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WILDCHINA

Cover image by John Wang

“ WildChina clients delight in peeling away layers slowly, with each layer linking to one another. They have an intrepid spirit and a desire to look into the world and not just see the surface.”

Jeff Fuchs, Explorer, Photographer, Author of The Ancient Tea Horse Road





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W I L D C H I N A
EXPERIENCE CHINA DIFFERENTLY

At WildChina, we believe that travel is about genuine experiences and seeking authentic interaction with the people we're visiting.

Travel to China goes beyond a glimpse of the Great Wall, the Forbidden City, and the Terracotta Warriors. It's about understanding what you see. A skyscraper surrounded by a multitude of cranes is an opportunity to learn about the vast differences in the lives of the migrant worker who is operating the crane and the young couple who will soon live in the skyscraper. Travel to a remote corner of one of China's provinces is having the chance to share a cup of tea with a local Yi shaman in his home, and listen to his stories of learning the centuries-old practice from his father.

WildChina offers distinctive, responsible and unique journeys to all corners of China. Within these pages, we aim to help you understand our approach to travel. Whether you are interested in experiencing an untouched landscape, tasting authentic Chinese cuisine, or exploring another side of Shanghai, we invite you to join us to *Experience China Differently!*

OUR TRIPS

C l a s s i c s

CHINESE TREASURES: BEIJING, XI'AN, YUNNAN & SHANGHAI

If this is your only chance to visit China, then this is the trip. Beijing, Xi'an and Shanghai are the China everyone knows, while beautiful Yunnan province in the southwest demonstrates China's cultural and environmental diversity. WildChina founder Mei Zhang handcrafted this itinerary for her closest friends and we are now making it available for small groups. We explore the imperial capitals of Beijing and Xi'an, with special access to areas of the Forbidden City, visit an un-restored section of the Great Wall and have up-close access to the Terracotta Warriors. We then go off the beaten path, visiting villages and glaciers in the famed Tibetan area of Shangri-La and the UNESCO World Heritage site of Lijiang. Our journey ends in the bustling financial center of Shanghai – the “Paris of the East.”

- DAY 1: Arrive in Beijing
- DAY 2: Beijing - Forbidden City, *hutongs* (traditional alleyways)
- DAY 3: Beijing - The Great Wall
- DAY 4: Xi'an - Taichi in the Temple of Heaven, Forest of Steles, Muslim Quarter
- DAY 5: Xi'an - Terracotta Warriors, bike Xi'an's Ancient City Wall, Big Goose Pagoda Square
- DAY 6: Yunnan to Lijiang
- DAY 7: Lijiang - Puji Temple prayer ceremony & meditation, Jade Dragon Snow Mountain
- DAY 8: Lijiang - Yi shaman, hike Wenhai valley, Lijiang Old Town
- DAY 9: Shangri-La - First Bend of the Yangzte River, Tiger Leaping Gorge
- DAY 10: Shangri-La - Songzanlin Monastery, Trinyi Community Center and Ecolodge
- DAY 11: Shangri-La to Shanghai - Shanghai World Financial Center, Huangpu River cruise
- DAY 12: Shanghai - French Concession, Yu Garden
- DAY 13: Depart Shanghai



OUR TRIPS

C l a s s i c s

ESSENCE OF CHINA: BEIJING, XI'AN, GUILIN & SHANGHAI

Discover China on this classic, relaxing journey that takes in Beijing, Xi'an and Shanghai, along with the area surrounding the famed city of Guilin in Southern China, where you will have an intimate look into the less-developed parts of China. Famed for its stunning natural landscapes, rice terraces and ethnic minority villages, Guilin and the nearby town of Yangshuo have inspired generations of Chinese poets and painters. We also explore the imperial capitals of Beijing and Xi'an, accessing special parts of the Forbidden City, a remote section of the Great Wall and take an up-close look at the famed Terracotta Warriors. Our journey ends in China's bustling financial center of Shanghai.

- DAY 1: Arrive in Beijing
- DAY 2: Beijing - Forbidden City, *hutongs* (traditional alleyways)
- DAY 3: Beijing - The Great Wall
- DAY 4: Xi'an - Taichi in the Temple of Heaven, Forest of Steles, Muslim Quarter
- DAY 5: Xi'an - Terracotta Warriors, bike Xi'an's Ancient City Wall, Big Goose Pagoda Square
- DAY 6: Xi'an to Guilin
- DAY 7: Yangshuo - Li River cruise, Xingping village, painting lesson
- DAY 8: Yangshuo - Biking or hiking, bamboo rafting
- DAY 9: Longsheng - Traditional Chinese Medicine clinic
- DAY 10: Longsheng - Hike Dragon's Back rice terraces
- DAY 11: Guilin to Shanghai - Shanghai World Financial Center, Huangpu River cruise
- DAY 12: Shanghai - French Concession, Yu Garden
- DAY 13: Depart Shanghai

