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Classic Journeys Named One Of The “Best Adventure Travel Companies On Earth”

*National Geographic Adventure Magazine Praises Company’s Portfolio Of Upscale Adventure
Tours*

La Jolla, CA – Classic Journeys, the California-based provider of luxury walking tours, has been selected as one of the 2009 “Best Adventure Travel Companies On Earth” by *National Geographic Adventure Magazine*.

“We’re extremely honored that a leading voice in the industry has chosen to recognize our company as a whole,” observes Edward Piegza, chairman and co-founder of Classic Journeys. “It’s an affirmation of the guest experience we work hard to create, whatever the destination.”

Based on the premise that a traveler’s most important decision is not always “where to go, but who to go with”, the magazine reached out to nearly 250 tour outfitters with a comprehensive, 30-question survey.

Each survey was scored from 1-100 in four main categories: Quality of Service, Spirit of Adventure, Sustainability, and Education. Researchers then interviewed a random sample of each company's clients to generate a fifth score. The average of these five scores represents the outfitter’s overall rating.

When the results were tallied, Classic Journeys emerged with an overall rating of 91.7 out of a possible 100, a mere five points behind the leader in the *Hiking/Trekking* category. The

Named a World’s Best Tour Operator by Travel + Leisure Magazine

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company's highest score, 95, came under the heading of Client Satisfaction, using feedback from actual guests about Classic Journeys' quality of service, spirit of adventure, sustainability and education.

Among the detailed criteria considered for judging were:

- **Quality of Service:** How well outfitters take care of clients, from providing up-to-date gear and high-comfort accommodations to developing solid emergency plans
- **Spirit of Adventure:** The degree to which trips involve outdoor physical activity and introduce clients to innovative experiences in classic and emerging areas
- **Sustainability:** The emphasis outfitters place on practices that help protect the planet's cultural and natural heritage while also benefiting local communities
- **Education:** The extent to which clients learn about destinations (geology, culture, history, etc.) from guides, locals, and pre- and post-trip information
- **Client Satisfaction:** Customer assessment of service, adventure, sustainability and education (Multiple clients were interviewed for each outfitter.)

The magazine also singled out one of the company's newest trips, [Zambia – Victoria Falls, Villages & Wildlife](#), as an example of an exceptional guest experience.

Classic Journeys now boasts more than 65 unique itineraries on five continents, including North America, South America, Europe, Africa, and Asia. Since its founding 15 years ago, the company has remained true to its original principle: that the best way to connect with a country and its people is on foot. By dealing effectively with logistics and language barriers and focusing on person-to-person cultural interactions, Classic Journeys is able to provide guests with a deeper, richer experience than they could have on their own.

Details about *National Geographic Adventure's* methodology and its evaluation of Classic Journeys can be found by clicking [here](#). Travelers who want to know more about specific

itineraries, agendas and activities may click on www.classicjourneys.com or speak with one of the company's Guest Services Coordinators at (800) 200-3887.

About Classic Journeys:

Classic Journeys offers cultural walking adventures, culinary tours and family journeys in North America, Latin America, Europe, Africa, Asia and the South Pacific. Guests enjoy luxury accommodations and gourmet meals that reflect the best of each region, coupled with soft adventure activities, daily interactions with locals, and native guides who make countries and cultures come alive. Tours are six to 12 days long with two to four hours of easy-going walking per day. Land-only tour prices range from \$2195 to \$6995 per person (with discounts for small groups and children traveling with parents). Average tour size is 10, limited to a maximum of 18 guests per departure. Full details and links to itineraries available at www.ClassicJourneys.com.