



FOR IMMEDIATE RELEASE

Contact: Sarah Thies
Tel: 800-200-3887
Email: sarah@classicjourneys.com

Classic Journeys Ramps up Value on North American Adventures

Tours throughout US and Canada provide cost-saving alternative.

La Jolla, CA – What savvy travelers are looking for now is a way to spend wisely without sacrificing their spirit of adventure. And Classic Journeys delivers...especially for those who want to travel closer to home.

To date, the California-based walking adventure company has added 15% more North American trip departures in 2009 than it offered in 2008. With more than a dozen cultural walking adventures, culinary tours, and family journeys criss-crossing the U.S. and Canada, the company gives guests the option to reduce their transportation costs, spend less overall...and still feel great about their vacation choices.

“If I’ve learned one thing during nearly 20 years in the adventure travel business, it’s this: it’s all about the value,” says Edward Piegza, president and co-founder of Classic Journeys. “Offer guests an authentic, one-of-a-kind vacation experience that maximizes their vacation dollars and they’ll step up, even in challenging economic times like these.”

Case in point: the company’s new [Nova Scotia Family Journey](#) making its debut this July. Not only do guests savor the natural beauty of North America’s own backyard, they save time and money getting there versus a long-haul flight across an ocean. From hiking coastal paths and forest trails to sea kayaking and whale watching, kids, parents and grandparents make the most of the stunning maritime province that in many cases is only a couple hours’ flying time from home.

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

Classic Journeys • 7855 Ivanhoe Ave., Ste. 220 • La Jolla, CA 92037
800-200-3887 or 858-454-5004 • fax: 858-454-5770
www.classicjourneys.com • moreinfo@classicjourneys.com

In another first, the company has introduced “deluxe camping” in the grandeur of the [Canadian Rockies](#). Under starry skies, guests forgo luxury hotel price tags to revel in roomy tents (think queen-size beds with Egyptian cotton sheets), cozy campfires, and excellent meals, all provided by highly skilled camp managers and crew. During the day, multiple generations enjoy river rafting, horseback riding, and scenic walks that showcase the waterfalls and wildlife of Banff, Lake Louise and Jasper National Park.

Whether hiking the sandy shores of [Alaska’s Kenai Peninsula](#), the wildflower meadows of [Glacier National Park](#), or the cliff-hugging trails of the [Grand Canyon](#), guests are immersed in the history and culture of each region, including daily interactions with colorful local residents. There’s no worrying about logistics, agendas or scrambling to come up with activities to keep everyone amused; it’s all been seen to by the company’s expert guides on the ground.

“The guests we’re seeing on our small-group adventure tours, especially in North America, have clearly weighed the cost factor vs. value received,” explains Piegza. “For them, the “bigger good” of building bonds and creating memories is an investment that will pay off for years to come.”

Classic Journeys continues to develop innovative ways to improve its tour experience and provide added value to its guests. Readers who want to learn more about the company’s adventure tours throughout the U.S. and Canada can click on <http://www.classicjourneys.com/northamerica/>, or speak directly with a Guest Services Coordinator at (800) 200-3887.

About Classic Journeys

Classic Journeys offers Cultural Walking Adventures, Culinary Tours and Family Journeys in 60 regions worldwide including Europe, North America, Latin America, Africa, Asia and the South Pacific. Most tours are 6 - 8 days long, and include a wide range of cultural and natural history experiences, scenic countryside walks, and the services of experienced and knowledgeable full-time local guides. Guests stay in boutique upscale accommodations that reflect the style of the

Classic JOURNEYS

Cultural Walking Adventures • Culinary Tours • Family Journeys

region, and eat in the finest typical restaurants each area offers. Each tour includes 2-4 hours of easy-going walking, mixed in with visits to historic sites and interactions with the local people. Instead of choosing walks for their length, Classic Journeys walks are chosen for their ability to provide a well-rounded immersion in the region. Land tour prices range from \$2295-\$6895 and include first-class accommodations, scheduled activities, and most meals. Tour size averages 10 and is limited to 18 people per departure. For more information, visit: ClassicJourneys.com.

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

Classic Journeys • 7855 Ivanhoe Ave., Ste. 220 • La Jolla, CA 92037
800-200-3887 or 858-454-5004 • fax: 858-454-5770
www.classicjourneys.com • moreinfo@classicjourneys.com