

IMPERIAL TOURS

traveling China...in style

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NANCY KIM – FOUNDER & MANAGING PARTNER OF IMPERIAL TOURS – ‘TRAVELING CHINA...IN STYLE’

SAN FRANCISCO, CA – While Nancy Kim and her husband, Guy Rubin, each have the same title – Founder and Managing Partner of Imperial Tours (www.imperialtours.net) – and share various management responsibilities, she is unequivocally Imperial’s ‘style guru,’ and her taste is the final arbiter on all things luxury within the decade-old company.

Nancy grew up in Seoul, Lugano (Switzerland) and Beverly Hills. Luxurious intercontinental travel makes up her earliest memories as she crossed the Atlantic and Pacific Oceans back and forth.

She majored in western art at the University of Pennsylvania, studying in Rome, Italy, before spending several years at the university in Seoul researching seventh to eleventh century celadon design and interchange between South Korea, China and Japan. After participating in three archaeological digs, her academic career continued with a Mandarin Chinese course in Beijing and further post-graduate degrees at London and Beijing Universities. In 1999, after six years of post-graduate research into her cherished celadons, Nancy decided to discontinue her academic career and founded Imperial Tours with her husband.

Given her personal background and academic interests, Nancy easily took to designing high culture itineraries – she is a natural born ‘travel stylist.’ She heads up the tour department at Imperial Tours and makes the final determination on hotels, restaurants and shops incorporated into the itineraries to ensure the authenticity of the Imperial Tours product.

Nancy speaks four languages fluently – English, Mandarin Chinese, Korean and Italian. She is also founder and chair of Beijing’s annual Special Olympics fundraising ball.

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 888-888-1970 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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