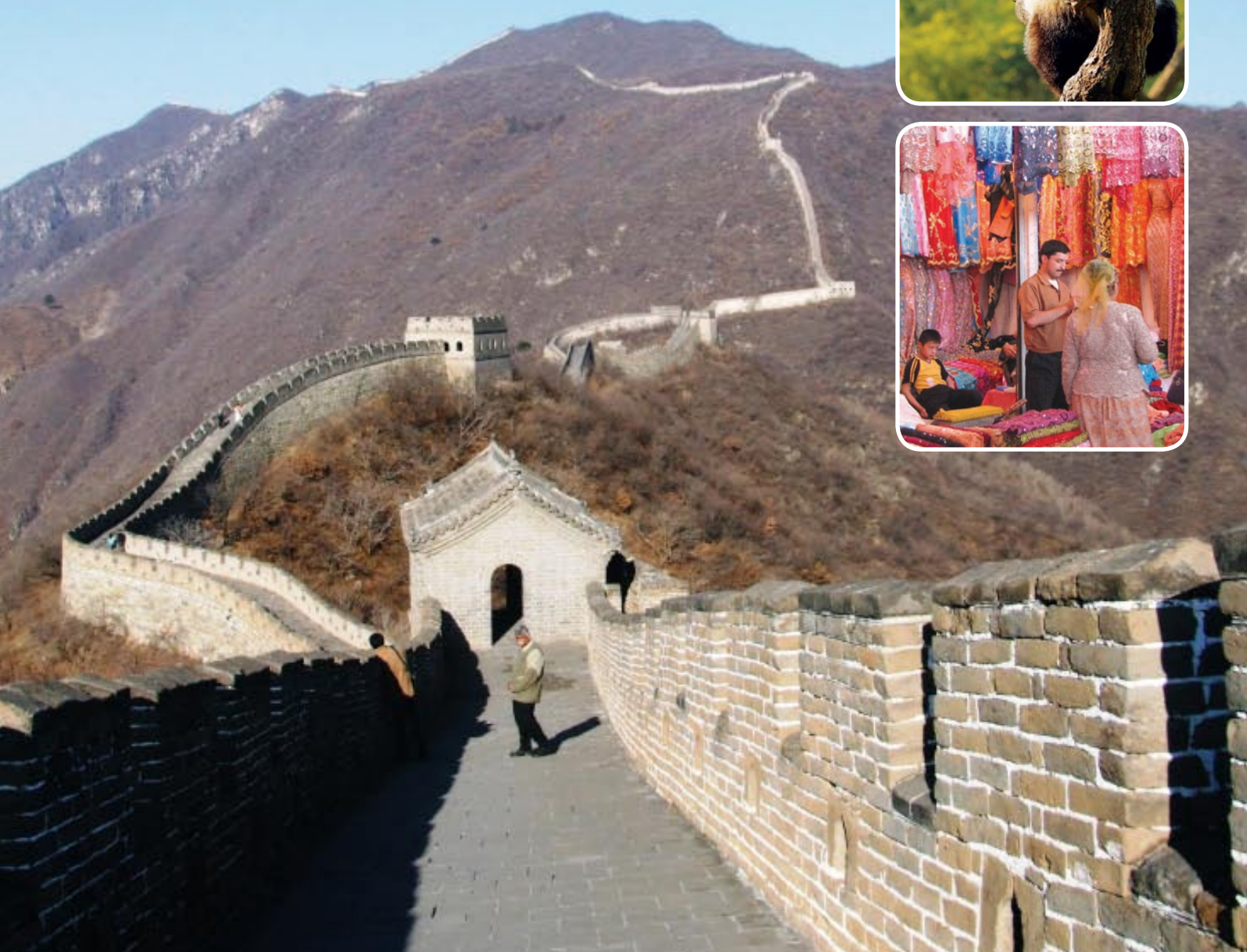




CHINA TODAY

Travel Today Feature

08 April 2011



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GO HOLIDAYS! CHINA TODAY

Travel Today Feature P1



Over 20 China Tours

Wendy Wu's 2011 brochure offers 23 fully-inclusive China tour itineraries, ex New Zealand. The tours include flights, transport, accommodation, meals, entrance fees and tours, guide services and departure taxes where included in airfare. "This represents not only great value but also convenience for both agents and clients, plus agents will be making commission on every aspect of the tour," says GO. The 10-day A China Experience tour is the top-selling itinerary for Kiwis, with repeat passengers opting for the longer tours into the regions.

