



SITA ~ Our Friends in INDIA - Supporting You

India is an exceptional destination and because of this we work with an exceptional team of local experts

Our **Incredible India** holidays are supported on the ground by **Sita**, India's leading Destination Management Company. One of their guides will meet you at the airport and travel with you right up until you leave again at the end of the tour.



Authentic experiences, adding extra to ordinary!

We chose Sita to be our Indian partner because their depth of knowledge and commitment to customer service are second to none. But there was something else too: we believe in seeking out the authentic character and lesser-known gems hidden in every destination we travel to, and Sita shares that passion. The jewel in their crown is the network of locals they use to enhance each tour – people they call the 'Friends of the Company'.

"No matter how good or wise we are, locals always know the best kept secrets," Sita says. "The locals are people from all walks of life, bankers, entrepreneurs, housewives, expats, academics, social workers, artists and collectors, designers; all passionate about their town or culture or are just interesting conversationalists! Our friends love their mythology, history and folklore and brilliantly weave them into their narratives, the end result being a true local experience."



Sustainable travel has never been more vital, and we are also delighted that Sita is a signatory of the Glasgow Declaration on Climate Action in Tourism. The Glasgow Declaration encourages the acceleration of climate action in tourism by securing commitments to reduce emissions in tourism by at least 50% over the next decade and achieve Net Zero as soon as possible before 2050.





We are thrilled to be able to travel to India with Sita once again

We last travelled with Sita in 2020 on a fascinating and hugely successful series of holidays to WAFA Jaipur, the world's biggest flower show. Over lockdown we worked alongside SITA creating new holidays, taking you to hidden gems of the wonderful country— and offer unique experiences along the way.



Here are a few of the things our guests and Sita guides said about the tours:

"Our guide seemed to go above and beyond making sure that we were OK. For those of us who had gone to the WAFA opening ceremony, he unexpectedly appeared to help us get a tuk tuk back to the hotel."

"There is 150-year-old sweet stall tucked away down a narrow lane behind the temple at Amritsar and I went there to buy everyone some jalebis as a surprise." Sita tour guide Sudhir Agarwal

"Our guide, Shaju, was so considerate and arranged a taxi for me to get to the airport and sent along his assistant to help, I never had to worry about a thing."

"We were lucky to spot three tigers in Ranthmbhore National Park. They were behind some bushes and not very easy to see so I climbed up onto the seat of the jeep and took some photographs for one of my guests." Sita tour guide Surindra Rajawat

"There was a fleet of jeeps waiting for us when we got off the coach at the Fort in Japiur and as soon as the tour was finished, there the drivers were, waiting for us under the trees. It was wonderful organisation."

