

Tauck Introduces New Brand for Travelers in Their 40s and 50s

by [Dori Saltzman](#) August 14, 2025



Photo: Tauck

Never one to rest on its laurels, Tauck, which is celebrating its 100th anniversary this year, has unveiled details of a new brand, the first new brand for the company in more than a decade.

Roam by Tauck has been designed specifically for travelers in their 40s and 50s and will launch in 2026 with at least five journeys. More than 12 tours will be up and running across six continents by 2027. Small-group tours average just 16 guests per departure and feature a blend of flexibility, active adventure, and signature experiences.

According to the luxury tour operator, the introduction of Roam by Tauck follows two years of extensive research involving over 4,000 travelers.

“As we embark on our second century, we’re thrilled to launch this new brand,” said Tauck CEO Jennifer Tombaugh. “Roam by Tauck represents a natural evolution of what we’ve always believed: travel has the power to enrich, restore, and transform.”

“The new brand name, Roam by Tauck, intentionally evokes exploration, freedom, and the pleasure of discovery designed for a new generation of Tauck guests,” Tombaugh explained, “And the inclusion of ‘by Tauck’ is a nod to our 100-year legacy of and commitment to relentless innovation, unique access, and trusted expertise.”

Itineraries will range from five to 11 nights to fit a variety of lifestyles and vacation windows. Key features of the offering will include VIP access, at least one hallmark physical activity, and signature moments, such as hot air balloon rides in Mexico, private dining in an Icelandic underground cave, hiking through private vineyards to a private wine tasting in Portugal, and more.

All tours will also include a healthy mix of free time for guests to explore independently or relax. Optional extra-fee activities will also be available from guided mountain biking to nature treks, and more.

Roam tours will also feature stays of three to four nights at each property built into every trip, giving participants the chance to get to know each destination more impressively.

Available by land, river, and small ship, Roam by Tauck tours will be revealed and open for booking this winter, with first departures set for August 2026. Bookings will initially be available in the U.S. only.

Pricing for the brand will be “comparable to the company’s higher-end offerings,” Tombaugh added.

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