



FOR IMMEDIATE RELEASE

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TREND ALERT:
OFF-SEASON VACATIONS ARE BIG (BIG!) BUSINESS

LITTLETON, Colorado – March 21, 2023 – [Escapes by Globus](#) invite travelers to lose the crowds and find the best travel deals during the off-season. Catering to the extraordinary popularity of these tours that take place between November and March, Globus is increasing its Escapes portfolio by 15 percent (15%), providing more travelers more elbow room at the world’s most iconic sties, leaving them more time to explore for less money. NEW Escapes by Globus feature new countries to explore, including Wales, Finland, Albania and Malta.

“Off-season travel is the hottest trend in touring,” said Steve Born, chief marketing officer for the Globus family of brands. “When the heat is off and crowds are halved, Escapes travelers can wind and bend their way through Europe’s narrow streets and alleys with the locals – only locals. Even better? Escapes are priced at about \$100 a day and include Globus’ signature excursions, recommendations from local guides and the support of a Tour Director.”

And, according to Born, Escapes by Globus have never been more popular.

“Our Escapes bookings are approaching a record sales pace for 2023, up 33 percent (33%) over pre-pandemic levels,” said Born. “While all Escapes are showing positive bookings across the globe, Italy, Portugal, Spain, Greece and Ireland are leading the way. That upward trajectory in sales has opened-up possibilities for Globus to expand its Escapes portfolio, including exploring new destinations like Albania and Malta, Finland and Wales.”

This week, the company is unveiling six (6) new Escapes by Globus vacations. They are:

- **NEW! Finland Escape** (6 days)
- **NEW! Welsh Escape with London** (7 days)
- **NEW! From Prague to Munich Escape** (8 days)
- **NEW! Turkish Escape** (8 days)
- **NEW! Croatia & Albania Escape** (9 days)
- **NEW! Sicilian Escape with Malta** (10 days)



Escapes departures also provide solo travelers an enticing reason to travel during the off-season thanks to no single supplement on a percentage of space on these special departures (while space is available).

“We support the incredible journey solo travelers take from the moment they decide to go to the end of their vacation,” added Born. “By waiving the single supplement for a select number of guests on our Escapes vacations, we’re making it easy for solo travelers to say ‘yes’ to a world of exploration.”

Globus launched its new Escapes travel style in 2017 with just a handful of off-season vacations. Since then, the company has expanded its offerings to include nearly 40 Escapes, becoming Globus’ fastest-growing product the tour operator’s vast travel portfolio.

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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 nearly a century 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.