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SparkleTour

WHO WE ARE





42 years of
brand legacy

11 years of
refined expertise

We offer both **Inbound & Outbound**
Luxury Travel services in China.

China Everbright Group

Founded in 1983, the group has grown into a leading state-owned financial holding group operating under the oversight of the State Council of China. Its business portfolio is extensive, encompassing financial services, asset management, environmental protection, tourism, healthcare, and high technology. In 2024, the group's prominence is further underscored by its ranking at 194th in the Fortune Global 500 list.

China CYTS Tours Holding Co., Ltd.

As a member of China Everbright Group, CYTS has long been a brand leader and standard-setter in China's tourism industry. The company owns a number of well-known brands, including Aoyou.com, Wuzhen, Gubei Water Town, CYTS Union, and Sparkle Tour. Its subsidiaries and branches are located in more than 20 cities both in China and overseas.

CYTS Sparkle Tour (Beijing) Co., Ltd.

With 40 years of experience from CYTS, Sparkle Tour was launched in 2014. We offer luxury travel services that blend humanity with respect for cultural values and nature. By connecting with those who seek new life experiences, Sparkle Tour redefines the conception of luxury travel in China, delivering exceptional service and lifestyle to customers and organizations.









We are a member of SERANDIPIANS By Traveller Made 中青旅联盟 CYTS Alliance

Our Media Rewards:

National Tourism, Quality Awards of Luxury Travel Agency of China, 2024
National Tourism, Quality Awards of Luxury Travel Agency of China, 2023
Voyage, Annual Travel Agency Award, 2023
National Tourism, Quality Awards of Luxury Travel Agency of China, 2022
Travel Weekly China, Luxury Travel Agency of the year, 2018
Condé Nast Traveler's, Annual Best Luxury Travel Agency of China, 2016
Hurun Report, Top20 Outbound Travel Agency of China, 2017
The World, Annual Best Luxury Travel Agency of China, 2016
New Beijing News, Annual Best Luxury Customized Travel Brand, 2015

Our Industry Honors:

National Geographic Expedition, Exclusive Strategic Partner in China (2016-2019)
Preferred Partner of the following Luxury Hotel Brands:

ĀMAN · MANDARIN ORIENTAL · THE LEADING HOTELS OF THE WORLD · THE PENINSULA HOTELS · Marriott INTERNATIONAL · IHG HOTELS & RESORTS · HYATT HOTELS & RESORTS



WHAT WE BELIEVE



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For years, Sparkle Tour have been guiding travelers to seek not only material opulence but also spiritual enrichment. We place great emphasis on the value of travel in nurturing the natural ecosystem, fostering local development, enriching cultural exchanges, and facilitating personal growth.

We deliver our services with

Global Standard



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Sparkle Tour understands the demands of the Luxury Travelers for quality and sophistication. We collaborate with certified partners to meticulously manage every detail of our services, ensuring every journey is consistently comfortable and reassuring from start to finish.

We craft every journey into

Extraordinary



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Whether it's a premium incentive event for corporate clients or a cherished milestone for individual travelers, Sparkle Tour leverages our unparalleled creativity and expert execution to craft extraordinary experiences that surpassed expectations, highlighting the exceptional value of every journey.



CLASSIC Journeys



Glimpse of China

Visit China's top destinations in one week, perfectly optimized for your limited time.

6 Days

Beijing Shanghai

8 Days

Beijing Xi'an Shanghai

Beijing Guilin Shanghai

Beijing Chengdu Shanghai



Essence of China

History, Nature or Urban life? Choose your interest and gain a quick insight into China.

10 Days

Beijing Xi’an Guilin Shanghai

Beijing Xi’an Chengdu Shanghai

Shanghai Beijing Xi’an HongKong

Shanghai Beijing Guilin HongKong



IMMERSIVE Journeys



Pandora on Earth

Step into Zhangjiajie, the real-life inspiration for Avatar's floating mountains, a surreal world of geological marvel blending myth, adventure, and ethnic heritage.

