

'We love travel agents, and for our clients, they're the only way to go.' — Wendy Wu

Nendy Wu Tours rolls out 'six-star' upgrades to its itineraries

/ Kenneth Kiesnoski

Nendy Wu Tours, long a purveyor of China tours in Australia and the U.K., is marking 40 months in the U.S. market by introducing

“six-star” upgrades to its 29 China programs, stressing its value proposition and solidifying travel agent outreach.

Speaking from the operator's U.S. offices in New York, Chief Executive Wendy

Wu said that “compared with our starts in Australia and the U.K., this [U.S. debut] has been better.”

Wu said bookings of the operator's 29 itineraries for 2011 have been vigorous since

they became available here in September. In addition, the vast majority of reservations have been made through travel agents.

“We love travel agents, and for our clients, they're the only way to go,” Wu said.



Wendy Wu

CEO
Wendy Wu Tours

Wendy Wu Tours pays 10% commission on land and visa fees and 5% on air, fuel surcharges and taxes, with volume-based increases for top producers. The operator also offers retail partners support with co-op advertising and destination training.

Wu said that her all-inclusive, “four-star” group tours have proved her most popular product in the U.S., although she also offers private and FIT products as well as pre- and postcruise extensions and five- and six-star upgrades.

Wendy Wu Tours does not market to the budget traveler, but Wu stressed that even her firm's standard, all-inclusive itineraries offer “excellent value.” For example, the price of a 10-day, fully inclusive, introductory itinerary such as Beijing-Xian-Shanghai starts at about \$2,490.

“But that includes roundtrip airfare, four-star hotels, three meals every day, all tours and guides and even the Chinese visa fee,” she said. “People just can't believe it.”

A constellation of offers

For an additional \$800, clients can book a standard group itinerary to China as a private tour, including personal guide and private driver. For \$800 more, or \$1,600 total on top of standard group rates, accommodations can be upgraded from four stars to five, upgrading in Beijing from the Superhouse International Hotel to an InterContinental property and in Shanghai from a Ramada to the Four Seasons.

Newest to the operator's U.S. product lineup are “six-star” upgrades to five-star itineraries. For yet another \$3,000, or \$4,600 plus standard group tour rates, clients have, in effect, the run of China.

CHINA

Wu said the six-star upgrades are for clients who “want only the best of the best and unique experiences, such as a helicopter ride over the Great Wall and private lectures in museums.”

Yet, four-star experience or six, Wu said quality service levels remain the same. “The most important thing is our service, so we take very good care of our clients,” she said.

“Our guides meet clients as soon as they arrive in China to look after them all the way through the country,” Wu added. “They fly with them, dine with them, tour with them and stay in the same hotel as them.” Visit www.wendywuschina.com.



PACIFIC DELIGHT TOURS
Remarkable Journeys • Exceptional Value®

www.pacificdelighttours.com (800) 221-7179

SAVE UP TO \$400 PER COUPLE
CHINA Summer Sale for the Stylish Traveler



BOOK an Air Inclusive **Grand Yangtze Gold Experience** or a **Grand Yangtze Silver Experience** for tour dates in June, July & August by April 30, 2011 to take advantage of this exclusive offer.

SAVE \$100* PER COUPLE

+ \$100 on board cruise credit
(per couple, applies to selected items)

17 DAY GRAND YANGTZE RIVER

Air Inclusive SILVER Experience

Shanghai, Yangtze Cruise (Nanjing, Huangshan
(Yellow Mtn.), Wuhan, Yichang & Three Gorges Dam,
Three Gorges, Fengdu, Chongqing), Xi'an, Beijing

All flights, fuel surcharges & transfers, Deluxe hotels,
40 meals, Five-Star Victoria Cruises with private balcony,
shore excursions, sightseeing, performances and more.

Promo Code: AGHA1YS16VL

from \$3,299*

SAVE \$200* PER PERSON

15 DAY GRAND YANGTZE RIVER
& **HUANGSHAN MOUNTAIN**

Air Inclusive GOLD Experience

Beijing, Xian, Yangtze Cruise (Chongqing, Downstream Yangtze
River Cruise, Huangshan (Yellow Mtn.), Nanjing, Shanghai)

All flights, fuel surcharges & transfers, FIVESTARPLUS® hotels,
33 meals, Dynasty Dinner Show, Five-Star Victoria Cruises
with private balcony on EXECUTIVE Deck,

Upgraded A-La-Carte meals on board, shore excursions,
sightseeing, educational lectures, performances and more.

Promo Code: AGHATYX14VL

from \$4,299*

* All Prices are per person, based on double occupancy and subject to availability. Air-inclusive price includes air from LAX (JFK add \$200). Air-inclusive prices include fuel surcharges, but do not include up to \$120 in government-imposed taxes and fees, including the Sept. 11th security fee, which apply and are additional. Additional baggage charges may apply. For details please check with website(s) of cooperating airline(s). All prices subject to change without notice. Preferred accommodations subject to change to similar class accommodations. Your final air-inclusive price is guaranteed when your air schedule has been confirmed, and your full deposit has been received. Air seats are limited and non-refundable. You may wish to purchase Travel Protection insurance. This offer cannot be combined with any other offer, discount, or promotion. Must be booked by April 30 2011. For tour dates departing in June, July & August 2011 only. Applies to new bookings only. CST 2001314-20