OUR TRIPS

C l a s s i c s

FAMILY-FRIENDLY BEIJING, HENAN, XI'AN, YUNNAN & SHANGHAI

Explore the heart and frontiers of China on this specially designed trip perfect for families with kids aged 6-16. This trip offers a “mobile classroom,” allowing you to learn about Chinese culture in fun and interactive ways. Learn Shaolin kungfu from a student monk. Make noodles and dumplings in a traditional Beijing home. Join an ethnic minority village dinner party and talk to Naxi and Bai villagers about their lives. You will also explore Beijing’s imperial Forbidden City and Great Wall, and see Xi’an’s life-sized Terracotta Warriors, the tomb of the First Emperor of China. At night, you’ll feel right at home in family-friendly accommodations, including serviced apartments with kitchens. Join us on an unforgettable vacation as you immerse your family in China’s rich cultural traditions.

- DAY 1: Arrive in Beijing
- DAY 2: Beijing - Forbidden City, *hutongs* (traditional alleyways)
- DAY 3: Beijing - Great Wall hike, noodle-making, Kungfu show or Peking Opera
- DAY 4: Beijing to Luoyang - Kungfu at the Temple of Heaven, Bird’s Nest, Olympic complex
- DAY 5: Luoyang - Longmen Grottoes, local cultural arts
- DAY 6: Luoyang/Dengfeng - Kungfu at Shaolin martial arts school
- DAY 7: Luoyang to Xi’an - Forest of Steles, Muslim Quarter
- DAY 8: Xi’an - Terracotta Warriors
- DAY 9: Xi’an to Lijiang - Old Town, Jade Dragon Snow Mountain
- DAY 10: Lijiang to Dali - Ancient Tea and Horse Caravan Road, Dali Old Town
- DAY 11: Dali - Local market, Bai ethnic villages
- DAY 12: Dali to Shanghai
- DAY 13: Shanghai - Yu Gardens
- DAY 14: Depart Shanghai

OUR TRIPS

C l a s s i c s

SOUL OF TIBET

If you've always dreamt of visiting Tibet, then this is the trip for you. Located in China's far west, Tibet is a sacred land of stunning monasteries, soaring white mountains, and monks in crimson-colored robes. On this classic journey, we explore Tibet's sacred monasteries and pilgrimage routes, following in the footsteps of generations of devoted Tibetans and learn about local life while meeting with artisans and villagers along the way. We will visit resplendent Samye Monastery, believed to be Tibet's first monastery, and Tashi Lhunpo Monastery, founded by the first Dalai Lama. We also witness how Tibetan tradition plays a role in daily life through a meeting with a local Tibetan medicine expert and explore Tibet's natural scenery, including the turquoise waters of holy Yamdrok Tso Lake. An optional, post-trip extension to the Mt. Everest Base Camp allows for additional, stunning views.

- DAY 1: Arrive in Lhasa - Tsedang town, Changzhu Monastery
- DAY 2: Tsedang to Lhasa - Samye Monastery, Barkhor Street pilgrimage
- DAY 3: Lhasa - Jokhang Temple, Tibetan medicine expert
- DAY 4: Lhasa - Potala Palace, Drepung Monastery, Drogenling artisans
- DAY 5: Lhasa - Pabongka Monastery, hike to Chupsang Nunnery and Sera Monastery
- DAY 6: Lhasa to Shigatse - Yamdrok Tso Lake, Tashi Lhunpo Monastery pilgrimage
- DAY 7: Shigatse to Lhasa
- DAY 8: Rongbuk Monastery - Everest Base Camp hike
Post - Trip Extension to Everest Base Camp
- DAY 7: Shigatse - Sagya Monastery - Rongbuk Monastery
- DAY 8: Rongbuk Monastery - Everest Base Camp hike
- DAY 9: Everest Base Camp to Shegar
- DAY 10: Shegar - Onward to Nepal





OUR TRIPS

C l a s s i c s

MARCO POLO'S SILK ROAD

This journey retraces Marco Polo's famous footsteps along the legendary Silk Road in China's far west. Explore Central Asian traditions and immerse yourself in the diverse terrain of the region, from stunning desert landscapes to lush alpine forests. On our journey, we explore bustling bazaars; spend time with local Uighur residents; explore Karakul Lake; and encounter the sheer magnificence of the Flaming Mountains. All the while, we take in the glorious scents and flavors of the vibrant Central Asian culture that lies at the heart of Xinjiang province. A post-trip extension to another Silk Road oasis, Dunhuang in neighboring Gansu province, allows for one final step back in time.

