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For Immediate Release

**SITA World Tours Gets New Achievement in Women's Travel Market**

**(Encino, CA, July 10, 2014):** SITA World Tours, an award-winning tour operator and USTOA Active Member, was recently rewarded again by a completely sold-out on one of its Women's Tours, "Colors of India", representing a great success in this featured product series since the company's partnership with The Women's Travel Group (WTG) in March, 2013. Targeting specifically at women's groups who have been under-served by travel industry for a long time, the Women's Tour is now becoming one of the most popular product lines of SITA with its unparalleled quality service provided by the internationally certified specialists and customer care during the reservation process and while in destination.

According to WTG President Phyllis Stoller, SITA's itineraries are unusually insightful, enhanced with speakers and inside visits. "The Women's Travel Group's India is a must. Your tour will mean so much more with a visit to a private home, a boat ride on the Ganges, a visit to a classical dance school, even a sample yoga lesson", she said.

With eight decades of experience, SITA is one of North America's most reputable Tour Operators for exotic destinations, and 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).

Upcoming tours are to Tanzania, Morocco, Argentina, Europe, Southeast Asia and more. Travel agents will find SITA's Women's Travel Group tours with a button on its Home Page.

**FOR MORE INFORMATION:**

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