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**Classic Journeys Reports One-Hundred Percent Growth Year over Year
in Private and Customized Group Adventure Travel**

Growth over last five years exceeds four hundred percent!

June 11, 2007 – La Jolla, CA – Classic Journeys, a boutique soft-adventure travel company specializing in group walking, culinary and family adventure tours, announced today their private group tour operations have grown more than one-hundred percent, year-over-year, for the 2007 season. That is in addition to a more than 400 percent growth the company has experienced in private group tours since 2003.

“We are enjoying a rapid growth in private group tours,” said Edward Piegza, President and Founder of Classic Journeys. “A few years ago, we were only booking five or six of these vacations per year. Now, we’re planning that number each month. These are successful ‘boomers’ with more disposable income and they’re trending toward more private and customized tours that include close family and friends. This has evolved from our typical customer base, which is made up of individual guests choosing to travel on our regularly scheduled departures.

It’s a fast-growing segment” continued Piegza. “It’s a quickly evolving segment and we enjoy developing new and customized trips that help our guests enjoy a richer adventure than they would otherwise have on their own. And we don’t see any signs of it slowing.”

According to the United States Tour Operators Association (USTOA), private group tours in special interest areas are expected to experience the highest growth in the next year with the most long-term growth expected in the “flexible escorted tour” market. This jump in private group travel is due, in part, to the travel preferences of the Baby Boomer population. Baby boomers made up 54% of travelers in the most recent USTOA survey. USTOA President, Bob Whitley, believes there is a shift in the demands of this powerful population segment.

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

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According to a comment by Whitley in a press release on the USTOA website, “Baby boomers want group travel that matches their specific needs and interests; they love the idea of soft adventure; and they want to travel in smaller groups.”

Adventure travel may be a growing trend in private group tours, but culinary and wine tasting tours are still at the top of the list for most travelers. Classic Journeys customizes tours in each of these special interest areas. It also offers tours with a focus on multigenerational activities as more families embark on trips together.

About Classic Journeys

Classic Journeys started in 1995 with the simple thought, “It’s time for something different.” Those five words led to more than a decade refining and improving Classic Journeys – and the company continues to evolve. Named “Word’s Best Tour Operator” by Travel + Leisure magazine, Classic Journeys offers a unique category of tours that blends moderate walking in small groups with generous, up-close exposure to local life in every one of the more than 55 regions they visit. In the last several years the company has expanded their original view of walking tours to include specialized culinary and family adventures. For more information please visit: www.ClassicJourneys.com.