

## Globus Offers 2011 Family Travel Packages To Appeal To Every Generation

Globus is offering 2011 travel packages that combine two growing trends among vacationers: Family vacations and escorted travel.

According to a recent Ypartnership/Harris Family Travel Study nearly half of all leisure travelers took a family vacation last year. Catering to this trend, today, the Globus family of brands unveiled its 2011 Family Travel packages in both Europe and the US, featuring inclusive-style highlights such as daily breakfasts and dinners as well as spring break and peak family travel departures.

These family-focused vacations, are designed with parents, grandparents and kids in mind, and offer the chance for whole families to share memorable destinations, sites, enrichment and stories on itineraries that include the new London to Munich vacation, a 12-day journey that takes features London, Paris, Lucerne, Innsbruck, Salzburg and Munich.

"Families value vacation time and they are also looking for great value while on vacation," said Steve Born, vice president of marketing for the Globus family of brands.

"With our Family Travel tours, we have created journeys that give travelers unparalleled access into the sites they want to see and the stories to bring histories to life – thanks, in part, to expert Tour Directors. "We also offer great cost savings of up to 50 percent for young travelers (ages five to 17)."

Escorted tours are a travel trend in their own right. A longtime favorite among a niche market of travelers, and popular among travelers in countries such as Australia, escorted tours received a dose of mainstream attention in 2010, especially from retail travel agency Liberty Travel, one of the most iconic travel brands in the U.S., with over 160 store locations. Escorted travel features prominently in Liberty Travel's advertising, and was also the focus of two major sales campaigns.

To book these offers or learn more, travelers can contact a Liberty Travel Vacation Expert by calling 1.877.LIBERTY or by inquiring online at [libertytravel.com](http://libertytravel.com).

One of the top names in escorted travel, Globus has garnered countless industry awards for its journeys to destinations throughout the world, including Europe, Asia, the United States, South America, Australia and many more. Journey's with Globus are known for their expert Tour Directors, VIP access to major sights and attractions, first-class accommodations, and an emphasis on truly experiencing each city, region or country through immersion in history, culture and storytelling.

ENDS

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