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Freedom. Flexibility. Fabulous!

CHOICE TOURING BY GLOBUS KICKS-OFF NEW ERA IN TOURING WITH EUROPE LAUNCH

LITTLETON, Colorado – April 28, 2022 – This week, the Globus family of brands will launch its very first **Choice Touring by Globus** itinerary in Europe with the departure of *The Alps Out Loud: Switzerland & Lake Como by Design*. A new touring style that was developed during the COVID shutdown, [Choice Touring by Globus](#) promises wayfarers and wanderers all the wonder of discovering the world with a touch of whim and all the fun of exploring new destinations with the infusion of flexibility.

“We’re ushering in a new era of tour travel with Choice Touring by Globus,” said Steve Born, chief marketing officer for the Globus family of brands. “These incredibly unique itineraries make touring smaller, more connected, active and fun. When travelers choose from a menu of options, they’re bonding with small groups of like-minded people, giving them immediate connections from which to enjoy the rest of their journey together.”

The very first travelers to enjoy this new, “all you” touring style in Europe embark tomorrow, April 29, on [The Alps Out Loud](#). This itinerary will invite them to sip, taste or stroll their way through Geneva; to spend the day walking the storied streets of Milan or floating along the villages, villas and vistas of Lake Como before feasting on homemade pasta or ascending the vineyard clad hillsides of Bellinzona for lunch. The trip is simply head and “yodels” above the rest, thanks to its selection of YourChoice Excursions. Then, on May 15, Globus will extend its 2022 Choice Touring launch into North America with its first-ever departure of [Boogie & Blues: The Southern U.S. By Design](#).

In total, the company has unveiled **13 NEW** Choice Touring by Globus itineraries across Europe and North America. They are:

1. **HOT TAM!: SCOTLAND BY DESIGN** – More haggis or history? More insider stories or Outlander scenery? You choose how to rock your tartans on this 9-day vacation from Edinburgh to Glasgow with a menu of complimentary YourChoice Excursions.

2. **GREEN WITH ENVY: IRELAND BY DESIGN** – More rounds of stout or made-from-scratch soda bread? More Wilde or the Wild Atlantic Way? Indulge in endless shenanigans on this 8-day discovery from Dublin to Limerick with a menu of complimentary YourChoice Excursions.
3. **OH MY GODDESS!: GREECE BY DESIGN** – Embark on an odyssey of epic proportions on this 8-day vacation in Greece. How will you unleash your inner god or goddess? With complimentary YourChoice Excursions, you choose when, where, and how to say, “Opa!”
4. **THE ALPS OUT LOUD: SWITZERLAND & LAKE COMO BY DESIGN** – Swiss chocolate or cheese? More Milan fashion or Como’s fashionable homes? Wine a little or a lot?! Mountains of possibilities await you thanks to complimentary YourChoice Excursions on this 8-day vacation from Zurich to Como.
5. **VENI, VIDI, VICI: UMBRIA & TUSCANY BY DESIGN** – Hunt for truffles or catch culture? Soak-in the beauty of waterfalls or stir watercolors? With our complimentary selection of YourChoice Excursions this 8-day journey through the kitchens and countryside of Umbria & Tuscany will inspire Dolce Vita!
6. **ROCKS & RHYTHM: PORTUGAL BY DESIGN** – Sparkling wine or soulful Fado? Portuguese pastries or pastel plazas? Spend a day retracing the Knights Templar or your nights reveling in foodie traditions. With complimentary YourChoice Excursions, this 8-day trip through Portugal is poetry in motion.
7. **TOASTING & COASTING: PORTUGAL & SPAIN BY DESIGN** – Catamaran off the Portuguese coast or carafe some Spanish sherry? Marvel at high-stepping horses or step-into history in marvelous piazzas? With complimentary YourChoice Excursions, this 9-day celebration of Portugal and Spain will dance its way into your heart!
8. **FROM THE TOP: WESTERN CANADA BY DESIGN** – Eagles soar and wineries pour on this 8-day journey from vibrant Vancouver to the parks and peaks of Western Canada. How will you fill your cup? However you please thanks to our complimentary selection of YourChoice Excursions.
9. **MAD ABOUT MOUNTIES: EASTERN CANADA BY DESIGN** – Discover Eastern Canada on a 7-day vacation from Toronto to Montreal. How you explore is up to you. Sailing a serene lake, sipping sparkling wines or soaking in a Scandinavian spa? Standing in a field of lavender or upon a famous vineyard? With complimentary YourChoice Excursions, you choose when, where, and how to say “C’est si bon!”
10. **BOOGIE & BLUES: THE SOUTHERN U.S. BY DESIGN** – More turn-of-the-century architecture or another sweet tea? March in the footsteps of Civil Rights heroes or boogie through rhythm and blues? Harper Lee mysteries or Hellen Keller histories? On this 8-day tour, YourChoice Excursions promise a soulful, toe-tapping, lip-smacking journey from New Orleans to Nashville.
11. **CALIFORNIA DREAMIN’: NORTHERN CALIFORNIA BY DESIGN** – Head west for a 9-day adventure with the pioneer spirit of Northern California. How will you strike gold? Riding the rails or gliding by kayak? Soaring to mammoth views or singing the Folsom blues? With complimentary YourChoice Excursions, you choose how to fulfill your California dream. What a rush!
12. **SUNNY DAYS, STARRY NIGHTS: AMERICA’S ROCKY MOUNTAINS BY DESIGN** – Get outward-bound on an 8-day adventure in the Rocky Mountains. How will you indulge your inner mountaineer? Rafting rivers or riding chairlifts? Glamping on a starry night or shopping under sunny skies? With complimentary YourChoice Excursions, you decide how to set your spirit free.
13. **THE BOLD & THE BREWTFUL: MID-ATLANTIC AMERICA BY DESIGN** – Follow in the footsteps of the country’s first patriots on this 9-day journey. How will you make history? Visiting monuments or revisiting military moments? Sipping masterful craft beer or surveying the canvases of American masters? With complimentary YourChoice Excursions, you choose when, where, and how you’ll rediscover America!



The depth and breadth of YourChoice Excursions that these new itineraries provide is unparalleled in touring.

Some of the choice examples available to travelers, include:

- **INVERNESS:** Castles and clan seals or coasting on two wheels?
- **SIENA:** Feast on homemade pasta or pedal through fresh, Florence air?
- **SACRAMENTO:** Sing Folsom blues or feed hometown roots?
- **EASTERN TOWNSHIPS:** Sail scenic waters or sip sparkling wines?
- **YELLOWSTONE:** Hike below falls or rise above a mountain village?

“This is today’s version of touring. One size does not always fit all,” added Born. “With this new touring style, and YourChoice Excursions, travelers can now spend their days, their way in dozens of destinations across Europe and North America. The average Choice Touring itinerary features three (3) YourChoice destinations with approximately nine (9) excursion options.”

BOOK NOW SAVINGS: Travelers who book a 2022 Globus North America or Europe vacation can save up to \$200/couple today. For more information, visit www.globusjourneys.com.

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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, Monograms and Avalon Waterways offer travelers unparalleled tour, independent travel package, river- and small-ship cruise options. Considered the world’s largest tour operator, with 90 years 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.