

OUR Brand Profiles

GLOBUS

**FIRST-CLASS FULLY-ESCORTED
HOLIDAYS AND INDEPENDENT
TRAVEL WITH LOCAL HOSTS**

cosmos

**FULLY-ESCORTED
VALUE HOLIDAYS**

AVALON
WATERWAYS

**SMALL-SHIP
RIVER CRUISING**

Brand profile

Itineraries: 316 tours across
69 countries

Guaranteed Departures: Available

Prime Booking & Promotional Period:
Europe & North America: Sept.-Oct.; Jan.-
Feb.

Off season special promotions

Exotics: July-Sept.; Jan.-Feb.

Itineraries: 150 tours across 60 countries

Guaranteed Departures: Available

Prime Booking & Promotional Period:
Europe & North America: Sept.-Oct.; Jan.-
Feb.

Exotics: July-Sept.; Jan.-Feb.

Itineraries: 77 cruises across
24 countries

Guaranteed Departures: All Europe &
Southeast Asia

Prime Booking & Promotional Period:
Feb.-June; Oct.-Nov.

Destinations

- Europe
- North America, including Alaska and Hawaii
- South & Central America
- Africa
- Australia & New Zealand
- Asia
- Middle East

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- Douro, Rhine, Moselle, Main, Danube, Seine, Rhône, Saône, Garonne & Dordogne Rivers in Europe
- The Mekong River in Vietnam & Cambodia
- The Amazon River in Peru
- The Galápagos Islands in Ecuador
- The Nile in Egypt

Traveller profile

The average Globus traveller is aged 50-70.

Target:

- Baby Boomers
- Empty Nesters
- Retired Couples
- Groups
- Multi-generational/Families
- Ocean/River Cruisers
- Gen X

The average Cosmos traveller is in their early to mid 50s.

Target:

- Solo Travellers
- Young Couples
- Repeat Travellers
- Multi-generational/Families
- Groups
- Teachers

The average Avalon traveller is in their early 60s. The average traveller on an Avalon Active and Discovery cruise is in their late 50s.

Target:

- Ocean Cruisers
- Retired Couples
- Empty Nesters
- Baby Boomers
- Second Honeymooners
- Groups
- Gen X



GLOBUS

COSMOS

AVALON
WATERWAYS

Travel Styles

Undiscovered: Off-the-beaten-path holidays with the perfect balance of the hero sights you mustn't miss and the hidden gems you otherwise would.

Cruise & Tour: These holidays combine the relaxation of a cruise with the cultural discovery of a guided land tour.

Special Events: Holidays that feature up-close and behind-the-scenes visits to North America's famous celebrations.

Independence by Globus: Enjoy the world without the group. We take care of the details like included hotels, guided sightseeing, and transportation between cities.

Escapes: Off-season holidays combining the best itineraries in popular destinations without the crowds.

Choice Touring: Introducing YourChoice Excursions, a selection of curated experiences – included in the package price – guests can tailor their tour to their interests, pleasures,

Undiscovered: Off-the-beaten-path holidays with the perfect balance of the hero sights you mustn't miss and the hidden gems you otherwise would.

Regional Discovery: In-depth discoveries focusing on a specific country or region.

Rail Journeys: Scenic daylight journeys or overnights in private sleeping staterooms take passengers back to the golden era of train travel.

Value Holidays: Affordable holiday tour packages to popular destinations for budget-savvy clients.

River & Small-Ship Cruise Holidays: Enriching experiences along the world's famous waterways on modern ships. Clients will cruise in comfort and style with first-class dining, spacious staterooms, and unbeatable on-shore excursions.

Active & Discovery: Choose activities based on interests like traditional sightseeing, biking, classes, canoeing, and more. Experience a river cruise that is action-packed or filled with interactive discoveries.

Avalon Choice: Allows passengers to choose activities based on interests and fitness levels. Enjoy traditional sightseeing, and intermingle engaging activities like cooking and painting classes, and biking or jogging activities. It's your choice.

Niche travel Opportunities

Faith-Based, Student Groups, Multi-generational/Families, Private touring

Faith-Based, Solo Travellers, Multi-generational/Families

Special Interest Cruises like wine & food, music, history, and beer cruises, Groups, Charters, Shorter Itineraries.