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

OH! THE PLACES THEY'LL GO!
“WISH LIST” SURVEY FROM GLOBUS SPOTLIGHTS
NEW TOUR TRENDS THAT WILL TAKE TRAVELERS FROM
ORDINARY TO EXTRAORDINARY ON VACATION

LITTLETON, Colorado – February 9, 2023 – In December, the Globus family of brands – consisting of Globus, Cosmos and Avalon Waterways – distributed a “Wish List” survey to past travelers asking them to share travel interests and plans for 2023. The company received 28,971 responses, including 20,000 from Globus and Cosmos travelers, revealing touring trend insight for the new year and beyond.

Life is Short, the World is Wide. But Europe reigns supreme for tour travelers. From Paris to Prague, Athens to Zagreb and Glasgow to Genoa, the storybook landscapes, castle-dotted cliffs and vineyard-clad hills of Europe continue to drive touring interest. According to the Globus family of brands’ “Wish List” survey results, the destinations topping traveler “must-see” lists for 2023 are:

1. 22% Italy
2. 21% Greece & Turkey
3. 15% France
4. 14% each for England, Ireland & Scotland





“Italy awes. It inspires and moves travelers like no other destination on Earth,” said Steve Born, chief marketing officer for the Globus family of brands. “From Michelangelo’s art to the artful cuisine throughout the country, Italy invites travelers to enjoy the la dolce vita in every way. And Globus takes them to 13 of the country’s postcard-perfect regions inviting guests to enjoy the “wow” that’s waiting.”

To meet the surge of interest in Greece and Turkey, Born adds that the company has introduced a new [Choice Touring](#) vacation to Greece called *Oh My Goddess: Greece by Design*. “We have also unveiled a whole host of ‘off-season’ [Escapes by Globus](#) to both Greece and Turkey, inviting travelers to enjoy fewer crowds and better deals in both countries.”

Beyond the Typical Tour. While culture, history and must-see landmarks are the top motivators for travelers on a tour, the new “Wish List” Survey pointed to an important tour trend: Forty-four percent (44%) of travelers are interested in getting off-the-beaten-path on vacation.

“There’s an outdated belief that tour travelers are only interested in classic sites in bucket list cities,” said Born. “Instead, our travelers want to walk along cobblestones less traveled and are using their tour as the way to get them to new, exciting and off-the-beaten-path places. They’re doing this with our ‘[Undiscovered](#)’ series of tours across Europe and North America including *Hidden Treasures of Southern Italy; The Sicilian; Scottish Highlands & Islands; Bourbon, Bridles & Bluegrass* and *New England & The Hudson Valley*.”

Another myth-buster found in this survey, according to Born, is that tour travelers are passive. “According to our survey, more than one-fourth of our guests (26%) say they want to enjoy active excursions on vacation.”

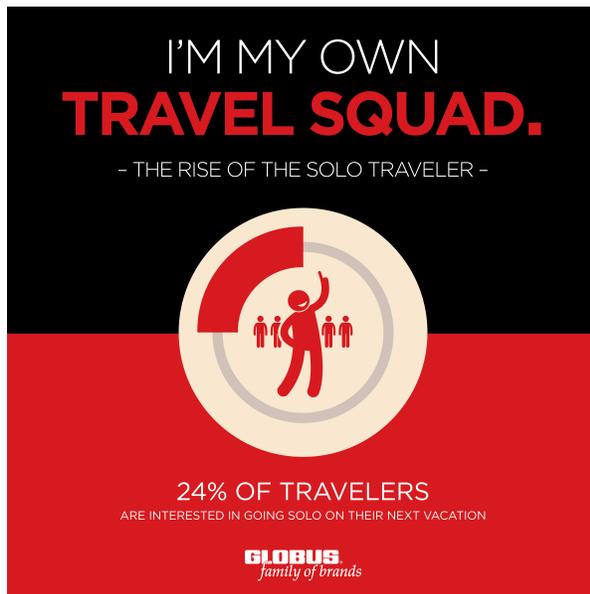
Globus’ answer to this trend is its [Choice Touring](#) itineraries which invite travelers to follow their passions throughout their vacation, including “active” choices like kayaking on a lake in California, biking through the countryside in Ireland and truffle hunting with dogs in Italy.

The Ideal Travel Squad. With this new survey, Globus also noticed some new shifts and trends for travelers, post-pandemic. Specifically, who travelers want to travel with – if anyone. While 62 percent (62%) of Globus and Cosmos respondents still consider their partner or “better half” to be the best person for which to share



their vacation, 35 percent (35%) shared an interest in going with friends or family members. And nearly one-fourth of travelers (24%) said they prefer to go solo on their next trip.

“Catering to this trend – and recognizing that touring is a fantastic travel style for solo travelers – Cosmos recently waived the single supplement on 15 tours across the globe,” added Born. “We have plans to expand our solo travel offerings for Cosmos.”



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ABOUT GLOBUS FAMILY OF BRANDS

Littleton, Colorado-based Group Voyagers, Inc. is the privately held company that markets and sells the Globus family of brands within the United States. Globus, Cosmos and Avalon Waterways offer travelers unparalleled tour, independent travel package, river- and small-ship cruise options. Considered the world’s largest tour operator, with 90 years of international travel experience, the Globus family of brands is dedicated to enriching the lives of travelers 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 or request brochures by visiting a preferred travel agent or by calling the following toll free number: 1.866.313.2855. For more information, please visit www.globusfamily.com. Travel advisors can request brochures by calling toll free 1.800.221.0090 or visiting www.globusfamilypartner.com.