



FOR IMMEDIATE RELEASE

**MEETING GUESTS GET SCHOOLED IN SOUTHERN CALIFORNIA LIVING
WITH NEW EXPERT-LED GROUP ADVENTURE SERIES AT CAPE REY CARLSBAD**

North San Diego coastal resort enhances meetings with its “School of Adventures”

CARLSBAD, Calif. – July 27, 2016- The oceanfront location at Cape Rey Carlsbad, A Hilton Resort, becomes the ultimate classroom with the resort’s newly introduced School of Adventures. Designed to complement the property’s existing coastal-inspired meeting programs, School of Adventures provides meeting and incentive guests with a lesson in the San Diego beach lifestyle through a core curriculum that pairs local experiences with expert guides who share regional knowledge and insider tips.

“With School of Adventures, visiting groups can bond while connecting with locals and the places they frequent in an authentic and real way,” said Rob Stirling, director of sales and marketing. “It’s a great complement to our existing offerings for groups, which already include beautiful ocean view meeting spaces, coastal menus inspired by local produce, creative meeting breaks based on fun themes like “Carlsbad Strawberry Fields” and carefully curated on-property activities such as our Iron Chef-style Chopped Kitchen and ocean-themed mini-spa sessions for the boardroom.”

Cape Rey’s initial School of Adventures offerings include Surf “Board” Meetings, Wellness 101 and Coastal Cruising. All activities can be customized for attendees or meeting planners who are looking for team building or outdoor excursions to complement traditional boardroom programs. A minimum of four participants is required for each activity.

Surf “Board” Meetings

Led by local surf gurus from Surfhouse Adventures, Cape Rey’s Surf “Board” Meeting sessions teach participants the ins and outs of surfing the Pacific coastline through surf instruction and fun activities synonymous with the San Diego surf lifestyle. More than a surf lesson, each session is an exploration in surf culture and designed for all levels and abilities. Participants cruise the coast while learning the names of favorite local surf spots like Ponto, Turn-Arounds and Warm Waters. Water sessions include

private guided surf excursions or lessons with tips on etiquette, form and surf style. Groups customize their experience with a choice of additional activities that range from enjoying delicious, local burritos overlooking the Pacific to learning about surf culture at the California Surf Museum, snorkeling with stingrays and leopard sharks, or hanging 10 while a professional photographer captures the day's fun. Surf "Board" Meeting sessions include transportation to and from the hotel, all equipment (wetsuits and boards), and refreshments. Costs start at \$179 per person for a half-day excursion or \$225 per person for a full day of fun.

Wellness 101

School of Adventures students can chart a new course to personal well being by tapping into the healing power of Cape Rey's ocean location through the hotel's Wellness 101 experience. This introductory lifestyle course, led by local wellness expert [Stacy McCarthy](#), focuses on mindful living through a combination of thought, movement and healthy eating exercises. The experience begins with a series of coastal-inspired yoga practices that balance and invigorate the body. Next, groups embark on a guided beach walk meditation where the beauty and energy of the ocean calms the mind. The class concludes with an introduction and sampling of tasty super-foods that promote health, longevity and productivity. The Wellness 101 class starts at \$89 per person.

Coastal Cruising

There's nothing more local than enjoying San Diego's coastal vistas and towns by bike. With a local guide to lead the way, Cape Rey groups enjoy the beautiful scenery of North County with a few must-see attractions along the way. Tours are customizable based on interest and ability. Itinerary options include a historic tour along Highway 101, peaceful nature hike and birding at nearby Batiquitos Lagoon, visit to the Self Realization Meditation Gardens in Encinitas or shopping at interesting coastal boutiques. Water, snacks, transportation and bike rentals are all included in this beach cruising adventure, which starts at \$99 per person.

Meetings at Cape Rey range from intimate to adventurous thanks to the hotel's beachfront location and 25,000 square feet of flexible indoor/outdoor meeting space. Customized group activities, creative, farm fresh menus and high-tech comforts from state-of-the-art AV to a complimentary tech lounge, enhance the experience for groups of any size and purpose. Well-appointed guest rooms and suites, many with ocean views, provide relaxing respites after a busy day doing business.

For more information about Cape Rey and the School of Adventures, visit www.CapeRey.com.

About Cape Rey Carlsbad, a Hilton Resort

Located along the sunny San Diego coast directly across from Carlsbad State Beach, the 215-room Cape Rey boasts a modern, California Craftsman-style design with breathtaking views of the Pacific Ocean. Opened in June 2012, this North San Diego luxury hotel was honored with the AAA Four Diamond distinction in 2013. Guests of Cape Rey enjoy the best of the beach communities' lifestyle. On property amenities include the sea-inspired Ocean Crest Spa, an expansive, ocean view swimming pool and Chandler's Restaurant & Lounge, a stylish restaurant where guests can enjoy fresh, regional cuisine and stunning views. The perfect basecamp for exploring Southern California, Cape Rey provides easy access to the beaches, parks, shopping and dining in Carlsbad, Leucadia, Encinitas and Oceanside. Just 30 minutes north of San Diego, Cape Rey is minutes away from LEGOLAND California. Sea World, San Diego Zoo, San Diego Zoo Safari Park, Disneyland California and a variety of other fun attractions are also within reach. Visit www.CapeRey.com for more information.

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