- DAY 1: Arrive in Kashgar
- DAY 2: Kashgar - Id Kah Mosque, Sunday Bazaar, Abakh Khoja Mausoleum
- DAY 3: Karakul Lake - Upal village Monday market, Karakul Lake, overnight in yurt
- DAY 4: Kasghar to Yarkant - Kasghar Old City, Yengisar knife market, King of Yarkant's Tomb
- DAY 5: Taklamakan Desert - Khotan River, camel ride, desert camping
- DAY 6: Urumqi - Khotan jade and carpet workshops
- DAY 7: Turpan - Vineyard, Karez Water System, Jiaohe ruins and Sugong Tower
- DAY 8: Tuyugou Valley - Flaming Mountains - Urumqi
- DAY 9: Depart Urumqi
Post-Trip Extension to Dunhuang:
- DAY 8: Tuyugou Valley - Flaming Mountains
- DAY 9: Dunhuang - Mogao Grottoes, Shazhou Night Market
- DAY 10: Mingsha Sand Dunes, depart Dunhuang

A d v e n t u r e s

YUNNAN: SOUTH OF THE CLOUDS

Yunnan—which literally means “South of the Clouds” due to its location just south of the lofty Tibet-Qinghai Plateau—is home to some of the most diverse cultures, ecology, and terrain in China. With verdant low-lying valleys, spectacular white-capped mountains, rustic towns and villages, and a lively mix of ethnic minority communities, Yunnan has long inspired poets and travelers. On this journey, explore Yunnan’s natural and ethnic diversity and classic sights, including the UNESCO World Heritage Site of Lijiang. Navigate through villages and meet Bai, Naxi, and Tibetan ethnic minority communities. We visit an ancient trading post along the Tea and Horse Caravan Road; explore the region’s botanic and geological wonders at Jade Dragon Snow Mountain; and conclude in the mythical town of Shangri-La, where we witness the fascinating and deeply spiritual Tibetan world.

DAY 1: Arrive in Dali - Dali Old Town

DAY 2: Dali - Cangshan Mountain, Erhai Lake to Bai villages

DAY 3: Dali - Shaxi - Lijiang - Shaxi ancient trading post, Jianchuan Grottoes

DAY 4: Lijiang - Lijiang Old Town, Jade Dragon Snow Mountain

DAY 5: Shangri-La - First Bend of the Yangtze River, Tiger Leaping Gorge

DAY 6: Shangri-La - Songzanlin Monastery, Shangri-La Old Town, Tibetan architecture and art

DAY 7: Shangri-La - Tibetan home

DAY 8: Depart Shangri-La

A d v e n t u r e s

ANCIENT TEA AND HORSE CARAVAN ROAD

The most daunting trade route in the world, passing through the mightiest mountain range on Earth, the Ancient Tea and Horse Caravan Road linked the fertile emerald teas of Yunnan and Sichuan to the arid landscapes of the Tibetan Plateau, serving as a vital route for isolated tribes who referred to it as the “Eternal Road.” Remaining a virtual mystery to the West for over a millennia, the Road, its history and cultures, are now at long last revealed in all of its stunning diversity. Retrace portions of the Road, traveling diverse landscapes and immersing in culturally rich communities whose traditions have largely remained unchanged over the centuries. Along the way we will taste some of the best teas in the world at their origin; gain insight into the development of tea culture and how the daily lives of locals were impacted by the Road; and cross the deep canyons of several major rivers, the Yalong, the Jinsha river (the upper reaches of the Yangtze), the Lancang (Mekong), and the Nu (Salween).

- DAY 1: Arrive in Xishuangbanna
- DAY 2: Xinbanzhang - Laobanzhang village, origin of tea
- DAY 3: Xishuangbanna - Hike Yunnan’s tea forests to thousand-year old tea trees
- DAY 4: Shaxi to Dali - Shaxi Old Town, traditional tea ceremony
- DAY 5: Shaxi - Ancient Tea and Horse Caravan Road
- DAY 6: Shaxi - Lijiang, Jianchuan Grottoes
- DAY 7: Lijiang to Shangri-La - Lijiang Old Town, Shangri-La Tiger Leaping Gorge
- DAY 8: Shangri-La - Songzanlin Monastery, Pudacuo National Park, Old Town, traditional tea house
- DAY 9: Shangri-La - Artisan town of Gonjo, Ancient Tea and Horse Caravan Road
- DAY 10: Depart Shangri-La

A d v e n t u r e s

COUNTRY LIVING: RUSTIC LANDSCAPES OF GUIZHOU AND GUANGXI

With its pastoral landscapes and rich culture, the southwest provinces of Guizhou and Guangxi are an adventurous traveler's paradise. The region's rustic lakeside farms, terraced rice fields, jagged limestone karst peaks and rich cultural traditions have made it a favorite refuge for travelers for decades—one that never ceases to impress even after multiple visits. Selected as one of *National Geographic Traveler's* "Tours of a Lifetime," this journey takes you on an exploration of the breathtaking backcountry and vibrant ethnic minority culture of these historically secluded areas. Starting in Guizhou, we hike through remote pastures and rice paddies as we trace local footpaths from village to village, stopping to share meals and spend nights with local ethnic minority families, each with their own customs.

