

IMPERIAL TOURS

traveling China...in style

KENT MILNE – UK GENERAL SALES FOR IMPERIAL TOURS – ‘TRAVELING CHINA...IN STYLE’

DORSET, UK – Kent Milne visited China with Imperial Tours during April 2008 and fell in love with the country, its people and culture. Being so impressed he approached Guy Rubin to discuss the possibilities of his company (Select World Travel) becoming the UK GSA for Imperial Tours.

Kent was born and educated in Edinburgh where he studied accountancy and later administration at Edinburgh University. This was not exciting enough for him and he decided to move to London where he found his true love - travel.

Eventually he took up a managerial position with a local company in Dorset but his main aim was to open his own business to look after his luxury travellers.

In 1987, Kent's ambition was reached when he purchased Select World Travel and 24 years on it is a thriving multi-million pound business with a loyal clientele from all over the UK. Select World Travel, also an American Express Partnership Agency is fully bonded with ABTA, CAA, and IATA.

There are not many parts of the globe our intrepid Kent has not travelled; he enjoys meeting new people, discovering new customs, cultures and new ideas for his VIP clients. His forte is constructing the unusual or obscure tailor-made itineraries and to ensure his clients have a memorable and trouble free experience.

About Imperial Tours

The leading luxury tour operator based in China, **Imperial Tours** (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 Western travelers. 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 a ‘top travel specialist’ by *Condé Nast Traveler* in 2008, 2009 & 2010 and has been named to *Travel + Leisure*’s ‘A’ List of Super Agents every year between 2002 – 2010.

In addition to top accolades, Imperial has been privileged to bring celebrities and royalty to China including Anthony Edwards, Natalie Portman, Michael Phelps, Sara Lee, Baroness Katherine de Rothschild, Katie Couric and the late Eunice Kennedy Shriver.

For more information, call +44 0845 1304090 or visit 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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