

IMPERIAL TOURS

traveling China...in style

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GUY RUBIN – FOUNDER & MANAGING PARTNER OF IMPERIAL TOURS – ‘TRAVELING CHINA...IN STYLE’

SAN FRANCISCO, CA – Guy Rubin, managing partner of Imperial Tours (www.imperialtours.net), founded the company in 1999 with his wife, Nancy Kim. He is responsible for Imperial’s overall general management and structure as well as key elements of the tour operation – training local guides and China Hosts (who both accompany every private and group trip), coordinating all itinerary logistics, and arranging ‘insider access’ experiences and experts to enhance each and every program.

Born in Jerusalem, Israel, Guy was raised in Manchester, England. As part of his studies in Russian and French language and literature at Cambridge University, Guy worked as the interpreter for the American founder of the Ventana Inn in Big Sur, then developing luxury resorts in Brittany. This was his first brush with the luxury travel business and an important lesson in starting a business.

After graduating from Cambridge University, Guy began a successful career in London’s financial services industry at Arkwright Strategy Consultancy, which took him from Los Angeles in the west to Vladivostok in the east and many countries in between. Dissatisfied with the prospect of a career that could be too easily mapped for the next 40 years, Guy decided to take part in the most important historic development of his lifetime – the rise of China.

He traveled to Beijing for the first time in 1994 and was immediately captivated by the unknowable, exotic and intriguing nature of China and its future potential. He enrolled in a course to learn Mandarin Chinese...and never left. Five years later, Imperial Tours was born out of the vision he and Nancy shared to create private and group tours through China in unrivaled fashion, where superior service and quality is paramount.

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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