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GLOBUS TAKES TOURING TO THE NEXT LEVEL

“Two Trips. One Destination.” Campaign & Marketing Refresh Capitalizes on New Demand

TORONTO, Ontario – October 16, 2025 – The Globus family of brands is flipping the script on DIY travel. With the launch of its new [“Two Trips. One Destination.” Campaign](#), Globus is positioning touring as the **ultimate travel upgrade** for the next generation of globetrotters.

The new campaign, consisting of streaming television, digital advertising and a refreshed Web site dramatizes the difference between going it alone and going with Globus by following two couples in the same destination on two very different vacations. One faces the all-too-familiar headaches of DIY travel; the other enjoys seamless, story-filled adventures with Globus.

From skipping taxi queues to breezing past museum lines, from insider storytelling to perfectly placed hotels, the campaign captures the magic that happens when travellers trade stress for stories – and guesswork for goosebump moments.

“Today’s travellers want freedom and ease – and touring delivers both,” said Steve Born, chief marketing officer for the Globus family of brands. “This campaign shows what research has confirmed: touring is the next level of travel and a leap forward from DIY. It’s smarter, sleeker and designed for travellers who want all the wow, without the what-now.”

A Travel Upgrade For a New Generation. This campaign builds on a proprietary global study conducted by MMGY Travel Intelligence, commissioned by the Globus family of brands, revealing that **nearly three-quarters of Gen X (74%) and younger Boomers (71%) find guided vacations appealing** – drawn by the promise of balance, value, cultural connection and freedom from stress.

Globus has evolved its touring styles to meet these travellers where they are. And, with **new Choice Excursions**, thoughtfully designed itineraries that blend must-sees with me-time and its largest offering of **Small Group Discovery tours** averaging just 15 guests, Globus offers experiences that are personal, flexible and effortless.



A Digital Experience Built for Inspiration & Ease. Coinciding with the campaign is a **comprehensive Web site refresh**, designed to showcase how touring elevates every element of a vacation. Visitors will find new navigation by touring style, richer storytelling, dynamic content that positions touring as **“the ultimate travel upgrade”** – smarter than DIY and cooler than imagined.

Touring Takes the Lead. With more than 500 vacations across 80+ countries and six continents, Globus is inviting travellers to rethink the way they travel – seeing touring not as an alternative, but as an upgrade that delivers a better, stress-free way to explore the world.

Globus’ diverse portfolio of travel styles ensures every traveller finds their perfect fit – whether they crave cultural depth, choices, seasonal savings or independence. Highlights include:

- **Classic.** For travellers who want it all arranged so they can be amazed. The iconic, fully guided touring style that blends structure with ease and features new Choice Excursions.
- **Small Group Discovery.** For those who prefer fewer people and deeper connections. With an average of just 15 guests in Europe, these tours offer access, intimacy and flexibility.
- **Independent City Stays & Tours.** For travellers who love to explore independently with the confidence of built-in support. No group. No guesswork.
- **Undiscovered.** For curious travellers who want to go off the beaten path and into the heart of hidden gems.
- **Escapes.** For off-season adventurers who love smaller crowds, cooler temps and bigger savings.
- **Rail.** For those who believe the journey is as spectacular as the destination.

“Touring as evolved,” added Born. “We’re not just showing people the world – we’re handing them the keys to it. With VIP access, insider insight and story-filled moments at every turn – not to mention more free time and choices on tour – we’re redefining how extraordinary and easy travel can be.”

For more information and to explore touring possibilities, visit www.globusjourneys.com. Travel advisors can visit the [Travel Advisor Portal](#) for details.

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ABOUT GLOBUS.

TOURING. BEYOND. The world isn’t meant to just be seen—it’s meant to be experienced. A century in the making, Globus takes travellers beyond the guidebooks, beyond the ordinary and beyond expectations with expertly designed tours across six continents. From Classic journeys to Small Group Discovery tours, Independent adventures and Undiscovered surprises, Globus delivers the ultimate travel upgrade: smarter than DIY, infused with flexibility, entirely effortless – and full of wow moments. Travellers enjoy front-row access to legendary landmarks, hand-picked hotels in the heart of it all, seamless transportation and insider expertise – all with the world’s most awarded tour operator. Touring with Globus turns sightseeing into storytelling and vacations into lifelong memories. Don’t just see the world. Tour it. Learn more and explore tours at www.globusjourneys.com. Travel advisors should visit www.traveladvisorportal.com.