Why Sell Wendy Wu

- 1 Proven tour concept, product and service.
- 2 Fully-inclusive tours (excl. compulsory tipping) paid in NZD.
- 3 Excellent value for money, expert English-speaking guides.
- 4 Large repeat Kiwi customer base, earning agents on-going revenue.
- 5 Earn commission on the entire tour from airfare, meals and entrance fees.

More Kiwis Discover China With Wendy

Watching Cricket Fighting in a Beijing Hutong might not be high on the bucket list, but it's the quirky and unexpected encounters that often end up among more memorable travel experiences—and it's just one of the interactions with locals that clients may experience on one of the increasingly-popular Wendy Wu tours of China.

Local GSA GO Holidays says Kiwi demand for all-inclusive Wendy Wu product continues to grow both with first-time travellers to China, and for repeat Wendy Wu clients looking to get beyond the main centres.

While the wholesaler stresses that cricket fighting is not on every itinerary, it says the ad hoc encounter is just one of the memorable tour extras made possible due to Wendy Wu's extensive network of reliable local operators.

... Increased Profile

Increased air services and a heightened consumer awareness of China has seen Kiwi travel spike upward.

In May Air New Zealand will move to a daily China service, making it easier to get there, and GO says the destination is very suited for tour holidays.

"China has an amazing amount of things to see and do and a huge variety of transport and touring options, which can make it overwhelming for a first time visitor—plus there's the language barrier for many New Zealand travellers," says GO Asia product specialist Emma Robertson. "This makes it an ideal destination for group travel—with the organisation taken care of, clients can focus

Wendy Wu Kiwi Growth

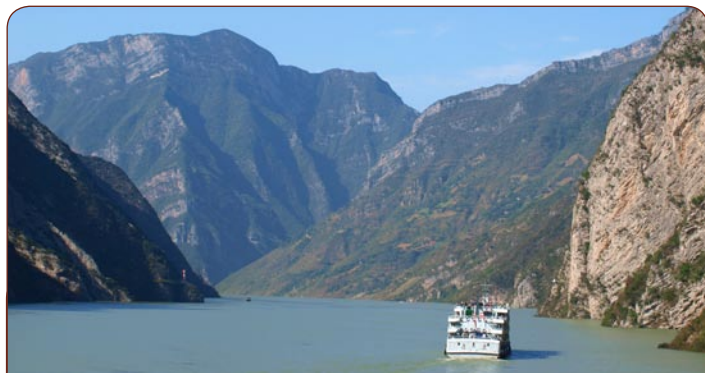
Sampling Local Cuisine

For some first-time travellers to China, the prospect of dining can be daunting.

However, GO says the restaurants included on Wendy Wu tours all offer authentic local cuisine, allowing clients to experience the varied regional specialties. "The tour leader will know which dishes to recommend, can explain any dietary needs to the staff and can offer suggestions for those wanting to try something a bit different," says GO.

on enjoying their trip and making the most of their time in China. Plus agents can earn commission on the entire holiday."

Hotels included in Wendy Wu tours are all inspected regularly to ensure standards do not slip, and the local guides and National Escorts must meet strict qualification standards, adds GO.



Yangtze River Cruising With Wendy Wu

In response to growing demand, Wendy Wu also offers Yangtze River cruises, which GO says give clients a quality experience.

The most popular four- to five-star option is the 19-day Grand Yangtze Tour on Victoria Cruises. All cabins in the American-owned cruise fleet feature balconies, including the 130-cabin Victoria Prince, which operates the Grand Yangtze. The cruise sails ex Wusong (near Shanghai) to Chongqing, offering an eight-night cruise down the river. Ports of call include Nanjing, Mt Huang (Yellow Mountain) and Wuhan, as well as favourites like the Three Gorges Dam, the "Ghost City" of Fengdu and the

Danling Small Gorges. Prices start at \$5825 pp twin share, fully inclusive ex New Zealand.

