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LOOKING BACK. LOOKING AHEAD. LOOKING DEEPER.

The Globus Family of Brands Places a Spotlight on Travel that Moves the World Forward

TORONTO, Ontario – June 4, 2025 – At a time when world divides seem wider than ever, the Globus family of brands is doubling down on its belief that travel has the power to connect, heal and unite. Today, the company unveiled a powerful [new video](#) – as part of its ongoing *Cares* initiative – that reinforces its century-long commitment to bridging cultures and fostering human understanding through travel.

From the humble beginnings with a single rowboat on Lake Lugano in 1928, to its global presence today across more than 70 countries and 500 vacation itineraries, the Globus family of brands (Globus, Cosmos and Avalon Waterways) has always operated with a sense of understanding that travel is more than a journey. It's a force for connection.

"Travel isn't just about seeing new places – it's about seeing people differently," said Steve Born, chief marketing officer for the Globus family of brands. "With every trip, we're opening hearts as much as minds. That's why – especially now – we believe it's essential to remind the world of the empathy, joy and understanding that travel inspires."

The new video, under the company's [Cares](#) platform, is the latest addition to its global initiatives celebrating its 100-year legacy of care, curiosity and cultural respect. It follows the success of [This is How We Row](#) and [Lighthouse Project](#) videos – each reflecting the company's dedication to purpose-driven travel that not only reveals the world, but protects it.

"Our legacy is rooted in connection," added Born. "As we look ahead to our 100th anniversary, we're not just reflecting on where we've been, but where we want the world to go – together."



Learn more about the Globus family of brand's Cares initiatives at each brand's Web site:

- [Globus Cares](#)
- [Cosmos Cares](#)
- [Avalon Cares](#)

Travel advisors can visit www.traveladvisorportal.ca for further information and details.

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ABOUT THE GLOBUS FAMILY OF BRANDS

With nearly a century of expertise and Swiss roots, the family-owned Globus family of brands (Globus, Cosmos and Avalon Waterways) has inspired wanderlust, making the world more accessible to travelers through a diverse portfolio of vacation options, including guided tours, river cruises and independent travel packages. As the world's largest tour operator, the Globus family of brands is driven by a mission to enrich lives through the joy of travel. From the iconic landmarks that define history to the hidden gems that spark wonder, from cruising the world's most captivating waterways to following passions in lesser-known corners of the globe, these brands create extraordinary journeys that blend effortless exploration, incredible value and authentic discoveries. Explore more at www.globusfamily.ca or by contacting your preferred Travel Advisor. Travel Advisors can visit www.traveladvisorportal.ca.