4 Days

Zhangjiajie

6 Days

Zhangjiajie Fenghuang Zhangjiajie



Waterside Poetry

From Suzhou's Ancient gardens to Hangzhou's West Lake serenity, and Wuzhen's lantern-lit canals. Dive into Eastern China's iconic waterscapes and poetic elegance.

4 Days

Suzhou

6 Days

Suzhou Wuzhen Hangzhou



Heritage of Artisan

Wander ancient villages brushstroked in ink, and porcelain kilns breathing life into clay. Witness the artisans mold wood, stone, and earth... carving China's soul into timeless heritage.

3 Days

Huizhou Huangshan

6 Days

Huizhou Huangshan Wuyuan Jingdezhen



Legacy of Yunnan

Tracy the storied Tea-Horse Trail from Dali to Lijiang, discovering hidden gems among snow-capped peaks and misty forests—each step reveals the timeless legacy of Yunnan Province.

5 Days

Dali Lijiang

8 Days

Kunming Dali Lijiang Shangri-La



The Three Gorges

Embark on a boutique cruise and sail along the Yangtze River's golden waterway, a legendary lifeline for millennia, echoing nature and history, pulsing with cultural grandeur.

4 Days

Chongqing Yichang

5 Days

Yichang Chongqing



The Sacred Land

Stupas whisper buddhist wisdom, valleys draped in prayer flags, meditate in monasteries and witness Everest piercing the heavens. Immerse yourself in Tibet, every step is a pilgrimage.

4 Days

Lhasa

7 Days

Lhasa Shigatse Mt.Everest Lhasa



The Silk Road

Journey through the ancient Silk Road, from the historic Hexi Corridor into the boundless landscapes of Xinjiang. Discover timeless cultural treasures and unveil the mysteries of this enigmatic land.

4 Days

Dunhuang Jiayuguan

7 Days

Urumqi Turpan Kashgar



The Grand Bay

Step into China's most dynamic urban cluster, where ancient opera echoes alongside cutting-edge tech hubs.Tradition weaves seamlessly into innovation, crafting a lifestyle uniquely Chinese yet globally inspiring.

4 Days

Shenzhen　HongKong

7 Days

Guangzhou　Shenzhen　HongKong　Macao

SPARKLE Experiences






Across China's Iconic Destinations,
We Craft Experiences as Unique as Your Clients






Beijing

Craft, Cuisine, Culture: Be an old Beijinger
Helicopter Adventure Above the Great Wall
Legend of the Leaves: Tea Infusion Ceremony
Calligraphy and Seal Carving: Create Your Personal Seal
Immerse in Imperial Grandeur: Costumes & Photoshoot
l Unveiling the Hidden Chambers of the Forbidden City
Cloisonné Craftsmanship in Beijing's Old Courtyards
l Behind the Masks: An Intimate Peking Opera Experience
l Morning Harmony: Tai Chi with the Master in the Park
l Guqin Reverie: An Evening of Ancient Melodies

More Unique Experiences Await
in Shanghai, Xi'an, Chengdu, Shenzhen, Hangzhou,
and Across China's Major Destinations."



SPARKLE Services



The GUIDE & EXPERT

Harnessing our extensive resources and forging strong partnerships with members of the CYTS Alliance throughout China, we help to find professional, high-quality, and experienced multilingual Guides, as well as experts in history, culture, nature and various fields.

- Experienced Escort Guides
  (English, French, German, Spanish, Japanese)
- Cultural Heritage/Museum Experts
- Nature Ecology/Animal Conservation Experts
- Traditional Craftsmen
- Professional Translators
- Photographers













The FLEET

Leveraging our extensive network of resources, we help you to find the best vehicles available in all major destinations in China.

- Luxury Sedan
- Luxury EV
- MPV
- Mid-size Bus
- Coach
- Customized Bus

Drinking Water

Baby Sitting

Brand New

Insurance Protection







Private Jet

We work directly with Chinese private jet owners and operators to offer you more convenient and cost - effective private jet charter services within China.

CRH Train

We assist guests in booking Chinese High-speed Train tickets, enabling them to travel in a more punctual and comfortable way.

VIP Ticketing

We offer VIP ticket booking services at some of the most popular attractions, including the Forbidden City and other top - tier museums.

The End

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