- DAY 1: Arrive in Guiyang - Qiangliang Shan, Cuiwei Yuan Park
- DAY 2: Guiyang - Ancient Han village, local opera
- DAY 3: Xiaba Village to Damochong Valley - Village homestay
- DAY 4: Dazhai Valley to Kaili - Hike mountain villages
- DAY 5: Leishan - Miao ethnic minority village, hike rice fields, village homestay
- DAY 6: Explore ancient villages of Langde and Datang, Rongjiang
- DAY 7: Rongjiang to Zhaoxing Village - Dong ethnic minority area, village homestay
- DAY 8: Sanjiang Village (Southern Dong ethnic minority) and Chengyang Village
- DAY 9: Longsheng - Hike Dragon's Back rice terraces, Zhuang, Yao ethnic minority villages
- DAY 10: Yangshuo - Li River, bike Yangshuo
- DAY 11: Yangshuo - Hike/bike Aishan Village/Moon Hill, bike Yangshuo countryside
- DAY 12: Depart Guilin





OUR TRIPS

A d v e n t u r e s

EXPLORING THE ANCIENT VILLAGES OF YELLOW MOUNTAIN

The ancient stone villages of east China's Anhui province were once home to some of the most successful businesspeople of the Ming Dynasty. Much of the original Ming and Qing architectural styles from these villages have remained intact and were the setting for the film, "Crouching Tiger, Hidden Dragon." Nearby, the misty peaks of Yellow Mountain (Huangshan) have inspired Chinese artists for generations. On our journey, we hike to the summit of Yellow Mountain and explore the terraced fields and bamboo forests of the surrounding countryside. Along the way, we discover the multitude of ancient villages for which the region is renowned—from the photogenic Hongcun, a UNESCO World Heritage Site, to the less-frequented merchant town of Chengkan. Meet local communities and appreciate the different histories and traditions that give each village its own unique character.

DAY 1: Arrive in Anhui - Yi County (Yixian), Xidi Village

DAY 2: Yi County - Hongcun Village, hike to Mukeng Bamboo Village, Huangcun Village

DAY 3: Huangshan - Hike Yellow Mountain

DAY 4: Yellow Mountain to Wan'an - Shizifeng (Lion Peak), Wan'an Village Ancient Street

DAY 5: Huangshan to Chengkan Village - Tangyue archways and Bao Garden bonsai

OUR TRIPS

A d v e n t u r e s

TRACKING WILD PANDA FOOTPRINTS

On this exclusive journey you will explore the main habitat of the world's remaining 1,600 wild pandas. Through a unique partnership with the World Wildlife Fund (WWF) in Sichuan province, WildChina has trained local staff on how to develop sustainable eco-tourism programs. This journey will be centered around Sichuan's Wanglang Nature Reserve. We will hike through bamboo and rhododendron forests, accompanied by Reserve staff, to track panda routes and help monitor infrared cameras that record evidence of their presence and behavior. Along the way, we'll learn about other rare wildlife, such as golden monkeys, red pandas, takins and birds, and have the chance to get up close to pandas by visiting a base that protects, breeds and studies them. Our trip also includes exploring the colorful foliage and ponds at the popular Jiuzhaigou Nature Reserve and Sichuan's local Tibetan traditions.

DAY 1: Arrive in Chengdu

DAY 2: Chengdu - Taichi, Chengdu Panda Center, opera

DAY 3: Pingwu - Local village, rice fields

DAY 4: Wanglang - Tibetan Baima village, hike Wanglang Panda Nature Reserve

DAY 5: Wanglang - Track wild panda routes

DAY 6: Wanglang - Hike Ancient Tea and Horse Caravan Road, Baima Tibetan herbalist

DAY 7: Jiuzhaigou Nature Reserve

DAY 8: Jiuzhaigou - Rize Valley, Five-Flower Lake and Mirror Lake

DAY 9: Depart Chengdu

OUR TRIPS

A d v e n t u r e s

TIBETAN YUSHU HORSE FESTIVAL

Journey to the grasslands of the Tibetan Plateau for the unforgettable Yushu Horse Festival. This horse festival is a living link to the traditions of the ancient Kingdom of Kham, in present-day Qinghai province. Tibetans from all over the Kham region gather here for this annual colorful celebration of traditional sport, song and dance. We also hike the stunning scenery of ancient Tibetan pilgrimage paths, receive blessings from a high lama, and mingle with nomadic families while watching horse and yak competitions – while camping in luxury in Tibetan-style, solar-powered tents in the Bartang grasslands. Our optional, pre-trip extension to Tibet offers an insiders' view of Tibetan life and spirituality.