... Cruise Tour Combo

Wendy Wu has seven tours featuring a Yangtze River cruise, offering a shorter version of the Grand Yangtze cruise between Yichang to Chongqing. These cruises take in the Three Gorges and Fengdu using high quality cruise boats. "It's a great way for agents to get their clients looking at China—its one of those iconic cruises, like a Nile cruise, and a great way to see a bit of rural China as well as major cities and tourist sites," says GO.



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*please note Compulsory Tipping is paid locally in USD

GO's Beijing Tips

*Urge clients to always take a hotel card (with the name and address of the hotel in Mandarin) out with them as many taxi drivers don't speak English. Clients can ask the hotel concierge to write their destination in Mandarin, and English, for the same reason.

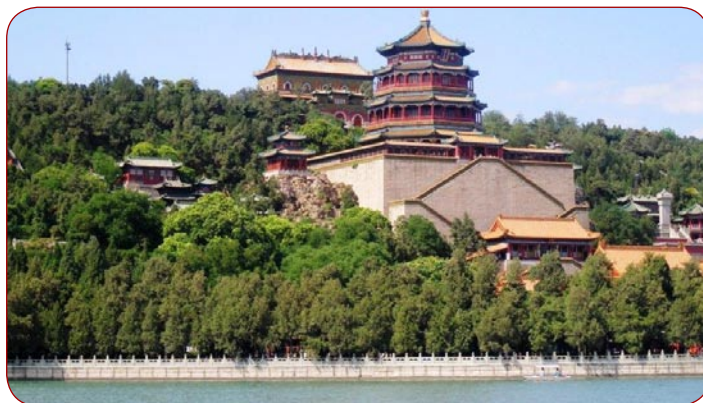
*Bargaining is expected in the many markets offering a huge variety of knock-off goods—such as the hugely popular Silk Market. Urge clients to decide how much they want to pay for the item and start ridiculously low. As a general rule suggest clients pay somewhere in between their first offer and the vendor's.

*For those looking for a local experience, suggest a traditional Chinese foot massage. While the in-hotel spa options can be pricey, hotel concierges can recommend a nearby reputable option. Prices are around \$20 for a one-hour massage.

*Qianmen is a gate in Beijing's historic city wall and known as the city's oldest shopping district. Located south of Tiananmen Square, the picturesque area offers a wide boulevard of shops and dining options, leading off to a network of narrow alleyways and traditional Chinese fare and wares.

*Beijing is also handy to a number of popular Great Wall of China spots including the nearby Badaling and more rural Mutianyu.

Beijing: A Chinese City Of Contrasts



Laden with historic palaces, temples and the quintessential Chinese hutongs (traditional neighbourhoods connected by alleyways) Beijing also boasts edgy bars and boutiques for those looking for a more modern city experience.

Known as the cultural, as well as the political capital of China, GO says Beijing is an ideal starting point for first-time travellers to China.

Some English is widely-spoken and thanks to the 2008 Olympics the city's road information and signs at its notable sights are all in English too.

Beijing must-sees includes the city's

notable cultural sites: the Forbidden City, Tiananmen Square, The Summer Palace (pictured) and Temple of Heaven, says the wholesaler.

The lakeside bars and dining at Ho Hai charge tourist prices but are highly recommended—and it's an ideal spot to take a bicycle rickshaw ride through the historic hutongs (narrow lanes) and courtyard houses which date back to the Ming Dynasty.

The Sunlitun area is a hotspot for Westerners and the Beijing ex-pat community and boasts a host of up-market western stores and notable eateries, it adds.

Central City Base

Novotel Beijing Xin Qiao, located in central Chongwenmen, is an ideal Beijing base. Tiananmen Square, Forbidden City and Temple of Heaven, Wangfujing street are located nearby. The New World Shopping Mall is located next to the hotel and the adjacent Chong Wen Men subway station links to lines two and five, says GO.

