



FOR IMMEDIATE RELEASE

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

THE GLOBUS FAMILY OF BRANDS LIGHTHOUSE PROJECT SHINES A LIGHT ON THE PATHWAYS PROJECT

TORONTO, Ontario – May 3, 2022 – One year ago on Earth Day, the Globus family of brands unveiled the [Lighthouse Project](#): An illuminating initiative created to help travellers come together to give generously for the globe’s greater good. And, as part of its goal to cast a light on a sea of needs, the Lighthouse Project is now partnering with the Pathways Project.

The Pathways Project is a coalition of leading travel organizations dedicated to broadening access to career paths in travel that lack diversity, from tour guides to entrepreneurship. Through this partnership, Globus will help the Pathways Project illuminate diverse, equitable and inclusive opportunities for people of color to get trained- and land tour director jobs across North America.

“People” is one of three (3) give-back categories featured as part of Globus’ Lighthouse Project:

- **People:** The Globus family of brands is dedicated to protecting, respecting and supporting the extraordinary communities of the world as well as improving the individual lives within them. The measure of success? – The megawatt smiles we see along the way.
- **Planet:** The Globus family of brands makes every effort to conserve and preserve in each destination visited. To protect waterways and wildlife and shine a light on organizations that do the same.
- **Places:** The parks, palaces, museums and monuments we enjoy today are the result of previous generations passionately committed to preservation. By way of the Lighthouse Project, the Globus family of brands aims to pay it forward so that future generations can enjoy the same glorious places to relax, renew and reflect.

“Our goal with the Lighthouse Project is to illuminate a path for a better tomorrow. Our new partnership with the Pathways Project does just that,” said Stéphanie Bishop, managing director for the Globus family of brands. “We’re dedicated to being more thoughtful, inclusive and whole as a travel community and can’t wait to train and hire new Tour Directors who provide a more complete representation of the world and the destinations we visit. We look forward to opening new doors for more diversity in travel.”

The Pathways Project is focused on three areas of development for people of color:

- 1) **Industry Awareness** – Spreading the word about lesser-known travel industry careers – such as tour guiding, travel directing and tour operations
- 2) **Training** – Providing quality training opportunities to get people of color started.
- 3) **Job Placement** – Offering networking, mentorship and job placement opportunities at the conclusion of training.

“As group tourism bounces back from the devastating effects of a global pandemic and looks to reshape its future, taking quantifiable action to promote diversity, equity and inclusion in the Group Tour industry, along with training and mentoring new talent, should be our top priority and represents, perhaps, the most significant opportunity to develop new voices and a talent pipeline to keep it flowing. Together with partners like the Globus family of brands, we have the ability as an industry to drive transformational societal change and educate students, teachers and travellers all over the globe.”

For more information about the Globus family of brands’ Lighthouse Project, visit each company Web site at [Globus](#), [Cosmos](#), [Avalon Waterways](#) and [Monograms](#). For more information about the Pathways Project, visit www.tourismpathways.com.

###

ABOUT GLOBUS FAMILY OF BRANDS

Toronto, Ontario-based Lontours Canada, Ltd. is the privately held company that markets and sells the Globus family of brands within Canada. [Globus](#), [Cosmos](#), [Monograms](#) and [Avalon Waterways](#) offer travellers unparalleled tour, independent travel package, river- and small-ship cruise vacation options. Considered the world’s largest tour operator, with more than 90 years of international travel experience, the Globus family of brands is dedicated to enriching the lives of travellers 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 by calling 1.800.268.3636. For more information, please visit www.globusfamily.ca. Travel advisors visit www.agentlingo.ca.