DAY 1: Arrive in Xining

DAY 2: Yushu - Bartang Grasslands

DAY 3: Yushu - Damkar Monastery, high lama private blessing

DAY 4: Yushu - Place prayer stones at Gyanak Mani, hike Lepka Valley

DAY 5: Yushu - Hike Reshui Gou Valley pilgrimage

DAY 6: Yushu Horse Racing Festival

DAY 7: Jiuzhaigou Nature Reserve

DAY 8: Yushu to Xining - Qinghai Tibetan Medicine Museum, Kumbum Monastery

DAY 9: Depart Xining





A d v e n t u r e s

SONGTSAM CIRCUIT: SECRETS OF SHANGRI-LA

This trip takes you through stunning landscapes to the heart of authentic, ethnic cultures of northern Yunnan. Imagine waking up in a room facing the dramatic snow peaks of Kawagebo, sipping a cup of freshly brewed coffee in a courtyard garden facing the Mekong River, or meditating with a Tibetan master surrounded by idyllic Tibetan farm land.

On this memorable trip, adventurous explorations in the day are matched with warmth and comfort at night. Spend the day hiking a Tibetan pilgrimage route or driving through breath-taking views and over wind-swept mountain peaks of the Baima National Reserve, a UNESCO World Heritage Site. Then, enjoy the night in the elegant Songtsam lodges, built to bring the utmost comfort and capture the atmosphere of this remotest corner of Yunnan.

In Shangri-La, the Songtsam Lodge sits at the foot of the 300-year-old Songzanlin Monastery, one of the largest Lama temples outside of Tibet. Originally a traditional Tibetan residence, the boutique hotel charmingly combines Tibetan ethnic style with modern comforts. Its location offers breath-taking views of the surrounding scenery. The Benzilan Lodge is located in a lush green valley amidst barley fields and fruit orchards irrigated by snow melt runoffs. The Lodge is just a stone's throw away from the mighty Yangtze River and lovely white-walled Tibetan adobes. At 3,500 meters (11,483 feet), the Songtsam Meili Lodge sits on a high bluff overlooking the entire Meili Mountain. One can take a peaceful morning stroll in the nearby village, home to only five families, or sit on the balcony watching the sun slowly set over the mountains.

DAY 1: Shangri-La - Meditation with Tibetan Master, visit High Lama at Songzanlin Monastery

DAY 2: Benzilan - Artisan Workshop, Dongzhulin Monastery, trip to view the Yangtze River

DAY 3: Meili - Baima National Reserve

DAY 4: Meili - Hiking around Meili Mountain

DAY 5: Shangri-La - Naxi Village

DAY 6: Depart Shangri-La



OUR APPROACH

PERSON-TO-PERSON - To really understand a country, one has to meet the people who live there. Very often, the travel industry forgets this. WildChina takes the opposite approach. We bring you into people's lives and homes to see how they live and work.

SERVICE STANDARDS EXCELLENCE - We know that travel in China can be demanding and unpredictable. From the big cities to the remotest of villages, WildChina ensures your journey in China is comfortable. Whether you're staying in a 5-star hotel in Shanghai or camping on the Tibetan Plateau, WildChina guides always maintain our uncompromising level of service excellence, comfort and client safety. We avoid tourist restaurants and commissioned shops at all costs, and are thoroughly committed to the details – from bringing you fresh coffee and Chinese tea to compliment each morning's breakfast to always having clean linens on hand so you can sleep in peace and comfort even in a local village homestay.

UNMATCHED LOCAL EXPERTISE - WildChina's local knowledge and contacts network represents one of the strongest of any China travel provider in operation today. From our seasoned management team of local and international staff, to our group of program advisers comprising some of China's leading experts and scholars, the WildChina network demonstrates both breadth and depth. We know the ins and outs, hidden stories and special sites wherever our clients travel.

OUR APPROACH

INNOVATION - All of our offerings are built around a passion to create original and unique experiences. For private journeys, this means regularly reviewing travel itineraries to ensure they remain an off-the-beaten path, authentic China travel experience and oftentimes done by no one else. Whether you are an institution, corporation or private client, we customize our travel programs to match your interests.

RESPONSIBLE BUSINESS PRACTICES - WildChina cares deeply about honest, sustainable travel, and is committed to protecting the places we visit. We ensure that local people's traditional customs and cultures are observed and respected, local economies are supported, and strive to protect the natural environment by supporting conservation efforts and offering travelers carbon offset options.

GUIDES AND EXPERTS

WildChina's guides are passionate men and women who are natives of the regions they cover. We truly value our guides and the incredible work that they do to give our clients unique, once-in-a-lifetime experiences all across China. We also regularly engage with an external team of advisers and specialists who are considered thought leaders in the areas of Chinese history, culture and society. These experts help evaluate our itineraries on an ongoing basis and plan customized trips for clients with special interests and objectives. Here we offer only brief snapshots of a handful of our guides and experts. For more extensive information about our guides, along with video profiles and traveler feedback, see www.wildchina.com.

