

## CHINA SPECIALISTS WENDY WU TOURS JOINS USTOA

**NEW YORK (April 24, 2012)** – Terry Dale, president of The United States Tour Operators Association (USTOA), announced that Wendy Wu Tours, a leading provider of tour programs to China, has joined the association as its newest Active Member, bringing its current total to 46 corporate members representing more than 150 brands.

“We are delighted to welcome Wendy Wu Tours to our membership,” added Dale. “China’s rich history, diverse culture and striking landscape continue to attract travelers to the Far East. As a specialist of the region, Wendy Wu Tours brings deep expertise and insider knowledge of this fascinating destination to USTOA.”

“Becoming a member of USTOA enhances our business strategy and reinforces our commitment to our top priority: providing the complete satisfaction and protection of our customers,” said Wendy Wu, founder and chief executive officer of Wendy Wu Tours.

Mark Grundy, the company’s president added, “USTOA represents the highest standards in the industry and has impressive goals and principles, which mirror those of Wendy Wu Tours. We believe our travel partners and customer will take great satisfaction in knowing we have become members.”

Founded in 1998, Wendy Wu Tours is a leading provider of first class and luxury tours to China. All tours are fully inclusive with three meals per day, full touring days, visas, many attractions and a national tour escort and local guides for a more personalized guided experience.

Wendy Wu Tours is located at 485 Seventh Avenue, Suite 807, New York, NY 10018. For more information on Wendy Wu Tours visit [www.wendywutours.com](http://www.wendywutours.com) or call 1-877-993-6399; for more information on their luxury concierge program, visit [www.wendywuconcierge.com](http://www.wendywuconcierge.com).

For questions and more information on USTOA, visit [www.ustoa.com](http://www.ustoa.com), call 212-599-6599, or email [information@ustoa.com](mailto:information@ustoa.com)

**About USTOA:**

The member companies of U.S. Tour Operators Association provide tours, packages and custom arrangements that allow travelers unparalleled access, insider knowledge, peace-of-mind, value and freedom to enjoy destinations and experiences across the entire globe. Each member company has met the travel industry's highest standards, including participation in the USTOA's Travelers Assistance Program, which protects consumer payments up to \$1 million if the company goes out of business.

As a voice for the tour operator industry for 40 years, USTOA also provides education and assistance for consumers and travel agents.

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