



CAPE REY CARLSBAD, A HILTON RESORT, DEBUTS SURF RIDE ADVENTURE LOUNGE

New Adventure Lounge brings signature San Diego “surf concierge” experience to guests and locals, from private lessons to group excursions and helicopter surf checks

Carlsbad, Calif. (September 28, 2017) – [Cape Rey Carlsbad](#), a Hilton Resort, has partnered with iconic San Diego retailer, **Surf Ride**, to bring 40+ years of authentic surf culture into the heart of Cape Rey Carlsbad resort. The new custom **Surf Ride Adventure Lounge** is now open to hotel guests and locals alike, seven days a week. This one-stop surf shop provides everything from private surf lessons with complimentary GoPro rentals, to guided group surf excursions and even coastal helicopter tours.

The new retail space and surf emporium at Cape Rey caters to everyone from vacationing families and surf novices, to enthusiasts who now have the convenience of traveling without their board and never missing a session. **Plus, locals looking to up the ante on adventure** will find **easier-than-ever access** to all things surf-related, right in their backyard — including **lessons, equipment** and the **best gear in town**.

You can **book private, semi-private, or group surf lessons with a skilled professional instructor**; escape with a **guided 4-hour surf excursion** to the best surf spots along the San Diego coast (*transportation, board rentals, and wetsuit rentals included*); **get an aerial view of the pristine So Cal coast with Waverider Helicopter Tours scenic “surf check”**; **rent surfboards, and shop the latest retail from all the top surf manufacturers in the world** — all in one convenient destination. Didn't bring your board? **Test-ride some of the latest performance shaped boards and get insight from Surf Ride on the best breaks** in the area. Surf Ride Adventure Lounge also offers **complimentary GoPro cameras with surf lessons**, along with a take-home video of your session.

Surf Ride's longstanding relationships in the surf industry means **Adventure Lounge guests also get premium access to a curated mix of the best retail brands**, including Hurley, Carlsbad-based RAEN, Volcom, and many more, alongside an assortment of Surf Ride custom products. From sunglasses, hats and beach bags, to the latest surf apparel, Surf Ride has all the beach essentials covered.

CALLING ALL LOCALS: It's officially **“Locals' Summer”** — the post-tourist months when Carlsbad weather is still perfect and beaches are crowd-free — and Cape Rey invites you to soak-in the beauty of our local beaches with a [Boards & Brews](#) package that includes a Surf Ride Adventure Lounge Surf Lesson, GoPro rental, keepsake video of your surf session, plus Chandler's famous Lobster & Shrimp Tacos, paired with a pint of beer and an ocean view (\$115).

FEELING LUCKY? WIN A SURF STAYCATION FOR TWO!

To celebrate the launch of Surf Ride Adventure Lounge, Cape Rey and Surf Ride are giving away a **Surf Staycation for two (valued at \$1000)**, including an overnight stay at Cape Rey, surf lessons, take-home GoPro video of your session, and a \$100 prize pack from Surf Ride, a Waverider Helicopter Tours scenic tour for two, and a \$100 gift card for Chandler's Carlsbad. **Enter here:** <http://bit.ly/WINaSurfStacation>

ULTIMATE SURF-CATION PACKAGE

Cape Rey's Ultimate Surf-Cation package puts adventure right at your fingertips. Capture incredible memories with room accommodations at Cape Rey (just 150 steps from the surf), a Waverider Helicopter Tours “surf check” for two, a 2-hour surf lesson with Surf Ride for each guest,

and a GoPro rental so you can capture all the action (starting at \$759). **Book here:**
<https://www.caperrey.com/carlsbad-hotel-deals.htm>

Surf Ride Adventure Lounge — located at Cape Rey Carlsbad, a Hilton Resort, 1 Ponto Road Carlsbad, CA 92011 — is open seven days a week. All Surf Ride instructors are CPR and First Aide Certified. Lessons are available for ages 7 and up. All private surf lessons are out in front the hotel on Carlsbad State Beach. Hours, packages and promotions subject to change. Please check www.caperrey.com/adventurelounge for updates.

#

About Cape Rey Carlsbad, a Hilton Resort

Nestled along the coast in northern San Diego, just 150 steps to the surf, Cape Rey boasts beautiful ocean views, fresh coastal cuisine from Chandler's Restaurant and unparalleled relaxation at the award-winning Ocean Crest Spa and the newly-launches Surf Ride Adventure Lounge. Guests can easily explore Carlsbad's picturesque local beaches, golf courses or attractions, including Legoland, The Flower Fields and more, or relax in a private poolside cabana with ocean views and coastal breezes. For more information, visit www.caperrey.com or follow [@caperreycarlsbad](https://www.instagram.com/caperreycarlsbad).