



NEWS

Contact: Hilary Achauer 858-454-5004
hilary@classicjourneys.com

FOR IMMEDIATE RELEASE

Continued Recovery for the Travel Industry in 2004

Consistent with the recovery seen by the Travel Industry Association of America, many tour operators are finding travelers have a renewed interest and enthusiasm for travel both close to home and abroad.

San Diego, CA—May 6, 2004—In a measure of the travel industry's continued recovery, the Traveler Sentiment Index has shown a sharp increase in the first quarter of 2004. According to the Travel Industry Association of America (TIA), the overall index is now 102.2, which is close to a 9% increase over the last quarter. The TIA attributes the jump to travelers' positive feelings about having enough money and time to take pleasure trips. In addition, travelers currently feel that travel is more affordable than it was last year. Although consumer perceptions about travel safety was not part of the Traveler Sentiment Index, the TIA has seen the Travel Safety Index remain stable from last quarter and at an all time high from when it was initiated in the fourth quarter of 2001. Consistent with this recovery, Expedia and Orbitz have reported bookings to Europe up 78% over 2003 for the second quarter of this year.

Consistent with the findings of the TIA, Classic Journeys, a tour operator running small group walking tours worldwide, has seen reservations increase almost 50% over the same time in 2003. Guests who delayed travel for the last two years are rediscovering the desire to travel both internationally and close to home. Classic Journeys' most popular regions this year are Tuscany, Southern Italy, the United Kingdom and Montana. Many spring and fall dates of these tours are sold out and additional dates have been added to the schedule. Travelers tell Classic Journeys they choose small group guided tours to avoid the work involved in planning each detail of their vacation, and to experience the culture of a region in the company of a local expert. According to a joint study conducted by the TIA and Smithsonian Magazine, U.S. travelers are showing a continued and growing interest in experiencing the culture, art, history and heritage of the region they visit. The study showed that 81% of U.S. adults who traveled in the past year, or 118 million people, are considered historic or cultural travelers.

Classic Journeys is the premier company offering Cultural Walking Adventures, Family Journeys and Cooking and Walking tours worldwide. The tours include easy-going walks through villages and countryside along with experiences like a private wine tasting at a Tuscan vineyard, a cowboy cookout in Montana or a provençal cooking lesson at an 18th century château. The company is headquartered in La Jolla, California and can be reached at 800-200-3887, www.classicjourneys.com or e-mail at moreinfo@classicjourneys.com.

###