



FOR IMMEDIATE RELEASE

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

A, B & SEE!
NEW CHOICE TOURING VACATIONS BY GLOBUS
INVITE TRAVELLERS TO TAILOR THEIR ITINERARY TO THEIR INTERESTS

TORONTO, Ontario – June 1, 2023 – Providing travellers with a new, “you” way to cure their curiosities, Choice Touring by Globus, is an exciting touring style for today’s wayfarer and wanderer. And this week, Globus has unveiled **eight (8) NEW and updated [Choice Touring](#)** itineraries for 2024!

Inviting travellers to customize their tour, Choice Touring provides Globus travellers with new views and must-dos at no added cost. City biking? Truffle hunting? Wine tasting? Scone baking? Available exclusively through Choice Touring, guests are invited to design their own discoveries and customize their journeys, in at least three ways, on every YourChoice day.

“Our vacation planning experts have created the tour du jour with Choice Touring,” said Steve Born, chief marketing officer for the Globus family of brands. “These special itineraries deliver all the wonder of the world with new, wonderful ways to experience it. In addition to guided sightseeing at the must-see sights, Choice Touring by Globus presents our guests with YourChoice excursions: A menu of curated experiences in key destinations – included in the package price – on two to three days of each itinerary. Only Globus is inviting guests to tailor their tour to fit their interests throughout their vacation.”

Discovery by the Dozen. With 12, Choice Touring by Globus itineraries across Europe and North America, eight (8) are NEW, providing more wow opportunities to quell wanderlust. **Those NEW itineraries for 2024** are:

- 1. *Swiss-Sational!: Switzerland & Como By Design***
- 2. *That’s Amore!: Italy By Design***
- 3. *Art & Soul: Portugal By Design***
- 4. *Fiestas & Siestas: Southern Spain By Design***
- 5. *Canada Believe Your Eyes: Western Canada By Design***
- 6. *The Sky’s the Limit: Eastern Canada By Design***
- 7. *The Rhythm of Reflection: Southern U.S. By Design***
- 8. *Golden State of Mind: Northern California By Design***

-more-



Popular itineraries already available to travellers include:

1. *Hot Tam!: Scotland By Design*
2. *Green with Envy: Ireland By Design*
3. *Oh My Goddess!: Greece By Design*
4. *Sunny Days, Starry Nights: America's Rocky Mountains By Design*

“Providing the perfect balance between structure and flexibility, Choice Touring offers the best of both worlds,” said Born. “The convenience of guided tours with expert Tour Directors, pre-arranged accommodations and transportation, along with the freedom to explore and personalize the touring experience to passions.”

Sample YourChoice excursions guests can expect on Choice Touring by Globus itineraries:

- **Taste: Stir-Up Greek Specialties** - Visit Mount Pelion and stir up something delicious! Learn to cook some traditional local specialties with an expert chef and enjoy your culinary creations with your fellow travellers!
- **Pedal: Inverness on Two Wheels** - Enjoy the natural beauty of the Highlands capital on cruiser bikes. Pedal with your Local Guide to explore the scenic areas of Inverness. Follow the canal with views out to the Beaulieu Firth (estuary inlet) and ride through the Merkinch Nature Reserve out to the Moray Firth, while keeping watch for local dolphins.
- **Chill: Letting Off Steam** - Renew the spirit at the Scandinavian hydrotherapy baths of Mont-Tremblant. Relax amid the resort's rustic buildings and Laurentian Forest beside the Diable River to enjoy a traditional Scandinavian bath experience to soothe your body and soul.
- **Trek: Branch Out** - Explore one of the last old-growth forest stands of cedar, hemlock and fir trees in Whistler. Walk high amid the treetops through a true coastal temperate rainforest on a TreeTrek Canopy Walk.
- **Float: Loved Bayou** - Nowhere is Louisiana's wildlife more abundant than in the swamps and bayous of New Orleans. As you float through them, be on the lookout for alligators, raccoons, snakes, turtles and native birds. During this narrated adventure, hear stories about local Cajun culture and the mysteries of the swamps and bayous.
- **Create: Fancy Footwork** - In Seville visit an authentic espadrilles workshop. There, skilled artisans will share the secrets of their trade and help you create your own pair of espadrilles to take home. Your hard work will earn you some local wine and tapas to keep your creative juices flowing!

BOOK NOW SAVINGS: For a limited time, Globus is inviting travellers to SAVE BIG on any 2024 Choice Touring vacation in Europe or North America. Details can be found at www.globusjourneys.ca.

###

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](#) 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 nearly a century 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.