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For Immediate Release

### **SITA World Tours Enters the Market for Women's Travel**

**(Los Angeles, CA, March 18):** SITA World Tours, USTOA Active Member, announced its strategic partnership with The Women's Travel Group, the North American leader in women's luxury exotic tours. Cementing a long relationship with women's travel expert, Phyllis Stoller, SITA views the women's market as under-served by the travel industry.

With eight decades of experience, SITA is one of North America's most reputable Tour Operators for exotic destinations. Their internationally certified specialists provide unparalleled quality service and customer care during the reservation process and while in destination. SITA has extensive experience in the women's market as the past provider of exotic itineraries for the award-winning Women's Travel Club (1992-2006), until The Club was acquired by another travel organization.

According to WTG President Phyllis Stoller, SITA's itineraries are unusually insightful, enhanced with speakers, inside visits and avoidance of what Ms. Stoller describes as "carpet shopping at the guide's nephew's shop". Room shares are arranged for solo travelers; singles are available. WTG also works with women's organizations and retreats.

Upcoming tours are to Argentina, India, South Africa, Cambodia/Vietnam and more. Travel agents will find SITA's WTGroup tours with a button on its Home Page.

**FOR MORE INFORMATION:**

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