



Company Profile

The China Guide is a Beijing-based travel agency offering customizable private tours of China. Our mission is to make sure that every one of our clients gets a taste of everything that is vibrant and fascinating about this country by not only seeing the sights but also interacting with the culture and local people. Our clients are served by a multilingual team of native speakers covering most major European languages (English, French, Spanish, Portuguese, Italian and German). Our agents work with each guest to create a trip that encompasses their interests, hobbies, and personal style, reflected in excellent local guides, hand-picked accommodation and meals, and immersive activities.

Our Four Main Offerings

Private, Customized Tours

Each of our tours is uniquely customized to meet the needs of each of our clients. Flexibility is our mantra; not only can clients customize their tour during the planning phase, they can make as many changes as they want to their schedule while they are on the tour.

Inspiring Educational Programs

We help leading educational institutions design short-term programs that are educational, enriching, and exciting, with opportunities to learn every step of the way. Our travel advisors provide a dedicated support network before, during, and after each program to ensure a stress-free experience.

Seamless MICE Travel

Whether you are planning an intimate team bonding session or a multi-day conference, our roster of venues, hotels, and service providers offer comprehensive solutions to all your MICE travel requirements. Handing over the planning and logistics of your event or trip to our multilingual team of native speakers will allow you to focus on achieving your business goals.

Curated Small Group Tours

We offer a selection of small group tours to different destinations around China at regular intervals throughout the year. Group tours are designed for a minimum of six people and a

maximum of 12, and offer the same high standard of service that clients have come to expect from all of our tours.

For more information, please contact:

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