



## Introducing deScribes China

**Scribes of the Orient introduces a new suite of bespoke destination products and services for corporate travellers to Shanghai, Hangzhou and Suzhou.**

**Shanghai, September 2008:** *deScribes China* draws on the expertise of a Shanghai-based team that has provided China destination and tour information to the world's top travel publishers, hospitality and tourism organisations and PR and event managers since 2003.

As frequent flyers ourselves, we understand the differences between travelling for business and pleasure – and make sure we combine the best of both. That's why our products are re-researched monthly, to ensure our clients enjoy the very best of Shanghai, Hangzhou and Suzhou – whatever the purpose of their visit.

### **Shanghai Hot 100 Guide**

Our signature Shanghai guide is researched and written specifically for corporate travellers – and presented in an accessible, easy-to-read format. We know that time is short, and that visitors want to maximise their free time in this thrilling, vibrant city.

The *Shanghai Hot 100 Guide* offers the most accurate city information, plus added extras, such as the best late-night dining options, finest art galleries, chicest gift stores, most sensual spas and classiest lounges with views of the Shanghai skyline.

The *Shanghai Hot 100 Guide* also includes concise, expert commentary on Shanghai's recent history, China's economy, lifestyle and fashion issues, current hot topics across the city, and the people and places that make it one of the world's most in-demand destinations.

### **Self-guided Tours**

At *deScribes China*, we've been hitting the streets. The result is a series of easy-to-follow, self-guided walking tours – each designed to take no more than two hours. This enables visitors with limited time to savour some of the history and attractions of Shanghai, Hangzhou and Suzhou.

### **Niche Guide Services**

In association with acknowledged experts, we provide tailor-made history, architecture, shopping, art, museum, dining and special interest tours in Shanghai; each customised to meet the client's preferences and schedule.

### **Day Tours**

Our team also conducts guided individual and group tour trips to the neighbouring cities of Suzhou and Hangzhou.

**About Scribes of the Orient**

Since 2003, Scribes of the Orient provides insightful and inspired China destination information and support to global publishers, travel and hospitality companies, and event marketing and PR specialists.

Based in Shanghai, our experienced team is led by Gary Bowerman and Amy Fabris-Shi, two recognised specialists in the China travel and tourism industry. In the past two years, we have supplied China-based content for leading travel publishers, including: *Luxe Guides*, *ZAGAT*, *Time Out*, *Business Traveler*, *Forbes Traveler*, *Concierge.com*, *Nota Bene*, *New York Times - T Magazine*, *Travel & Leisure*, *CNN Traveller* and *Food & Wine*.

We have also worked with a range of corporate clients, including the American Society of Travel Agents, Association of Corporate Travel Executives, AsiaMedia, Tangula Trains, FCM Travel Solutions, GLG, Citibank China, GHC and Impact Asia.

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