

Vacations Of A Lifetime

Unlock The Wonders And Mysteries Of Asia

(NAPSA)—A cradle of ancient, fascinating cultures, Asia has seen an absolute explosion in tourism in recent years—more than 30 percent in 2005 alone. From Shanghai's skyscrapered skyline to Cambodia's vast Hindu temple complex of Angkor Wat, the world's most populous continent is more welcoming than ever, and beckons travelers with enticing, enriching experiences.

But Asia's wonderful complexities make it just that—complex—and, for Americans, a vacation to Asia is a sizable investment. Often a multiweek journey due primarily to the distance one must travel, a trip to Asia means extensive planning and a myriad of pre-trip decisions. The first, and often the hardest, choice is determining which destinations in Asia are right for you. Japan or India? Hong Kong or Saigon?

Once a destination—or destinations—has been settled upon, the must-see attractions merely scratch the surface. Visitors to China won't want to miss the Great Wall, and those heading to Malaysia have the bird's-eye view from the massive Petronas Twin Towers well in their sights. But those lesser-known, off-the-beaten-path experiences—for example, that unbelievable restaurant or craft store hidden in New Delhi's labyrinthine streets—are where the help of a travel professional truly becomes essential.

Working with a certified travel specialist in one or more destinations in Asia helps ensure that travelers discover their own little piece of this amazing continent. Agents who specialize in Asia and are intimately versed in its attrac-



Before visiting Asia, it can help to consult a travel specialist to plan out a memorable vacation.

tions, activities and culture can sculpt a customized vacation that suits travelers' personal tastes, wants and needs, and can be the difference between walking into a wonderful experience and walking right past it. Travel specialists also have the most current and complete information on hotels, touring options, seasonal rates and special offers that can both save money and create lasting memories.

When searching for a dedicated Asia travel specialist, a good place to start is by contacting American Express Travel. The world's largest travel company has a broad range of travel agents that include those specializing in the Far East, the Indian subcontinent and points in between.

A list of specialists is readily accessible at www.americanexpress.com/travel. The Web site also features all-inclusive packages and deals throughout Asia. In addition, those booking with their American Express Card can receive special benefits, from double Membership Rewards points to a \$100 statement credit.