



**FOR IMMEDIATE RELEASE:**

**SITA World Tours Awarded 2013 “Best Overseas Tour Operator to India from North America”**

*Los Angeles – February 19, 2014 –* In a ceremony held by the Ministry of Tourism, Government of India, SITA World Tours was honored to receive the award for “Best Overseas Tour Operator to India from North America” for 2012-13.

The National Tourism Awards were held on Tuesday, February 18, 2014 at Vigyan Bhawan in New Delhi, India. The award was presented to SITA by Shashi Tharoor, Minister of State for Human Resource Development and former United Nations Under-Secretary General for Communications and Public Information. Pete Sohi, SITA’s Operations Manager headquartered in Los Angeles, was present to accept the award on behalf of SITA World Tours USA/Canada.

Each year, a committee formed by Ministry of Tourism, Government of India selects tour operators from all over the world to be recognized for their performance in the promotion of India as a destination. After a careful selection process, the winners are announced at the National Tourism Awards held in New Delhi. According to the Ministry’s guidelines, awards are given to “various segments of the travel and tourism industry every year...in recognition of their performance in their respective fields.”

SITA World Tours was one of the first tour operators in the United States and Canada to create and sell packages to India. Specializing in deluxe and luxury touring, SITA recently expanded their India products to include “Affordable India”, a line of culturally rich itineraries with even more competitive price points. Adding to numerous accolades for their service in the tourism industry, SITA’s 2012-13 award is the fourth they have received from India’s Ministry of Tourism, previously receiving the honor of “Best Overseas Tour Operator to India from North America” in 1997-98, 2005-06 and 2007-08. 2013 marked SITA’s 80<sup>th</sup> year as an exotic destination tour operator to the American Market.

###

**FOR MORE INFORMATION:**

Laudie Hanou  
SITA World Tours  
16250 Ventura Blvd, Suite 300  
Encino, CA 91436  
[www.sitatours.com](http://www.sitatours.com)  
[laudie@sitatours.com](mailto:laudie@sitatours.com)  
800 421 5643 ext. 1501