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## INSPIRATIONAL JOURNEYS TO INSPIRING PLACES Americans Driven to Divine Destinations

LITTLETON, Colorado – June 30, 2015 – At about 10 million travelers\*, the potential market for international religious vacations is sizable and it's grown five percent (5%) worldwide in the last five years. Globus has experienced even greater growth. The company's faith-based vacations are up 100 percent (100%) since 2009. To cater to these travelers and this growing market, Globus is increasing its religious itineraries in 2016 by 15 percent, unveiling eight (8) international faith-based vacations. Cosmos is increasing its offerings by 35 percent, unveiling a total of six (6) budget-friendly getaways for 2016, starting at \$117/day.

Tapping into Cuba's popularity, in 2016, Globus is unveiling a **NEW people-to-people program: [Spiritual Journey through Cuba](#)**. This 11-day, Small-Group Discovery itinerary (maximum of 24 guests) takes travelers to the Cathedral of Our Lady of Assumption in Santiago de Cuba, the Hill of the Cross in Holguín, the church at Plaza de Carmen and Cuba's oldest church in Sancti Spiritus. Other activities featured on this program are a scenic cruise in Santiago Bay, followed by a discussion with local fisherman; visiting a spice farm and interacting with workers; a visit to Finca Vigia (Hemingway's home) and spending time with children at a daycare center run by local nuns.

Value-focused sister brand, Cosmos, is unveiling two **NEW** faith-based vacations for 2016: [Mexico & Our Lady of Guadalupe](#) (6 days, priced from \$1,479) and [Protestant Classic Israel](#) (8 days, priced from \$1,369).

In addition to these new tours, Cosmos is unveiling "[Get Out and Give Back](#)" volunteer opportunities for travelers. Two itineraries – **Holy Land Discovery** and **Protestant Classic Israel** – will feature special departure dates that provide travelers the opportunity to give back to the citizens of Israel and Jordan with volunteer work in Nazareth, Jerusalem and Madaba.

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*Globus Faith – New Tours for 2016 – 2-2-2*

While the whole of Europe continues to lure religious vacationers, Italy and Israel top the list for divine destinations (58 percent of travelers are interested in Israel; 30 percent in Italy). And now that Pope Francis has declared 2016 a **Jubilee of Mercy**, Mindy Alexander, director of emerging markets for the Globus family of brands, is expecting the company's faith-based Italy tours – **Grand Catholic Italy** and **Spiritual Highlights of Italy** to be extremely popular in 2016.

“We’ve created a variety of inspirational itineraries that lead you to the world’s most treasured shrines, including the four holy doors of Rome’s papal basilicas – all to be open during this special time,” said Alexander. “Through our faith vacations, we’re inviting travelers to explore the roots of the Vatican, walk in the footsteps of spiritual leaders and celebrate the lives of Saints.”

The company's top-selling faith-based vacations this year are Globus' **Footsteps of Apostle Paul** (featuring Greece & Turkey) and **Marian Shrines of Europe** (featuring France, Spain & Portugal) as well as Cosmos' **European Shrines** (also featuring France, Spain & Portugal).

**Early Booking Incentive: Save 10 percent** (up to \$579 per couple) on select 2016 Globus Religious vacations. For details, click [here](#). Or, for more information, visit [GlobusFaith.com](http://GlobusFaith.com).

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*\*TravelStyles travel survey, conducted in 2013, surveyed more than 40,000 households of outbound travelers.*

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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](http://www.globusfamily.com). Travel agents can request brochures by calling toll free 1.800.221.0090 or visiting [www.globusfamilypartner.com](http://www.globusfamilypartner.com).