Shopping and Culture

Clients short on time can combine a trip to the Pearl Market (Hongqiao) and the nearby Temple of Heaven. There's a subway stop near the multi-storey market (offering everything from knock-off electronics, clothing, and bags to cheap prescription reading glasses and pearls) which is also close to the Temple of Heaven.

Beijing 101

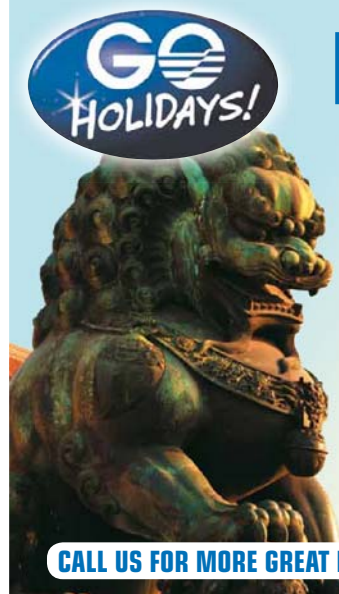
Getting Around The City

Despite Beijing's 18-million plus population the city is tidy and feels safe at night. However, one of the biggest issues is the traffic. The Beijing Subway is an efficient and easy-to-use system for more independent clients. The ticketing machines offer English instructions, the stations are in both Chinese and English and there's an easy-to-follow system which shows which station is next. There are subway stations at a number of the city's key sites and hotel concierges will help with trip planning. And the cost...less than 40c per one-way journey!



Eating Out In Beijing

The Chinese have an adventurous palate, but generally you will find something for all tastes. Most Beijing 'local' restaurants offer pictures of the dishes and dinner complete with drinks can cost as little as \$10-\$20pp. Outlets in the city's more touristy areas will charge higher prices. The Wangfujing night snack markets, pictured, offer an eye-opening insight into some of the more adventurous local fare—such as deep fried crickets; starfish on a stick, bugs-a-plenty and scorpions.



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China's capital city has not only countless palaces, gardens, temples and other historical sites, but also amazing shopping, food and entertainment.

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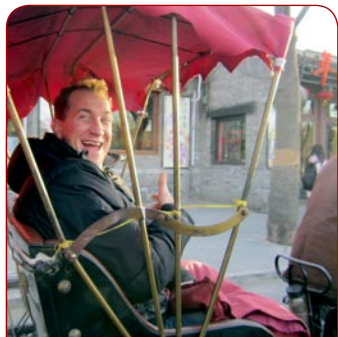
Includes: 3 nights accommodation at the 4 star Novotel Beijing Xinqiao including daily breakfast, return airport transfers, full day Beijing city tour including Summer Palace, Forbidden City and Temple of Heaven and full day Great Wall and Ming Tombs tour.



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GO HOLIDAYS! CHINA TODAY

Travel Today Feature P3



Local Experiences

Clients opting for a Travel Indochina tour can choose from a host of unique local experiences, says GO. Options include Tai Chi lessons by the Li River in Guadaling, sharing a cup of Yak butter tea with a Tibetan family in Zhongdian or even a desert camel ride through the Dunhuang sand dune.

... The Little Things

Travel Indochina is proud of its high quality tours, using central and well-known hotels and reputable restaurants, but the wholesaler says it's not always about money. "In my experience it was the little things that made the journey—and they weren't necessarily all cost related," says Robertson. "Instead of lunch at a restaurant near the Great Wall our guide offered to make up a USD5 picnic lunch so we could actually have lunch at the wall, and in the Beijing hutong we had lunch cooked by a local family—it was my best meal on the trip."

East Meets West With Travel Indochina

How to best-match touring product with clients is an art-form many seasoned travel consultants have perfected, but Travel Indochina helps take the guess work out of the equation for agents, says local GSA GO Holidays.

"A good proportion of China-bound Kiwis are looking at a tour package and in emerging tourist destinations like China it's often a case of getting what you pay for," says GO Asia product specialist Emma Robertson. "If you've got high end clients, you really shouldn't be looking anywhere else." Travel Indochina offers 10 China itineraries, including family tours and classic and deluxe options, and is also recommended for the more independent traveller. "The tours allow clients extra flexibility. For example, not all meals are included in the trips allowing clients to opt for their own dining experiences as well as the option of dining with their guide—we find this aspect is popular with clients who want to get out and explore on their own."

