests enjoy more intimate access to Italy’s art, food and traditions – along with the flexibility to slow down, connect more personally with locals and experience Italy in more meaningful ways.

The New Definition of Luxury. As travelers seek richer, more meaningful experiences, luxury is being redefined by clarity, connection and presence. Touring today makes that possible by removing friction and creating space for travelers to fully absorb where they are, why they came and why it matters.

“Travel today isn’t about checking boxes – it’s about being present,” added Born. “When you’re not focused on what’s next, you’re free to experience what’s now. That ability to stay in the moment is the true luxury – and it’s what Globus delivers to guests around the world, every step of their journey.”

For more information and to explore touring possibilities across six continents and 80 countries, visit www.globusjourneys.com. Travel advisors can visit the [Travel Advisor Portal](#) 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 Discovery tours, Independent adventures and Undiscovered surprises, Globus delivers the ultimate travel upgrade: smarter than DIY, infused with flexibility, entirely effortless – and full of wow moments. Travelers enjoy front-row access to legendary landmarks, hand-picked hotels in the heart of it all, seamless transportation and insider expertise – all with the world’s most awarded tour operator. Touring with Globus turns sightseeing into storytelling and vacations into lifelong memories. Don’t just see the world. Tour it. Learn more and explore tours at www.globusjourneys.com. Travel advisors should visit www.traveladvisorportal.com.