



PRESS RELEASE



AMPERSAND BRINGS YOU THE FINEST SELECTION OF CHINA

Ampersand Travel has created 'The China Selection', giving clients the lowdown on China with a carefully selected Little Black Book of what to do, where to avoid and of course, the very best-of-the-best places to stay.

ONE OF THE UK'S LEADING TOUR OPERATORS, AMPERSAND TRAVEL, ADDS BESPOKE CHINA ITINERARIES TO ITS OFFERING AND BRINGS ITS VERY INDIVIDUAL TOUCH TO THIS BOOMING DESTINATION

With its colossal size, language and signage hurdles as well as lightning-fast development, it can be hard to know where to start in China as a tourist. That's why Ampersand Travel has created 'The China Selection', giving clients the lowdown on China with a carefully selected Little Black Book of what to do, where to avoid and of course, the very best-of-the-best places to stay.

HOW?

Ampersand provides the perfect introduction to China for first-timers and return travellers with just the right amount of hand holding versus exploration and a perfect combination of ultra-luxury and offbeat culture. They also provide a variety of exceptional access options for people who want to witness the destination behind closed doors.

The Ampersand team has carefully explored the country and created a select portfolio of handpicked hotels in Beijing, Shanghai, Xi-An, Hangzhou and Hong Kong. Senior Sales Specialist Mark Wright spent 49 days in China and Managing Director James Jayasundera has also been exploring the country over the last year. They were both dazzled by the standard of luxury and cutting-edge architecture and charmed by the light-



For further information contact Julia Perowne / Paul Charles at Perowne Charles Communications

+44 (0) 20 7349 7059
ampersand@verypcc.com

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hearted and quick-witted humour of the guides and local people.

WHY NOW?

The world's second largest, yet most populous country is still growing fast, there are currently an astounding 38 new airports being built in China. The architecture of the hotels in China is truly exceptional – standouts include the Park Hyatt in Shanghai with its award winning architecture and iconic pool on the 87th floor, the Peninsula in Shanghai and the daring, arty and super sexy Opposite House in Beijing.

Ampersand can offer superb exclusive access to sites and set up special events including a gala dinner on the Great Wall of China – white table service, blankets and knock out views – definitely a world away from your usual Chinese meal.

SAMPLE ITINERARIES

CULTURAL CHINA – A BEGINNER'S LUXURY TOUR

This 12-day tour is the perfect itinerary for those who have never been to China before, striking an ideal balance between the fascinating and historical cities and the stunning rural countryside. Visiting five of China's most exciting destinations, Beijing, Xi'an, Guilin, Yangshuo and Shanghai, the itinerary highlights include picnicking along the Great Wall of China, walking amongst the Terracotta Warrior Army, cycling through the beautiful karst mountains of Yangshuo and exploring the Bund in Shanghai – all whilst staying in some of China's most exceptional hotels. The 12-day Cultural China-A Beginner's Luxury Tour starts from £3990 per person, including accommodation in Beijing, Xi'an, Guilin, Yangshuo and Shanghai, flights and transfers.

A TASTE OF THE ORIENT – GASTRONOMIC TOUR OF CHINA

Whilst the majority of people have eaten Chinese cuisine before, nothing compares to exploring the different flavours and styles of China's provinces and cities in person. The itinerary visits the classic sites of China, whilst savouring the diverse culinary specialities that the country has to offer. Travel from Chengdu in the Sichuan province with its spicy Szechuan cuisine, to Xi'an and the Terracotta Warrior Army, then on to the capital Beijing with its Peking Duck and barbecue; Shanghai follows with a buzzing metropolitan atmosphere; the itinerary finishes in Hangzhou in the Zhejiang province, where the fresh, soft flavours of the food are one of the Eight Culinary Traditions of Chinese Cuisine. Cooking classes with professional chefs can always be organised, who will lead tours through the food markets to explain everything that is on display. Learning how

to cook Chinese food, and experiment, can be organised; from dumpling-making classes to preparing spicy boiled chicken feet. The 14-day 'A taste of the Orient' itinerary costs from £4970 per person and includes accommodation in Chengdu, Xi'an, Beijing, Shanghai and Hangzhou, flights and transfers.

SOUTH OF THE CLOUDS – DELVE INTO CHINA'S YUNNAN PROVINCE

Yunnan - which literally means "South of the Clouds", due to its location just south of the Tibetan Plateau - is home to some of the most diverse cultures, ecology and terrain in China. Each hotel in this 13-day itinerary has been carefully selected to make the most of the incredible natural beauty and cultural activities on offer. Trek through the valleys and mountains, visiting Buddhist monasteries and local villages. From the capital of Yunnan, Kunming, travel west onto Dali, a Ming-era town, tucked away between Cangshan Mountain and Erhai Lake, and experience a traditional Bai Tea Ceremony. Travel north to Shaxi, then to Lijiang – the Venice of the East, which lies in the shadow of the Jade Snow Dragon Mountain, then over the Yangtze River and Tiger Leaping Gorge on to the famous Shangri-La. The 13-day 'South of the Clouds' itinerary costs from £4735 per person, with accommodation in Kunming, Dali, Shaxi, Lijiang and Shangri-La, flights and transfers.

FOR MORE INFORMATION VISIT:

More information on Ampersand Travel
www.ampersandtravel.com