

## TRAVEL PULSE | SEPTEMBER 10, 2010

## China Specialist Wendy Wu Tours Opens in North America

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Wendy Wu Tours, which says it has established itself as the U.K. and Australia's largest tour operator to China over the past 12 years, has opened in North America effective Sept. 9, 2010. The operator focuses on value, fully-inclusive tours and unique offerings at prices that start at \$140 per day. It also claims to offer entry to areas not accessible to other operators, as well as top-notch customer service.

Wendy Wu Tours said it offer travel agents commission on every aspect of the sale – including any fuel surcharges and tax. A new 68-page full-color brochure has been produced called Wendy Wu's China that highlights the company's many offerings. In addition, a new North American website has been unveiled to serve agents at [www.wendywuschina.com](http://www.wendywuschina.com).

Offering group and private tours, Wendy Wu's China said it is expecting to set a new standard for travel to China – making it easier for consumers and travel agents to know the full cost of the tour by including all of the costs in the upfront pricing. That means the price includes all international flights (from NYC and LAX), fuel surcharges, taxes, accommodations in centrally-located superior-three- and four-star hotels, three meals a day, intra-China transportation, daily tours and entrance fees, evening entertainment, English speaking guides, a Wendy Wu's China manager escort, and the \$190 visa fee and processing. The only additional charge is the gratuity.

Under the leadership of Tibetan-born, China-raised Wendy Wu, the company has a track record of introducing guests to Chinese destinations long before they become mainstream or the focus of other tour operators. As a true China specialist, Wendy Wu has cultivated important travel relationships in China for years and is able to offer her guests insider access to some of China's lesser known treasures.

For example, the company offers an "Epic Dreams" tour of the Mt. Everest Base Camp on the Tibet side, where guests must pass through a special army reserve station and stay in army barracks. It also features Zhangjiajie, where the variety of different terrains, including mountainous regions, upland areas, plains, and Karst rock areas gained fame as the site for the scenic landscapes in the recent mega-hit movie "Avatar."

Fourteen fully-inclusive group tours range from 10 days to 29 days, and start as low as \$140 per day. Tours include "Dreams of Nature," "Himalayan Express," "Silk Road Explorer" and "Epic Adventure." The company's 27-day China Highlights program (\$3,790 per person double) includes in-depth exploration of Beijing, Shanghai, Xian, Chengdu, Suzhou, Hangzhou, Guilin and a Li River Cruise. The 10-day China Experience, priced from \$2,490, features visits to Shanghai, Wuzhen, Xian and Beijing. Group tours have a maximum of 28 persons in 50-passenger coaches for most programs. Single supplements are available as well as sharing opportunities.

The company also offers eight fully inclusive Private Tours designed for small groups, reunions, family groups or alumni groups. All are customizable and upgradeable. Suggested offerings include an 11-day "Tibetan Trails," taking in Chengdu with visits to the Panda Reserve, Lhasa, Gyantse and Shigatse (\$3,790 per person), and the 14-day "Majestic Yangtze," with Shanghai and Beijing bookending stays in Chongqing, Chengdu and Xian, as well as a four-day exploration of the Yangtze River (\$4,090 per person). For more information, call 877-993-6399 or visit [www.wendywuschina.com](http://www.wendywuschina.com).



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