WHY WILDCHINA



BUNNY LIU

My favorite place is... Beijing. I love showing people around my city – as a native Beijinger, I can share alternative perspectives of Beijing.

I'm inspired by... guiding tours! For me it isn't merely a job—it's doing what I love most.

I became a WildChina guide because... I love traveling, learning about the world and meeting people. I love discussing Beijing's local culture and my experiences growing up during this phenomenal period of Chinese history.

WildChina clients are special because... I feel like they are part of my family.

Clients like... “her friendly, understanding, and warm persona, her fun-loving attitude and her very vast knowledge of her native city, Beijing.”

“Bunny was the most personable, helpful, agreeable guide I have ever had. She went out of her way to make sure that all of us saw, did, and had everything we wanted. She is very knowledgeable of the history of China and shared stories of her family and how they dealt with the turmoil in China over the last century. We all felt she was a real treasure and that we were so very lucky to have had her show us Beijing.

I will highly recommend WildChina to my friends.”

– Marianne P., WildChina traveler

WHY WILDCHINA



FRED HE

My favorite place is... anywhere that is off the beaten path.

I'm inspired by... the challenges and the new experiences that come with this job. I feel like I am an ambassador for China and each trip I take helps me grow in so many ways.

I became a WildChina guide because... I love being with people and making them happy. I put my heart into each of my trips.

WildChina clients are special because... of their diversity. My clients have ranged from young students at international schools to a Nobel Prize winner to businesspeople from Goldman Sachs and McKinsey.

Clients like... “Fred’s sense of humor, likable personality, his versatility and ability to adapt well to the clients he works with and his easygoing yet thorough approach.”

“Our family thoroughly enjoyed our trip to Beijing and Shanghai with WildChina, largely because of our tremendous Beijing guide, Fred He. Fred was so knowledgeable, flexible and so much fun to be with! He spoke excellent English and anticipated our every need. We appreciate all your excellent suggestions and your willingness to accommodate our special requests. We will heartily recommend WildChina to our friends.”

– Jennifer T., WildChina traveler

WHY WILDCHINA



XIAO ZE SHENG

My favorite place is... Guizhou – its unspoiled places, and minority villages where people live in a traditional way despite modernization and globalization.

Inspired moment... “On a hiking trip through mountainous Guizhou province, Xiao stopped at a remote village to shoot some hoops with the children of Leishan village. Suddenly, Xiao twisted his ankle badly. With a 2-hour hike from Leishan to the nearest road, the villagers of Leishan opened their homes and hearts to Xiao knowing there was no way Xiao could hike out as planned. The next day Xiao was able to hike out thanks to the Miao people’s local herbs and traditional remedies. When Xiao returned home, he decided to do something in return. The basketball court only had one hoop and was made of dirt. So Xiao decided to build a real basketball court. The WildChina staff was moved by Xiao’s story, and decided to help. As a result, Leishan got their basketball court just in time for school to start.”

WildChina clients are special because... they appreciate distinctive places.

Clients like... “Xiao’s easy-going and people-pleasing personality, his expertise in Guizhou culture and arts, and his love for the Miao people.”

“We got along so well with Xiao, our guide. He was amazing. We love the outdoors so we got along quite well. He was so flexible and really listened to us and learned what we were interested in and tailored the days to meet our interests and needs. We felt in very good hands during our 7 days and felt very well taken care of. We loved our trip to China and hope to return again some day. Thanks to all of you at WildChina for a wonderful trip.”

– Mary D., WildChina traveler

WHY WILDCHINA



JESSIE SHI

My favorite place is... Yunnan, where I was born and raised. I am Naxi, an ethnic minority in Yunnan, and I grew up in the Yunnan countryside and had a wonderful childhood.

I'm inspired by... my father. I learnt a lot from him, especially his optimistic character. My father was full of humour, and kept our family harmonious and happy. He loved to help others. I am also inspired by Buddhist art and iconography, and am always learning more about it.

I became a WildChina guide because... guiding is a lifestyle, not just a way of making a living. As a guide, I am a window through which I can help others to understand my country and culture.

WildChina clients are special because... I feel like they are friends with whom I enjoy sharing stories about myself, my community and my culture.

Clients like... “her optimistic and helpful attitude; her willingness to make suggestions for extra things to do based on her clients’ individual tastes.”

“While we were satisfied with our guides in each place we visited, there was one person who stood out: Jessie in Lijiang. From the moment she picked us up at the airport, waving and smiling, we felt welcome. She was knowledgeable, helpful and a delight to be with. She always suggested extra things for us to see, including the ethnic dances at the cultural center in Lijiang, which was world class and something no one should miss. She also took us to some special places within the old city, including a noodle restaurant, a real Chinese experience. On our last day, once she learned my husband liked to ride horses, she found a place for us to do that. She always went the extra mile. We cannot thank you enough for giving her us as a guide. My husband and I had a wonderful trip.”