The most popular trip is the 10-day Highlights of China tour which spends four days in Beijing, two in Xian and three days in Shanghai.

... Two Tour Guides

Another factor separating Travel Indochina from other tour operators, says GO, is the combination of a local Chinese guide and a western guide. Once seven people are booked on a tour departure the tour will include both a local and western tour guide 'which really gives clients the best of both worlds'. "The local guides

have amazing local knowledge and complement the western guides who can address other areas like to political landscape and are more in-tune with the demands of Western travellers," adds Robertson.

... Local City Guides

Another added feature of Travel Indochina's trips is its local city guides. Described as invaluable, the guides are given to clients when they get to a new city and cover everything from recommended restaurants for western and local cuisine, maps and the location of nearby supermarkets, shops and 'a wealth of really useful information', says GO.

Growing Family Demand

With increased direct air capacity between New Zealand and China, GO says the destination is also opening up to the family market.

"While the growth is off a small base, we are seeing growing interest in itineraries tailored to meet the needs of younger travellers, with more interactive experiences and more free time," says GO Asia specialist Emma Robertson.

The 11-day Chinese Checkers trips is one of the most popular family option with Kiwi travellers, says GO. Priced from \$3200 per adult and \$2940 per child the tour takes in all the tourist highlights—but also includes interactive local Chinese experiences like a kung fu lesson, kite flying, visiting pandas and an acrobatic show.



The flexibility for clients to have their own local experience and interactions (like with these Lijang locals pictured above) while still having the full benefits of a high quality tour itinerary is among the key Travel Indochina drawcards for Kiwi travellers, says GSA GO Holidays.



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Xian City Wall

GO Xian Tips

- GO Holidays suggests a two-night min. Xian stay to allow clients to experience the Terracotta Warriors (40km from Xian) and soak up some of the local flavour while allowing time to visit the city's well-known sites.
- While there's a host of Xian night-time options, including the popular Tang Dynasty dumpling banquet and cultural show—GO recommends a visit the city's Muslim quarter for lamb kebabs. The area is located behind the central Drum Tower.
- Another unique Xian experience is a bike ride along the city's walls. The walls are 12m wide stretching 14km across the city and there are numerous bike hire operators. "It's another experience that gets clients amongst China's history and people," says GO Asia specialist Emma Robertson.

Xian's Warriors A China Must-See

For those clients just taking in the main three—Beijing, Shanghai and Xian, the walled ancient city of Xian offers an insight into regional China.

Widely-known as the location of the Terracotta Warriors, the city marks the eastern end of the famed Silk Road trading route and is also home to one of the largest mosques in China and

the Buddhist Big Goose Pagoda (complete with its resident monks). In addition, some of GO's intrepid shoppers believe the city's shopping rivals the larger centres. While there may not be as wide a range of market stalls—the prices can be cheaper. Authentic antiques can be expensive, but you can pick up a set of small replica soliders for as little as \$2.



While the discovery of the Terracotta Army has been well-documented globally, GO Holidays general manager Jason Buckley (*pictured above at the warriors site near Xian with GO's Cath McLeod*) says the army is really something that has to be seen first-hand to comprehend the size and scale. "It's really a must-see for China-bound Kiwis," says Buckley. "You can only really appreciate the discovery first-hand when you walk into that main pit and see them lined up, with thousands more being reconstruct-

ed—it's certainly one of my China highlights."

The collection of life-size terracotta sculptures was discovered in 1974 by some local farmers and the individual figures are a remarkable sight, all different sizes and in different battle dress (as well as horses and chariots).

In the peak summer season, GO says it's best to get out to the site as early as possible. The wholesaler has a number of tour and guide options that take in the warriors.

Ancient Xian



Big Goose Pagoda

Getting To Xian

Xian is easily-accessible from the main cities, such as Beijing and Shanghai, by air and train.

