

Contact: Guy Rubin
Tel: +86 10 8440 7162
Email: guy@imperialtours.net

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Experiential Travel in China with Imperial Tours

From private horse races to table tennis with an Olympic champion

SAN FRANCISCO, Ca – (March 18, 2009) – Pioneering high-end luxury travel throughout China, Imperial Tours is able to offer two optional experiences that provide unforgettable memories.

Table tennis enthusiasts young and young at heart will thrill at the opportunity to spend an hour playing a few rounds with one of China's many fine athletes, among them Zhang Yining, the current reigning Olympic and World champion. For those not yet ready to take on a world champion, a two-hour lesson can be arranged with an Olympic Master Coach. Guests also have the opportunity to tour the facility where Olympic badminton and martial arts hopefuls train.

The remote Tibetan valley of Shangri-La will be a draw for travelers interested in venturing off the beaten path for an authentic cultural experience. After a memorable trek through a traditional Tibetan village, guests will join the community for a private horse-racing festival.

"Pure is about creating a deeper relationship with the destination. For example, when I was organizing the horse-racing festival with Tibetan villagers, I was under the misapprehension that the horse-racing would be the focus of our guests' experience," says Guy Rubin, Managing Partner of Imperial Tours. "What happens is more unique – the interaction between our guests and the local community during and after the festival becomes its underlying reality. The event weaves our guests into the fabric of village life, such that they engage with this warm and spiritual Tibetan community rather than remain outside it as spectators. I believe that this is a key dynamic of experiential travel represented by PURE."

These newly available activities can easily be incorporated into any private tour with Imperial Tours covering Beijing and the Yunnan Province.

ABOUT IMPERIAL TOURS

Imperial Tours is the leading luxury tour operator based in China offering luxury set-departure and private tours, combining local expertise with the high levels of service and quality expected by sophisticated Western travelers. Imperial Tours has first-hand knowledge of world-class hotels and restaurants as well as the history, culture, arts, and little-known exclusive destinations within China. Founded by Westerners in 1999, Imperial Tours has offices in Beijing, San Francisco, Frankfurt and the UK. For more information, visit www.imperialtours.net or call (888)888-1970.

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