

## Why CACBC?

*Arranging customized tours in China is a highly specialized profession. Few commercial travel tour promoters have **Chinese American Cultural Bridge Center's** high degree of cultural and professional background or our extensive personal and professional contacts. Nor are they willing to spend the extra time and attention, for little profit, to create an in-depth cultural experience or to personally manage custom tours in China.*



*CACBC is a nonprofit organization. Profit is not our main concern! Our overriding commitment is to our mission to promote fellowship and understanding between the peoples of China and the United States. We are passionate about fulfilling our mission by providing American educators, students, professional organizations, and performing arts groups with unique, custom designed tours, no matter how much time and efforts we need to put into your tour.*

### 1) **WE ARE THE PIONEERS!**

CACBC may very well be the first to take cultural exchange and performing tour groups to China, nearly 18 years ago, when China began opening her doors to the outside world.

### 2) **WE ARE CHINA TOUR EXPERTS!**

We know the territory! We at CACBC are professional educators and cultural studies specialists, as well as China travel experts. We are American citizens, born and educated in China and we are intimately familiar with China's history, culture and customs.

### 3) **WE SPECIALIZE IN CHINA ONLY!**

China is new territory for many commercial tour promoters who have only recently added China to their long lists of countries they service. They must depend on "in-country" package tour operators who do a fairly good job of running somewhat generic tours.

Since we began, CACBC has offered China Cultural Exchange Tours ONLY! We have the professional background, the in-depth of experience, the dedication and the commitment to do so much more than just a "fairly good job."

### 4) **IN-COUNTRY STAFF!**

CACBC maintains a staff in China of bilingual cultural and travel experts to handle details, solve problems and to make sure every detail of your itinerary is perfect.

**5) WE ARE CONNECTED!**

We understand How China works. We have spent a lifetime developing personal and professional relationships with officials of virtually all important government agencies and with a multitude of historical and cultural experts. We know how to reach right government authorities and where to find the best consultants in any field, as well as the management of every important performance venue in the land. Our relationships keep us up to date and well informed and allow us to pass on many rare opportunities and special considerations to our groups.

**6) WE UNDERSTAND YOUR NEEDS!**

We have stood in your shoes! We began our careers as professional educators, so we truly understand your needs. We listen to you and work hand-in-hand with you to create a custom tailored tour that will accomplish your educational and professional objectives.

**7) WE ARE PERSONALLY INVOLVED!**

We *personally* design your itinerary, *personally* manage all details of your tour, we *personally* solve problems as they arise and we *personally* accompany your tour to make sure it is perfect!

**8) OUR PRICING IS EXCELLENT!**

With all the custom tailoring, enhanced services and special care, you would expect our tours to be very expensive. Yet, because we have the advantage of being a non-profit organization, we are able to give you a superior, more comprehensive tour for the same cost or less than those of most commercial tour providers.

**9) OUR TRACK RECORD IS OUTSTANDING!**

We are proud that we have consistently delivered on our promises since 1992. But, don't take our word for it... read our testimonials and ask for our references.