As in most cases, says GO, you do get what you pay for—and on the train front, the wholesaler suggests clients go for the highest available option. The overnight trains offer a good solution for those short on time. Taking up to 13 hours, there are some services which offer a soft sleeper compartment with ensuite facilities—which come highly recommended. For those on a tighter budget, suggest clients come fully prepared—and to pack an open mind. GO also urges agents to advise clients to get onboard the train as soon as possible, and to get ready for a hasty exit. While most train services offer snacks and meals onboard—clients may like to stock up at a local supermarket or convenience store before they board, adds GO.



ANCIENT XIAN

Once the starting point of the Silk Road trading route, Xian is now best known as home to the magnificent Terracotta Warriors, as well as an abundance of historic attractions

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Most Popular Trip

Wendy Wu's Tibetan Dreams tour is the most popular regional China tour with Kiwis, says GSA Go Holidays. The 24-day trip, 'suited to seasoned travellers', departs from Hong Kong and travels through smaller villages in the Yunnan province up into the Tibet autonomous region.

The trip includes some 4WD travel and accommodation in local guest-houses, along with cultural encounters such as with the Naxi people of the Lijiang province (complete with their colourful dress, as pictured below, and traditional music performances) and significant spiritual sights, including monasteries.



Wendy Wu's regional tours offer clients the chance to get off the beaten track but with the security of a tour—plus it's all-inclusive and commissionable for agents, says GSA GO Holidays.

Wu-ing Clients Into Regional China



The Li River in the Guilin province is just one of the postcard-perfect sights in regional China.

China's regional areas boast a huge variety of historical and cultural highlights but while some of the scenery is awe-inspiring—GO Holidays says the journey off the beaten track is not recommended for first-time travellers.

"Seeing the pandas in Chengdu or taking in the vistas from the top of the world in Tibet are truly memorable experiences—but travelling into regional China is best-suited to seasoned travellers," says GO Asia product specialist Emma Robertson. "It's an area where agents really need to ensure they match the tour to their client."

Along with increased demand for China travel as a whole, the wholesaler is also reporting a growing number of Kiwis looking for 'authentic China experiences beyond the main cities'.

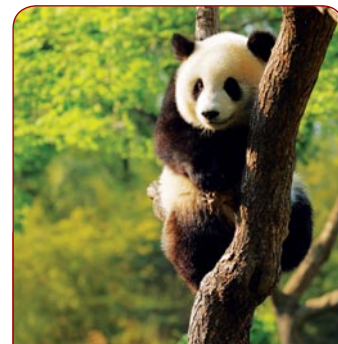
However, due to the lack of English

spoken and the traditional nature of regional China the wholesaler urges agents to suggest an organised touring as the best option for clients.

In addition to a number of mainstream China options—Wendy Wu also offers a number of itineraries that explore China's hidden charms, says GO. "Once you get out into the regions you can see the ethnic minorities in their traditional dress, or take part in local traditional festivals and just get among the locals who are still living in their traditional manner," says Robertson.

The wholesaler recommends Wendy Wu's 14-day Sichuan Explorer for clients looking for an introduction to regional China. "It's a nice option for those clients who don't want things too rustic," she says. "They can take in some of the highlights like the pandas in Chengdu, the Nine Villages Valley as well as the sacred Mt Emei."

Wendy Wu



GO Regional China Tips

- Touring through China is best-suited for seasoned travellers.
- Agents need to ensure their clients are prepared for the sights and delights that feature on a trip into China's more 'rustic' regions.
- Clients heading off the beaten track in China should be urged to be self-sufficient. This includes everything from toilet paper and hand sanitiser to medication and even snacks, says the wholesaler.
- Travellers heading into regional China will need to pack an open mind—on everything from cuisine, accommodation and local conditions, says GO Asia product specialist Emma Robertson.
- Getting into the regions is also ideal for clients who are interested in photography or the more-spiritual experience, says GO. The amazing vistas and landscapes along with the ethnic minorities in their traditional dress offer great opportunities for those keen on photography; and the number of significant religious sites, including Mt Emei, one of Buddhism's most-sacred mountains, and Tibet's Potala Palace, the former palace of the Dalai Lama, adds the wholesaler.



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