# Elite Tour Club Launches Luxury Tour and Travel Website

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Elite Tour Club - Luxury Travel and Tours

LONDON, UK (RPRN) 08/22/11 — The 1st August 2011 saw the global launch of Egyptian-British luxury travel and tourism brand, Elite Tour Club. A vigorous PR and social media campaign is building interest in their new website; www.elitetourclub.com where clients are encouraged to 'Step into a World of Rarefied Luxury'.

The company aims to achieve huge impacts on the travel experiences of their member-enlisted client base. Elite Tour Club will specialise in luxury tailor-made holidays that focus on the history and culture of a destination; mainly for an affluent and informed thirty five plus age-range with interests in the history, art, culture and religions of their destination countries.

As well as guaranteeing professional yet personnel client care, Elite Tour Club's brand strap-line, 'Step into a World of Rarefied Luxury', expresses their commitment to provide a choice of discerningly pre-planned Suggested Itineraries, or 'Travel à la Carte'. Either way, luxury land and water transportation, culinary highs and five-star accommodation will be the norm —all at the most advantageously negotiated rates.

Heritage, history, comfort and the romance of travel motivates the company's travel and tourism consultants and tour leaders. They originate from a multitude of nations, have travelled extensively, and have gained considerable national insight from residing in Elite Tour Club's destination countries.

Elite Tour Club is also inventive with their Exclusive Travel Plans that offer a range of cultural and religious tours — together with 'Wedding Rings', 'Infinite Tranquillity', 'Family Culture Exchange' and travel for disabled clients.

Elite Tour Club is also keen to communicate their commitment to "touring in a manner that is thoughtful and respectful of the local populous, their culture and environment", and does not "like to leave our host countries without contributing some good in return". Therefore each destination incorporates 'Contribution' charity projects that deserve particular attention.

Enthusiasm and commitment to 'Responsible Travel' is another of Elite Tour Club's mandates and the company aims to support its destinations through direct financial support, charity donations, environmental protection, and through recruiting local travel and tourism employees or freelancers.

Elite Tour Club also encourages its clients to 'buy local' and to make use of local services. The company also offers 'Family Cultural Exchanges' between their clients' children and host-nation families so that there is real social interaction between travellers and local communities. This programme includes setting up a pen-pal scheme for local children to be able to forge life-long friendships with local traveller's families.

Elite Tour Club is helmed by two principal directors. Ralph Foulds has 11 years' experience in UK travel and tourism; he has managed multiple destinations and has a firm understanding of the travel needs of the British. Foulds said: "Everyone wants to give their travel experiences a 'Responsible Travel' tag, but we're endeavouring to go the extra mile and put some really significant benefits back into our host destinations. While we know our tours and accommodation-options are at the high end of the luxury travel market, we're confident they offer great value-for-money, provide ultimate travel experiences and contribute in a very real way to our host communities".

Ramy Nicola, Elite Tour Club's Egypt based director, has fifteen years experience of international destination management and ground handling. Nicola added: "I want to increase the amount we do for the disenfranchised of our host countries. I believe we can offer high degrees of luxury whilst inspiring our clients to contribute a little money or time to our wide array of charity

projects".

To book a luxury tour, join our exclusive members club or find out more about our luxury accommodation offers, call us on 0800 619 3450 or visit www.elitetourclub.com.

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