- Deecy and Douglas G., WildChina travelers

WHY WILDCHINA



NYIMA

I believe... in responsible tourism, ensuring that the natural beauty and integrity of this amazing region are upheld.

My favorite place is... Tibet – its amazing beauty, its communities, and hidden gems in unknown corners.

I became a WildChina guide because... I love travel and I love people. I hold a degree in hotel management, but much prefer being out on the road as a guide.

I'm inspired by... mountains. I'm fascinated by Mount Everest and take mountaineering courses whenever time allows.

Clients like... “his experience and first-hand knowledge of local cultural and religious practices and his thoughtfulness and friendly and flexible attitude.”

“Our guide in Lhasa, Nyima, was very friendly and very flexible. He was happy to help us find different places to eat and offered many recommendations. As a guide, he had a good knowledge of local customs, religious practices, and history. He was also on friendly relations with many people in the area, such as the nuns at the nunnery we visited. This gave us an opportunity to speak with some local people, which was really interesting.”

-Sara L., WildChina traveler

EXPERTS

Freda Murck - Classical Chinese Art Expert

Freda Murck earned her PhD at Princeton University in Chinese art and archaeology with an emphasis on the history of Chinese painting. She has worked in the Asian Art Department at the Metropolitan Museum of Art in New York. She is the first foreign curator at the Palace Museum, and teaches at China's prestigious Peking University. "When I explain the history of the Forbidden City, I don't just give the 'official' story," says Freda, "I bring it alive through details on its philosophical background, symbolism and a feel for daily life in the palace and the city – and I always encourage questions and discussion."

Katherine Don - Contemporary Art Expert

Katherine Don is a Chinese contemporary art consultant based in Beijing. In 2005, she co-founded RedBox Studio, which exhibits Chinese contemporary art collections. "China's arts viewed from abroad only offer a glimpse of the diversity of China's on-the-ground art scene. I bring clients to the art districts, to meet artists in their studios and view private collections. Whether leading a tour for curators, hosting a talk for collectors, or introducing the art scene to the first-time enthusiast, I strive to make the most of a client's visit to China," says Katherine.

Anne Warr - Shanghai Architecture Expert

Anne Warr is an architect who has lived in Shanghai since 2003. She has written numerous articles about Shanghai for local and international magazines and is currently authoring an architecture guide to Shanghai. She is a founding member of "Save Shanghai Heritage," a volunteer group producing walking tour brochures of Shanghai's twelve Conservation Areas. Anne explains, "I prefer to tell stories about Shanghai by taking clients on a walk around the city. Because I've spent so many years researching and writing about Shanghai, my head is like a filing cabinet. Depending on a client's interests, I can reach into the filing cabinet and pull out a story that matches my client's interests."

EXPERTS

Jeff Fuchs - Ancient Tea and Horse Caravan Road Expert

Having lived for much of the past decade in Asia, Fuchs' work has centered on indigenous mountain peoples, tea and the Himalayas. His photos and stories have appeared in numerous publications, and his book, *The Ancient Tea Horse Road* (Penguin-Viking Canada) documents his ground-breaking journey along the length of the famed caravan route. Fuchs has been awarded a grant from the prestigious Banff Mountain Institute to continue his work documenting the fast disappearing cultures of the Himalayan Plateau, and he is a member of the fabled Explorers Club, which promotes sustainable exploration and preservation of the globe's natural sanctuaries. Says Jeff, "My passion for the subject matter gets transmitted to clients. I keep my presentations 'human', as my intimate knowledge of the cultures comes more from living with the cultures than theoretical study. I impart information that is very much a 'reality' as opposed to theories."

Han Lianxian - Southwest China Birding Expert

Han is a keen conservationist and wildlife photographer whose field research has brought him to rainforests, alpine woodlands, lakes and wetlands all over China. He undertakes intensive field studies on wildlife in Southwest China each year, and is most proud of his research on the behavioral ecology of the Lady Amherst's Pheasant, for which he spent two years deep in the mountains, and lived alone in the forest to observe the incubation process for a month. He has a Master's degree in Zoology from the Kunming Institute of Zoology, Chinese Academy of Sciences. Currently he is Professor of Conservation at Southwest Forestry University. Says Han, "I was born in the western mountains of Hunan province, and have had a passion for wildlife since childhood. I am always keen to share my enthusiasm for conservation and my knowledge of wildlife in Southwest China."

PLANNING YOUR TRIP



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BEST TIME TO GO

Generally speaking, the best times to travel in China are usually spring (March to May) and fall (September to early November). Northern China's winters are very cold, with the temperature often dropping to sub-freezing temperatures; summers can be blisteringly hot and dry.

Exceptions to this would be areas of southern China, such as parts of Yunnan, where winter is cold but not unbearably so. Likewise, summer in high altitude areas such as Tibet and Qinghai are recommended.

