

# IMPERIAL TOURS

*traveling China...in style*

## **KUAN SNG – DIRECTOR OF INTERNATIONAL SALES FOR IMPERIAL TOURS – ‘TRAVELING CHINA...IN STYLE’**

Kuan Sng is the Director of International Sales for Imperial Tours and is based in the company’s Beijing headquarters. Educated at Berkeley & Yale, Kuan began his career in Silicon Valley as a chip engineer before entering the digital marketing arena managing CRM and online marketing strategies for large multi-nationals such as Citibank and British Airways.

Whilst climbing the corporate ladder in the U.S., his passion for overseas travel led to stints as a development marketing consultant to agribusiness & reproductive health NGOs in Zambia and Egypt. More recently, Kuan helped launch an art marketplace for Art.com before moving to China to lead the interactive marketing division of Euro RSCG, the world’s largest global ad agency. After working on blue-chip consumer & luxury goods brands, he finally yielded to the travel bug and joined Imperial Tours.

A third culture child like the rest of Imperial Tours’ Executive team, Kuan melds a Singaporean childhood with residences in the US, Africa and China as well as travels through over 50 countries across all 7 continents. A sports fan and speaker of English, Mandarin & Portuguese, Kuan is equally enthused discussing snowboarding in Aspen, football in Rio or table tennis in Beijing. But unless you have some time to spare, don’t whatever you do, start a conversation with him about golf...

### **About Imperial Tours**

The leading luxury tour operator based in China, **Imperial Tours** ([www.imperialtours.net](http://www.imperialtours.net)) offers customized private tours and scheduled escorted group departures that combine local expertise with the high levels of service and quality expected by sophisticated travelers worldwide. Specializing exclusively in China, Imperial Tours designs in-depth, culturally enriching itineraries that deliver an unequalled set of experiences creating memories that last a lifetime. For the ultimate journey in style, a local guide and a Western China Host (both bilingual) accompany each group and private tour.

A testament to its unrivaled knowledge and experience in planning luxury customized programs to China, Imperial Tours has been awarded the distinction of ‘top travel specialist’ by *Condé Nast Traveler* in 2008, 2009 and 2010 and has been named to *Travel + Leisure*’s ‘A’ List of Travel Agents every year between 2002 – 2010, including Super-Agent in 2011. In addition to receiving top accolades, Imperial Tours has been privileged to serve royalty and celebrities from around the world.

**For more information, visit [www.imperialtours.net](http://www.imperialtours.net). Become a fan of Imperial Tours on Facebook at <http://tinyurl.com/imperialtours>.**

**Note to Editors**

High-resolution digital images of Imperial Tours/China are available upon request.

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