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OVER DIY. OVERWHELMED BY OPTIONS. TRAVELERS ARE CHOOSING SMARTER TOURS INSTEAD

New Survey of 25,000 North America Travelers Signals a Shift Back to Designed, Flexible Travel

DENVER, Colorado – March 10, 2026 – The era of 47 open browser tabs and crowdsourced vacation spreadsheets may be losing its shine. According to Globus' 2025/2026 Wish List Survey of more than 25,000 North American travelers, today's vacationers are recalibrating. After years of do-it-yourself trip planning, they are gravitating towards expertly designed journeys that balance access, flexibility and breathing room – with an expert on-hand to take care of everything.

This shift reflects a broader reset in how travelers define freedom on vacation.

Structure Creates Confidence. An overwhelming **91%** of those surveyed say they want a well-planned itinerary that still allows customization. At the same time, **72%** want the ability to choose excursions aligned with their interests.

Globus has built its touring model around that balance – offering multiple travel styles before departure and layering in Globus Choice Excursions on tour. The result is a strong foundation with flexibility woven into the experience.

For modern travelers, confidence and control are no longer opposites. They work together.

Free Time is Part of the Design. Nearly **97%** of travelers want **20-30%** of their itinerary reserved as free time.

Rather than leaving downtime to chance, Globus builds approximately 30% free time into its tours by design – creating space for spontaneous discoveries without sacrificing access to iconic sites and expert storytelling. That rhythm reflects a more intentional style of touring: immersive, efficient and personally adaptable.

Human Expertise is Back in Demand. Despite the rise of booking platforms and travel apps, **74%** of travelers say they want an expert with them on vacation.



Globus Tour Directors and Local Guides manage logistics, unlock insider access and provide cultural context in real time. Their presence turns sightseeing into storytelling – and removes the mental load from the traveler.

That value becomes even more relevant as preferences diversify.

- **25%** are willing to pay up to **20%** more for smaller group departures.
- **23%** plan to travel solo in 2026.

Globus meets those shifts with Small Group Discovery tours and solo-friendly options like Escapes – inviting travelers to choose the scale and style that fits them.

Where They're Going – And When? Europe continues to lead wish lists with **Italy, Scotland, Ireland, England** and **Greece** leading the pack. Closer to home, **Alaska** ranks as the top North America tour destination among U.S. respondents – highlighting continued demand for guided land experiences there.

Seasonality trends are equally telling: **75%** prefer to travel outside peak summer months. This trend reinforces the growing appeal of shoulder-season departures such as Globus Escapes.

The Modern Touring Alternative. This new survey data reveals a traveler who values efficiency, expertise and flexibility – delivered seamlessly.

“Well-designed travel clears space,” said Steve Born, chief marketing officer for the Globus family of brands. “When the foundation is thoughtfully built, travelers have the confidence to explore more deeply and make the journey their own. And as more people seek smarter ways to see the world, guided touring is evolving alongside them. For many, that evolution looks less like a ‘packaged tour’ and more like an upgraded vacation.”

For more information, travelers can 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 travelers 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. Travelers 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.