



FOR IMMEDIATE RELEASE

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LA DOLCE VITA! GLOBUS INVITES TRAVELERS TO TASTE THE COLORS OF ITALY!

LITTLETON, Colorado – September 16, 2015 – From north to south and heel to toe, travelers long to see the ancient cities, seaside villages and rolling vineyards of Italy. They dream about a taste of la dolce vita. In 2016, [Globus](#) is inviting travelers to experience the art and architecture of Italy while also enjoying the country’s delectable masterpieces – from Parma’s cheese to Modena’s balsamic vinegar. Thanks to a strong dollar, a diverse vacation portfolio and the insatiable lure of Italy for first-timers and repeat travelers alike, Globus is predicting that its Italy bookings will skyrocket in 2016.

“Italy is a rare destination; one that offers an immense amount of diversity from Cinque Terre and Sicily to Rome and Lake Maggiore. It’s a place travelers can visit over and over again and always discover something new,” said Scott Nisbet, president and chief executive officer for the Globus family of brands. “And now the dollar is stronger in Europe than it’s been in years. The welcome mat to Italy’s doorstep has been rolled out for 2016.”

Continuing its trend of providing travelers diverse vacation offerings to Italy, Globus is unveiling a **NEW** 7-day *Splendors of Italy* tour: A vacation that makes unpacking easy because travelers will spend six nights in Milan with day trips to places like Venice, Turin and Florence via high-speed train. Travelers can also add three (3) days in Rome via sister company, [Monograms](#).

While Globus offers more than a dozen vacations focused on Italy, the company’s most popular tours in this incredible destination are 11-day *Best of Italy* and 13-day *Italian Mosaic* featuring Rome, Pisa, Venice, Pompeii, Naples, Capri and more as well as 8-day *Italy’s Great Cities*.

In recent years, Globus has also unveiled Italy tours priced at less than \$200 a day – approximately 25 percent (25%) less than the average Italy vacation. They are 9-day *Italian Sampler* and 8-day *Italian Vista* vacations.



Globus Italy 2016 – 2-2-2

“When travelers experience Italy with Globus, they not only see the country’s great cities and must-see sites, they get up close to the locals, their crafts and their passions with our Local Favorites program,” said Nisbet. “From indulging in the Chianti of Tuscany to the Limoncello of Sorrento to visiting the Perugina Baci Chocolate Factory and enjoying a spoonful – or two – of creamy gelato, we’re inviting travelers to truly taste the sweet life of Italy.”

Cosmos – the value-centric sister brand to Globus – has also unveiled two (2) Italy vacations for [Under \\$1,000](#), giving travelers the best value available. They are NEW ***Sicily Discovery*** featuring visits to Sorrento, Taormina, Piazza Armerina, Agrigento, Selinunte, Palermo, Erice, Marsala and Naples and 8-day ***Magic of the Italian Lakes*** (from Milan to Lake Maggiore). Both are priced from \$999.

Other popular Cosmos Italy vacations are: 9-day ***Splendors of Italy***; 14-day ***Italy’s Best*** and 15-day ***Jewels of Italy***.

STRONG DOLLAR. BIG DEAL: Travelers booking their Globus 2016 Italy vacation before December 1, 2015 will **SAVE up to \$746 per couple (10%)**. **Cosmos** travelers can receive a **\$50 discount** when booking early.

For more information and vacation details, visit www.globusjourneys.com. And, “like” us on Facebook for exclusive offers throughout the year (www.facebook.com/globus).

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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 more than 85 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 member of Sustainable Travel International (STI). 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 agents can request brochures by calling toll free 1.800.221.0090 or visiting www.globusfamilypartner.com.