



FOR IMMEDIATE RELEASE

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NEW FROM GLOBUS: TOURING THAT FLEXES WITH TRAVELERS Choice Excursions Have Arrived – And Guided Tours Will Never Be the Same

DENVER, Colorado – September 9, 2025 – The world isn't one-size-fits-all. Guided tours with Globus aren't either. In a major leap forward for the touring style of travel, Globus is reimagining its tours with an innovative new offering: **Globus Choice Excursions**. On nearly 80% of itineraries across Europe and North America, travelers can now turn a traditional tour day into a choose-your-own adventure experience, with included options ranging from food tours and bike rides to cultural deep-dives and scenic cruises.

"Globus Choice Excursions are a bold new chapter in guided travel," said Steve Born, chief marketing officer for the Globus family of brands. "Research is pointing to flexibility to choose from included excursions as a major driver for the next generation of tour travelers. By giving guests more freedom and personalization than ever – we're inviting more travelers to discover the benefits of touring – from ease and VIP access to 'wow' moments on tap."

Sample Globus Choice Excursions include:

- Douro River Cruise OR Porto tasting at Sandeman Cellars
- Aperitivo stroll in Florence OR Taste of Tuscany food tour
- Golden Gate bike ride OR Little Italy tasting tour in San Francisco
- Unicum tasting in Budapest OR Thermal spa soak at Széchenyi Baths

And the personalization doesn't stop there. In addition to NEW Choice Excursions, Globus offers multiple touring styles to fit every kind of traveler. Whether guests want the ease of a Classic tour, the intimacy of a Small Group Discovery, the flexibility of an Independent City Stay or the unique rhythm of an Undiscovered itinerary, Globus delivers freedom and fun – tailored to them.

"With Globus, travelers can choose their experience – without the stress of planning," added Born. "It's guided travel that flexes around our guests."

For more information, visit www.globusjourneys.com. Travel advisors are invited to log into 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 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.