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Classic Journeys Packs Added Value Into Family Adventures

Even in sluggish economy, bookings for multigenerational adventures tours soar

December 4, 2008 – La Jolla, CA – As the economy struggles to find its footing, families are more determined than ever to pack value into their annual vacations. But is a dream trip even doable anymore? Practically speaking, will a bigger-ticket vacation provide a sufficient return on investment in terms of bonding experiences and lifelong memories?

According to Edward Piegza, president and co-founder of the adventure travel company Classic Journeys, the answer is a definite yes. Families—including parents, kids, grandparents and extended relatives—are still traveling together, and in even greater numbers.

“Our multigenerational business is booming,” observes Piegza. “This year alone, 35% of our total bookings consisted of regularly scheduled Family Journeys, along with private and custom family trips also created by us.”

Even in the face of the current economic downturn, the company has seen an 84% increase in the number of guests who booked multigenerational trips between July and November of 2008 compared to the same time period in 2007.

A brief snapshot of bookings reveals how the company’s 2009 season is shaping up:

* The regularly scheduled [Provence Family Journey](#) departing June 28, 2009, is already sold out, prompting the company to add another departure a week later.

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

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* The company has just booked a three-generation family group of 30 for a private Family Journey to the [Dalmatian Coast](#) in June 2009.

* An extended family of 16 will be traveling on a private Family Journey to [Costa Rica](#) in December 2009.

Guests on the company's small-group adventure tours obviously have weighed the cost factor vs. the "greater good" of building bonds and creating memories with their families. With vacation time becoming even more precious, guests claim that the rewards of discovering a new destination, particularly in the company of their children, last far beyond the return flight home.

The desire of grandparents to find common ground with their grandchildren—in uncommon surroundings—is just one driving force, coupled with the grandparents' ability and willingness to underwrite a unique bonding experience.

The "something for everyone" phenomenon is another. Coupled with the joy of watching children clambering over the ruins of Machu Picchu on the company's [Peru Family Journey](#) or swimming with the world's smallest dolphins on the South Island of [New Zealand](#), grown-ups also enjoy time spent together, whether it's lingering over a gourmet meal or winetasting or taking a longer walk that would only make kids antsy. Classic Journeys' winning formula of "time together plus time apart" allows kids to go their own way occasionally with trusted local guides, giving parents and grandparents time to kick back and relax.

Just having someone to handle the logistics is half the battle. (Ask anyone who's ever tried keeping a small group—even their own family—happy, amused and engaged at the same time.) There's no worrying about agendas, schedules or transportation between Point A and Point B; it's all been taken care of by the company's team of experts on the ground.

In an effort to keep costs down, Classic Journeys makes sure that kids get a price break. When sharing a room with two full-paying guests, kids up to age 16 receive discounts ranging from \$500 to \$1750 off the regular adult price. Even those kids sharing a room with one full-paying guest receive \$250 off.

For detailed daily itineraries and departure dates for all 15 Family Journeys, travelers may visit www.classicjourneys.com/family, or consult with a Classic Journeys Tour Coordinator 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 \$2395 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 are available online at www.ClassicJourneys.com.