Also to keep in mind are China's major public holidays, when travel can be difficult due to overcrowding. This includes Chinese New Year, May Day (the first week of May) and National Day (the first week of October).

WHERE TO GO FOR FIRST-TIME TRAVELERS

For first-time travelers wanting to explore this vast country – especially those who may not have the chance to travel in China again in the near future – we recommend one of our classic China itineraries that include the places we believe absolutely cannot be missed: Beijing, Xi'an, parts of Yunnan province, and finally, Shanghai.

In Beijing, China's capital, you will see the great icons of China: the Great Wall and the Forbidden City. WildChina's itineraries show you the lesser-known sections of the 'real' Wall and will tell you the stories behind the Forbidden City. The old parts of Beijing, where people live along narrow alleyways, are also not to be missed. In Xi'an, China's first emperor, Qin Shuihuang, had all the now well-known Terracotta Warriors built to guard him in his afterlife – a truly stunning site rich in details. Yunnan province is a must-see for its diverse ethnic culture and stunning scenery. Finally, Shanghai - home of The Bund and skyscrapers housing the myriad multinational companies that have relocated their headquarters from Hong Kong – is the perfect place to round out your travels and exit China for home.



THE WILDCHINA STORY

Our story began on the slopes of Tibet's Mount Kailash. The company founder, Mei Zhang, found herself braving high altitudes and a harsh landscape. After completing the kora (pilgrimage route) and spending the night in a neglected guesthouse, she awoke to beautiful snowcapped mountains alight with the sunrise.

The breathtaking view brought Mei a deep sense of fulfillment—yet she stood alone and exhausted from her journey. Disappointed by how little support was available for travelers looking to get off the beaten path in China, Mei was inspired to start her own travel company dedicated to offering stress-free and responsible travel to China's most special destinations.

Born to a modest local family in the southwestern Chinese province of Yunnan, Mei made her way from Yunnan to Harvard where she earned an MBA. Her local knowledge and international worldview helped Mei have the vision to follow her dream of a travel company dedicated to providing authentic, interactive travel experiences while protecting local cultures and environments, so that the wild parts of China could have something to offer the world for years to come.

What started initially as a premium travel provider for individuals has since grown into a company with a large and diverse clientele. WildChina today not only continues to serve our original intrepid, independent travelers, but also high-end private tour groups, educational institutions, nonprofit organizations, overseas travel partners and corporations all looking for top-level destination management. At WildChina, adventure and luxury are synonymous, meaning that we bring comfort to a truly distinctive experience.

CONNECT WITH US

Browse our photos, read travel tips, and watch videos of our favorite places. For a full-range of detailed itineraries, up-to-date travel information and much more, visit us online at www.wildchina.com.

Also, connect with us on:



WILDCHINA TOUCH IPHONE APPS

WildChina Touch iPhone apps for China's iconic sights and cities are perfect companions for independent visitors. Available at the iTunes Store, these mobile apps share unique perspectives about China, both historic and modern. It's China at your fingertips.



PRAISE FOR WILDCHINA

FROM OUR CLIENTS

“A good reason to have WildChina organize your trips is that they make the tour fit your needs so ... you do the things you want to do.”

- *Orville Schell, Asia Society*

“I’m totally impressed with the WildChina staff. You can be very proud of your team as they are in the top tier of professionals I have had the pleasure to work with in all of my travels around the world.”

- *Murray Mold, VP Sales and Marketing, Destination Cinema*

“From the moment we arrived, your incredible staff ensured a safe, smooth, and productive trip. Your professionalism, dependability, and attention to detail as our liaison cannot be understated and it has been a pleasure working with you.”

- *Shamir Shahi, Deputy Chief of Staff, UN Foundation*

“My clients were ABSOLUTELY THRILLED with their guides in China and their experiences - their cooking lesson, their market purchases and their restaurant meals. The trip could not have worked out better!”

- *Karen H., Protravel International Inc.*

“China must be seen with an adventurous spirit and an open mind. We saw a bit of everything – a glorious past, a glimpse at more recent history, wonderful craftsmanship, unforgettable sites.”

- *Lawrence Moquette, Managing Director, Punda Mercantile Inc. Canada*

FROM THE PRESS

WildChina founder, Mei Zhang, has been named one of The World's Top Travel Specialists by *Condé Nast Traveler*. “Zhang wants to show you the ‘authentic China,’ beyond anything you’ll find in guidebooks, and—as a Yunnan Province native, Harvard MBA, and former consultant for The Nature Conservancy—she has a vast network of in-country experts in nearly every field that can make this happen,” says *Condé Nast Traveler*.

WildChina was named by *National Geographic Adventure* as one of the “Best Adventure Travel Companies on Earth” – the sole China-only operator chosen. *Travel + Leisure* included WildChina’s founder in its annual “A-List: The 129 Top Travel Agents” in the world. WildChina was also included in *National Geographic Traveler*’s “50 Tours of a Lifetime.”



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