Cosmos Tours Retains Brand Name

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UK touring and cruise operator, Cosmos Tours has confirmed it will continue to use the world renowned name after the Monarch Group's announcement to drop the Cosmos brand.

Cosmos in the UK dates back to 1961 when the business started as a coach operator offering both coach and air tours to Europe from its first base, a small office in south London. Associated with the international 'Globus Family of Brands', the company's origins go back even further to the 1920s when the current owner's father started operating coach tours in Lugano, Switzerland.

Alan MacLean, Cosmos Tours' Managing Director commented: “Our commitment to the British traveller and the UK travel industry spans over five decades and is at the core of everything we do.

He added: “The Cosmos name has an incredible heritage not only with British travellers but on a worldwide basis. We are all excited about the future as we look at strengthening the brand and taking the business forward to enhance our customer proposition in all aspects of the service and products we offer. Customers can look forward to an exciting choice of fully flexible touring and cruising holidays as we develop our worldwide programme particularly in all aspects of the cruising industry.”

Cosmos Tours has refreshed the brand with a new design highlighting the operator's ethos to deliver the perfect holiday for customers and to be 'in step with every traveller'. The new look is being rolled out across all marketing material as well as new brochures highlighting the high level of service both customers and agents can expect together with an exciting range of flexible touring and cruising holidays.

The tour operator has developed its range of cruise holidays for 2016 with the launch of a first dedicated river & coastal cruises brochure as well as adding three more cruise line partners MSC Cruises, A-Rosa and CMV Signature River Cruises to its extensive cruise portfolio*.

The 2016/17 holiday range sees the introduction of some exciting new tours, cruises and rail journeys as Cosmos Tours meets market demand for authentic experience based touring holidays, relaxed style touring and new regions to explore. Featuring almost every American state, Cosmos Tours retains one of the largest US touring programmes available to the UK market and has re-introduced Kentucky to the offering for 2016.

Based in Bromley, the touring and cruise specialists include holiday brands, Cosmos Tours & Cruises, Avalon Waterways and Archers Holidays.

*Cruise Line Partners include Celebrity Cruises, NCL, Royal Caribbean, MSC Cruises, Carnival, Holland America Line, Princess Cruises, Cruise & Maritime Voyages, CMV Signature, Celestyal Cruises, CroisiEurope, Amadeus River Cruises, American Queen Steamboat Company, Trans River Line, Victoria Cruises, ewaterways, Kompas and ASLA (Russian Cruises).

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Note to Editors:

Cosmos Tours Ltd is associated with the Globus Family of Brands, an international travel company with over 80 years experience of providing touring holidays. With offices worldwide, the UK tour operator has access to the best choice of land arrangements and excursions and offers the widest choice of escorted tours, cruises, multi-centre holidays and rail journeys. Cosmos Tours Ltd is a member of ABTA and is fully bonded with the CAA.

The touring and cruise specialist features an escorted touring programme throughout Europe, North America and worldwide. As well as classic and leisurely tours, small group tours are now available in Africa, Asia and India. Cosmos Tours works in partnership with the most popular cruise lines to provide the widest choice of worldwide river and ocean cruise holidays.

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