

## *traveling China...in style*

Imperial Tours was founded in 1999 by Guy Rubin and Nancy Kim, Westerners who have lived in China for over a decade. The company was established on the premise of delivering inspiring experiences that combine local expertise with high levels of service and quality expected from sophisticated travelers. The company's success is fueled by the founders' passion for cultural discovery in the intriguing nation, and the innovative design of its tours:

### **Customized Private Tours**

Imperial Tours deftly hand-crafts personalized journeys through China, and offers an unparalleled flexibility for individual travelers, small groups, or large corporate and incentive groups to discover China based on their specific interests. Brownell's guests can tailor one of Imperial's regularly scheduled itineraries to their liking or incorporate new destinations into their China adventure. Themed journeys are also available for travelers or groups with particular interests such as Chinese cuisine, shopping, golf, or Buddhist art.

### **Escorted Group Departures**

In addition to Imperial's endless options of individualized private journeys to China, the company features four regularly scheduled group tours (with a maximum of 20 people per departure) at an unrivaled value:

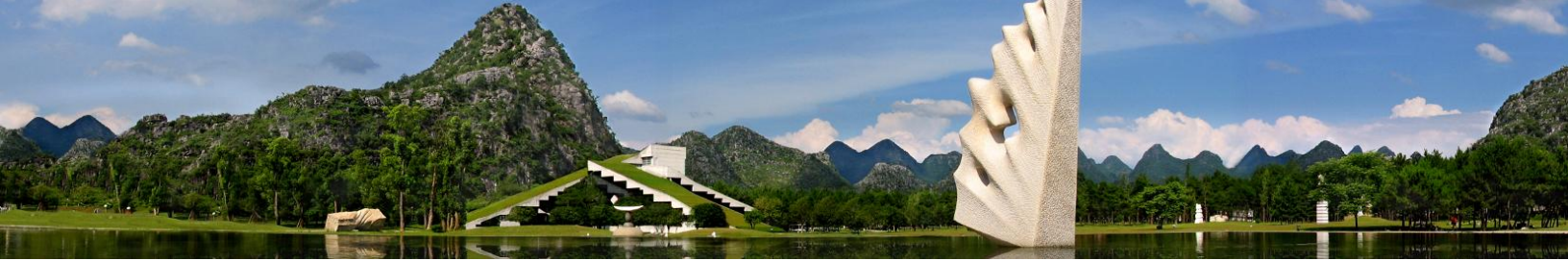
- **12-night Imperial Tour** – An excellent introduction for people who've never been to China, this tour visits Beijing, Xian, Guilin, Hangzhou and Shanghai. (Monthly departures from April to October)
- **11-night Family Tour** – Ideal for families with young kids or teenagers and incorporates kite flying, pandas, boat rides, kung fu, shadow puppetry and more. Spotlighted destinations are Beijing, Xian, Guilin and Shanghai. (Annual summer departure)
- **9-night Unique Destinations** – This program offers an in-depth look at Southwestern China and Tibet – Chengdu, Lijiang, Shangri-la and Lhasa. (Annual autumn departure)
- **10-night Majestic Tour** – This abbreviated itinerary of the benchmark Imperial Tour visits Beijing, Xian, Guilin and Shanghai. (Departures in May and October)

### **The "Imperial Difference"**

With a portfolio of scheduled tours, customized private programs, and themed excursions, Imperial Tours makes sure the 'best of the best' accommodations, dining, and sightseeing are just the beginning. The "Imperial Difference" is defined by three distinctions:

#### **"Imperial Moments" – A Unique Perspective of China**

An "Imperial Moments" activity highlights the spirit of a destination and allows travelers to discover China in an exceptional way. "Imperial Moments" add a culturally enriching dimension to a China itinerary for an unequalled set of experiences, and they turn typical sightseeing into indelible lifetime memories. Some popular "Imperial Moments" include:



- Not just climbing the Great Wall, but also indulging in a private white-linen banquet atop a secluded section of the ancient monument
- Exploring Guilin's iconic Li River and rustic countryside on intimate bamboo rafts, not on the pervasive 50-passenger river barges
- Playing table tennis with an Olympic gold medalist
- Taking part in a traditional horse-racing festival on the Tibetan Plateau
- Feasting on a banquet, prepared by the grandson of Chairman Mao's personal chef, which recreates the same menus that visiting dignitaries once enjoyed

As an itinerary takes shape, Imperial's team of experts can recommend a range of "Imperial Moments," sightseeing opportunities and other inclusions such as a private martial arts performance, an escorted architectural walking tour, or a specialist lecture, to enhance the overall experience.

### **Pioneering the Concept of a 'Traveling Concierge'**

Each private and group tour is accompanied by both a local guide and a Western bilingual "China Host." The China Host serves as a cultural bridge to help translate the exotic mysteries of Chinese traditions and society, coordinates flawless logistics, and functions as the tour manager/on-site concierge to ensure superior quality and service. While the impact a China Host can have on a tour is limitless, select highlights of past support include:

- Translating high-level political discussions between a provincial leader and a senatorial guest
- Spontaneously organizing a soccer match between a visiting family and some local villagers
- Bringing a guest to the best place for silk cushions in Shanghai
- Coordinating a visit to a new state-of-the-art nuclear power plant near Beijing
- Arranging for a guest to go skiing in Shanghai during the middle of summer

### **"Insider Access" to the Undiscovered in China**

Imperial Tours provides exclusive "Insider Access" so travelers can discover both well-known and off-the-beaten-path destinations in remarkable ways. Imperial Tours has personal connections with world-class hotels and restaurants as well as a striking understanding of the history, culture, arts, and little-known exclusive destinations within China. Tapping into this rich wealth of knowledge allows Imperial Tours to present an exciting collection of scheduled tours and infinite customized itineraries that are very authentic and atypical of tour operators in China.

### **Impressive Accolades and Celebrity Guest List**

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.

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Make sure to visit [www.imperialtours.net](http://www.imperialtours.net), and become a fan of the Imperial Tours Facebook page at <http://tinyurl.com/imperialtours>.

