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### **SITA Adds Central America to Latin American Product Line**

**(Encino, CA, November 15):** In their new 2012/2013 brochure, SITA World Tours is announcing exciting new additions to their South American itineraries as well as the introduction of Central American tours to their product mix.

According to the SITA Product Manager, Anshuman Khanna, "We are very pleased with our new South and Central American tours. We've been able to add extra touches that we call 'SITA Exclusives' that enhance the experience to make every SITA itinerary even more dynamic and memorable." Those 'value adds' include such popular features as diving in the Galapagos Islands, unique cruise excursions, spa treatments and culturally significant souvenirs and artwork.

The addition of tours to Central America gives SITA guests the option of visiting some of the world's most fascinating Mayan ruins including the World Heritage Sites...the Copan ruins, the Tikal ruins and Joya de Ceren, which much like Pompeii, was a thriving Pre-Columbian city frozen in time by an erupting volcano. Other popular highlights include a visit to Chichicastenango with its vast open air market and a tour to Ruta de Las Flores where some of the world's best coffee is produced.

SITA has developed a broad spectrum of Central and South American products that successfully combine pre-Hispanic and colonial history, sensitivity to the grandeur and diversity of nature and the color and vibrancy of local culture. The new SITA itineraries offer opportunities to explore Central and South America from the lush rain forests of Costa Rica to the wind swept majesty of Patagonia. In addition, SITA is a Green Globe

Certification member, underscoring their high standards in sustainability and in promoting green travel.

SITA World Tours has a reputation spanning more than 79 years of excellence in luxury travel. With popular itineraries to **Africa, India, Asia and South & Central America**, SITA has thrived in the highly competitive travel industry by offering customized opportunities and by partnering with travel agents to deliver the comprehensive services and value luxury travelers appreciate.

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