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GUIDED TOURS HAVE ARRIVED AS THE FUTURE OF TRAVEL
*New Global Research Finds 3 in 4 Next-Gen Travelers Embrace Guided Vacations
for Balance, Value & Wow.*

DENVER, Colorado – October 7, 2025 – Guided tours shouldn't be seen as a niche choice – they're the frontier of travel. A new custom study of 5,000 international leisure travelers by MMGY Travel Intelligence – commissioned by the Globus family of brands – reveals that nearly three-quarters of Gen X (74%) and Younger Boomer (71%) travelers find guided vacations appealing – proof of a powerful shift in how the next generation wants to see and experience the world.

“At the root of this study is a clear truth: travelers want flexibility and ease,” said Steve Born, chief marketing officer for the Globus family of brands. “We believe freedom and ease should always travel together. Our guided tours deliver that balance – with value, peace of mind and the wow moments travelers crave.”

What Travelers Want – And Why Touring Delivers.

Cultural Connections (54%). Experiencing new cultures ranks high for travelers. With Globus, insider access and local guides take guests beyond the must-sees into authentic, immersive stories and traditions. From Bedouin bread baking in Jordan to after-hours poetry readings in England, Globus creates deeper connections travelers couldn't craft on their own.

Historic, Iconic Landmarks (52%). Historic sights remain essential. Touring delivers more of these moments without the wait, thanks to VIP access. Thoughtful itineraries maximize time at must-sees while Tour Directors and Local Guides turn very stop into a story.

Escaping Stress (50%). Half of travelers cite stress relief as a motivator. With Globus, big trips feel easy: iconic sights, hand-picked hotels, seamless transport and luggage handling are bundled into one effortless, value-packed vacation.

The Balance That Tips the Scale. Beyond these motivators, travelers identified the factors that would most likely push them to choose guided touring for their vacation vs. going on their own:

- **A good balance of free time and included activities (60%)**
Globus delivers structure that sets guests free, with itineraries that balance must-sees and me-time.
- **Access to places otherwise off-limits (50%)**
On tour, travelers unlock places and perspectives most DIY travelers miss – from after-hours museum entries to private local encounters.
- **All logistics handled (50%)**
On a guided tour, guests don't worry about the “how” – they just enjoy the wow. From hand-picked hotels to seamless transfers, Globus handles the details to help them stay in the moment.



- **Well-designed, balanced itinerary (49%)**
Globus’ thoughtful itineraries and new Choice Excursions mean the trip flexes with guests – from active adventures to cultural deep dives and food discoveries.
- **Discovering hidden gems and surprises (46%)**
From tucked-away towns to unforgettable encounters, Globus makes hidden gems the heartbeat of the trip – moments travelers carry home long after the journey ends.

Small Groups, Bigger Appeal. Finally, the study found that small group tours carry wide appeal, with **55%** of respondents saying it’s the most attractive touring style. Designed from the ground-up for access and authentic encounters, Globus’ new Small Group Discovery tours which average 15 guests in Europe (18 worldwide) are proving wildly popular. For 2026, the company has unveiled 61 Small Group Discovery tours worldwide. With fewer travelers, every moment feels more personal, more flexible, more wow.

“Travelers are realizing that tours aren’t a step back from independence – they’re a leap forward from DIY,” said Born. “With Globus, every trip is upgraded: more stories, less stress and the freedom to enjoy the world instead of sweating the details.”

For more information about touring, visit www.globusjourneys.com. Travel advisors should visit the [Travel Advisor Portal](#).

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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 seven 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. Travel advisors should visit www.traveladvisorportal.com.

ABOUT THE STUDY.

This research was conducted by MMGY Travel Intelligence, the research arm of MMGY Global and a leading authority on traveler behavior and industry trends. In July 2025, MMGY Travel Intelligence designed and executed a comprehensive custom study exploring perceptions, drivers, barriers and awareness of guided travel among 50 – 65-year-old international leisure travelers in the U.S. Canada, Australia, New Zealand and the UK. The study offered Globus detailed insights into the motivations and preferences of both Gen X travelers (ages 50-60) and younger Boomers.