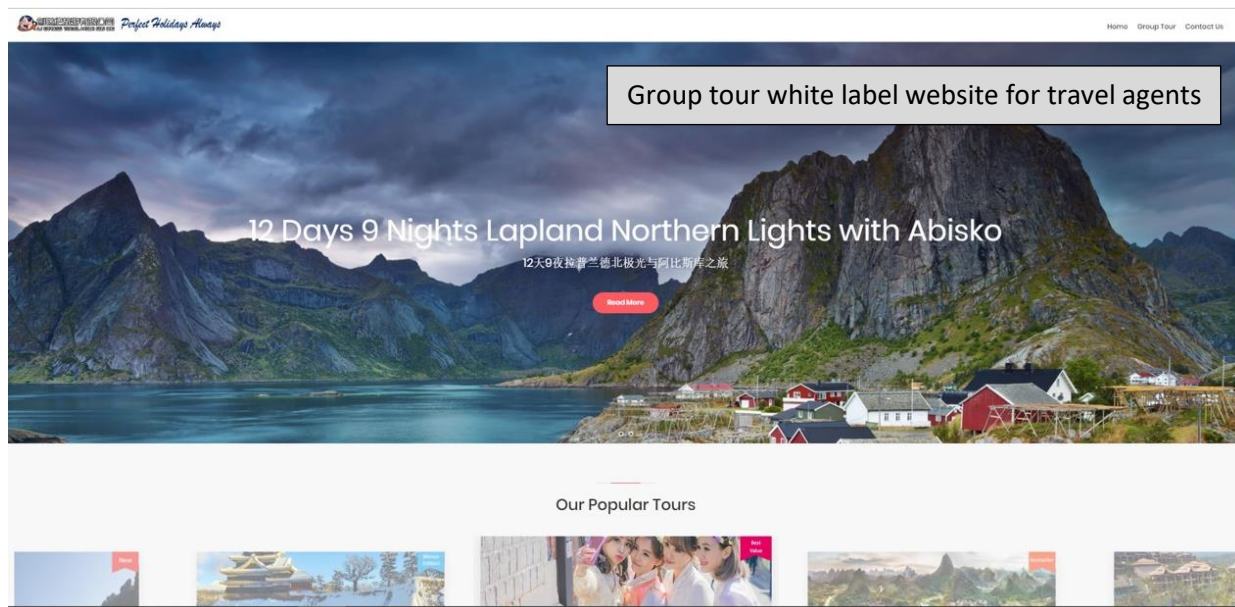


8 October 2019

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WSP Launches Tours Wholesale System & B2B2C Whitelabel Kit



Wholesale Partners (WSP) Pte Ltd, the tours wholesaling company of Chan Brothers Group of Companies, launches the whitelabel marketing kit in the region for travel agents to sell group tours online on instant price and seat confirmation.

Customers can now search online at their convenience for the most suitable tour package with real time pricing and seat availability. The site provides all the important information and illustrates different holiday experiences in over 60 countries worldwide. This follows an earlier soft launch of its b2b wholesale system specially developed to empower travel agents' capabilities to promote and book seats on group tours. This system includes a mobile sales kit for travel advisers to showcase the components of the tours more effectively as it's loaded with powerful destination images, videos and tour descriptions.

Fred Seow, CEO of WSP commented: "Customers have strong preference to research the destinations online by themselves before engaging travel agents and this site augments well for them to decide which itineraries best suit their preferences and requirement. When they find something that they like, they can even book to secure their seats and enjoy the early bird pricing as they know today's tour pricings are dynamic.

The entire system was built with the travel agent's needs in mind, especially to save them procurement and operational costs so that whatever available resources they have can be best deployed to better marketing and customer services. Moving forward, WSP will focus on product development to deliver more interesting and relevant tours for different markets, embark on centralised online marketing activities to help agents reduce their advertising costs and



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implement virtual customer services to enable front line agent staff be more effective and confident when they engage customers. We will seek new operators who share our vision on the future of package tours.”

Ms Regina Tan, Managing Director of Deluxe Tours, one of the first agents to adopt the whitelabel commented: “We have been selling group tours and with a website now that features so many tour packages worldwide as options for our customers will certainly help in their planning and decision making. From a marketing perspective, we can more easily cross sell to different customer segments since we provide a variety of travel services for the last 30 years. Packaged tours involve an extensive sales process and with a site that provides most of the information, we can expect happier customers, shorter gestation and higher conversions. If I were the customer looking at the so many attractive destination images of each tour package, I’m likely already convinced which tour to book by the time I log out!”

Mr Jason Law, Managing Director of AJ Express Travel, another agent using the whitelabel, added: “Using the WSP wholesale system has already replaced much of the offline communication between us and the WSP team. With the whitelabel website customized to our brand, we can now conduct more online marketing and provide much of the tour information needed for potential customers to be interested. We can also start marketing to a broader base of consumers via different online channels with WSP’s support. Our regular customers will be just as pleased as they can now plan future trips at their own convenience by visiting this site provided by WSP whose tours they have already grown to be confident of.”

All bona fide travel agents in the region are welcome to apply for an account and to launch this whitelabel site during this promotional free trial period ending March 2020. Over **1,000 tours** (s.k.u.) offering over **25,000 seats** to various destinations worldwide are live in the system at any one time.

For enquiries please email enquiry@wholesale-partners.com or log on to www.wholesale-partners.com to register for an account.

About Wholesale Partners Pte Ltd

Wholesale Partners (WSP) Pte Ltd, a Chan Brothers Group of Companies, is an online b2b business focused on marketing, distributing and operating group series and private tours. It provides a dedicated online booking system for agents to book from complicated group tour series to simple travel packages on instant confirmation in easy steps. All tours are carefully assembled for maximum quality standards. The system uses technology to drive optimum marketing and communication effectiveness. The sharing of operations and tour management reduces your operating time and costs and the automated price maximiser improve your operating profits. For more information please visit www.wholesale-partners.com