

Newfoundland-based CapeRace™ Cultural Adventures named one of “50 Tours of a Lifetime” for 2009 by National Geographic Traveler Magazine- Launches two new travel packages

St. John’s Newfoundland Canada, May 24, 2009 — CapeRace™ Cultural Adventures Inc. was named one of “50 Tours of a Lifetime” for 2009 by National Geographic Traveler Magazine.

The selection process was competitive and the designation was awarded based on the most authentic, most innovative, most immersive, best-guided, and most sustainable tour.

“We were thrilled to discover that many outfitters share our vision that travel should ultimately not be acquisitive and superficial but connect us more deeply to the planet and to the people in it,” notes Norie Quintos, senior editor at National Geographic Traveler magazine. “The other wonderful thing we discovered is that one doesn’t necessarily have to rough it to travel authentically and sustainably.”

CapeRace™ Cultural Adventures offers an outdoorsy soft adventure travel package that brings Newfoundland’s rich history, performing arts, and pristine wilderness to the traveler in a unique way. The traveler is given a key that fits the locks of three restored historic homes situated in spectacular coastal locations, along with a commercial-grade guidebook written specifically for the CapeRace adventure. The book used to self-direct along the way as travelers move from neighborhood to neighborhood in a circuit tour.

In Canada’s national newspaper, The Globe & Mail, industry experts commented; “Ever since 9/11, people have been searching for something deeper,” says Patty Morgan of the Travel and Tourism Research Association, an industry trade group based in Idaho. “They don’t want the Holiday Inn with the pool and the continental breakfast.” Peter Yesawich, whose firm Y Partnership tracks emerging travel trends, agrees. “The appeal of this kind of ‘deep authenticity’ has certainly grown in recent years,” he says. And he adds that it’s only going to increase.

The flexible self-driving, self-catering approach gives the traveler the opportunity to participate in Newfoundland cultural and ecological discovery at their own pace, on their own terms because all three houses are booked as a package on an exclusive-use basis. The “Traveller’s Diary” self-directs to unknown and out of the way nature sights, pubs and music venues and recommends activities that will inspire the traveler to become part of the three local communities.

This award comes when CapeRace™ Cultural Adventures is adding two new tours to its portfolio, including *CapeRace™ ICE*, an eight day land sea and air iceberg trek, along with *CapeRace™ HIKE*, a eight day hiking package. Both trips will have an underlying self-directing cultural adventure aspect.

CapeRace™ Cultural Adventures is a boutique tour operator specializing in unique and authentic travel located on the Canada’s most eastern island of Newfoundland. The company delivers an “Eco-Culture Experience™”, a phenomenon that occurs at the intersection of Newfoundland’s unique cultural heritage, amazing wildlife and scenic wonders. Travellers stay at three authentic, private coastal homes on an exclusive-use basis, all located within a three hour vicinity, each offering a different measure of Newfoundland’s intriguing cultural, scenic, and sporting assets. Travellers are self-guided from house to house by a proprietary book that encourages integration into the local coastal communities.

Self-guided, ten day trips can be purchased from \$1495.00 USD pp, April to October.

Daily flights on Continental from New York, daily flights on Air Canada and WestJet from every major Canadian city.

For more information on CapeRace™ Cultural Adventures contact:

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