

## Celebrating our 20<sup>th</sup> Anniversary!

We are delighted that 2012 will mark 20 years since we began offering the first ever [River Cruises in Russia!](#) From our humble beginnings in 1992, our line of products have grown to include [China's Yangtze](#), [Egypt's Nile](#), [Cambodia's Mekong](#), and [Europe's Southern Danube](#), to name a few. Today we are one of the few remaining **independent River Cruise operators** still offering some of the most unique river cruise programs available anywhere - for the absolute "**Best Value that Money Can Buy**"! As you browse our website, watch our videos, read our testimonials and compare our prices remember: **Pay Less + Get More = [ValueCruises.Net!](#)**

### QUESTIONS & ANSWERS

*Value World Tours, Inc, is a wholesaler to wholesalers, a river cruise specialist celebrating its 20<sup>th</sup> year anniversary in 2012. Run by the management team of Samo Toplak, CEO and Jim Pierce, President, the company was a pioneer in bringing new and exciting river cruise programs to the North American market long before river cruising became the staple it is today. Though most of the company's business comes from other brand name tour and cruise operators, due to the increasing influence of the internet and changes in the industry, the company felt it was time to "come out from the shadows" and re-introduce itself to the Travel Agent community. Here, Samo answers some of the basic questions about the company, its past, present and future. You can reach him at: [samo@valuecruises.net](mailto:samo@valuecruises.net)*



*Samo*



*Jim*

#### 1) WHO IS VALUE WORLD TOURS?

Value World Tours, Inc. is a wholesale tour and cruise operator established in December of 1992 with the goal of promoting two things; the emerging destinations of Russia, China and Eastern Europe who were just starting to open up their borders after decades of Communist rule, and second, promoting a "new" mode of exploring the world by utilizing small river cruise vessels to traverse inland waterways of various countries visited. At the time, while river cruising was a popular weekend retreat for Europeans, it was barely known or promoted in North America. We can proudly say that we were truly one of the first companies in the US to offer cruises along the Volga (1993), Ukraine (1994), Europe Danube (1995), China Yangtze (1996) and Kwai and Mekong in 2004.

#### 2) WHY DO SO FEW PEOPLE KNOW ABOUT YOU?

Since we were unknown and had limited resources when we started, we opted to resell our products to larger established tour wholesalers. We focused on contracting and controlling all aspects of a cruise – from chartering full ships, designing the menu, sightseeing, and cultural and entertainment programs that were specific to the country visited and then we sold these packages to big brand name companies who were better positioned to promote our "slightly off the beaten path" products throughout the US and Canada. For the next 15 years, our land service division **Global Tours & Cruises**, hosted passengers from many well known tour companies including Brendan Tours, General Tours, EOP Travel, Gate 1 to name a few. In addition, we hosted many special interest groups, from Jehovah Witnesses to Baptists to Doctors and Tennis Academies...over 50,000 passengers have travelled on our ships and have been serviced by our staff – with very few ever knowing who the actual end provider was. **Fame was not our objective – protecting our partner's brand names and satisfying their clients, was.**

### 3) WHAT MAKES YOU DIFFERENT FROM TODAY'S BIG NAME COMPETITORS?

Simply put, we offer excellent First Class products along the same waterways - *at half the cost!* All of today's big name operators such as Viking, AMA, Uniworld and Avalon offer newer and more deluxe vessels on same or similar itineraries – but at “deluxe” prices as well! On our side we feel there are only so many people that can afford a \$7,000-\$10,000 per person price tag for a 2 week cruise when all the hefty cabin upgrades and international airfares are added. So, we aim to fill the void by offering same or similar itineraries but using excellent first class vessels at half the price! For example **Scenic Tours** of Australia just announced a newly renovated Volga Tsar for 2012 with balconies and a wonderful 15 day program...but starting price - \$7,450 per person in lowest cabin category! Our 12 day program which sails the same itinerary and includes %80 of the same features starts at \$1999! Yes our ship is a 4 star without balconies, but think what a \$5,000 difference can buy! Of course, I mean no offense to our high end competitors as there are different client levels, BUT we believe we can fill a void. If you want and can afford the Ritz Carlton or prefer to pay \$12 for a burger – more power to you! But if you are happy with a Hilton or a Big Mac knowing that you will still get a superb in depth cultural and entertainment experience...at a great VALUE for money - then we are your BEST if not only alternative!

### 4) WHAT NOVELTIES ARE YOU OFFERING FOR 2012?

Being that we believe BIGGER is NOT always better especially on some of the emerging destinations such as the Mekong (Vietnam), the Kwai (Thailand) and the Irrawaddy (Burma), we are sticking to our tried and true formula of offering smaller, more intimate and exploratory vessels that can provide our passengers with a TRUE river cruise ‘adventure’. For 2012 we are introducing a great new program “*The Balkans and the Adriatic*” which combines a 6 night motor coach trip from Zagreb, Croatia through Bosnia and Montenegro followed by a wonderful 7 night cruise along the central part of the Adriatic – aboard the brand new 36 passenger yacht the *Adriatic Pearl!* Our Mekong cruises feature the gorgeous 28 passenger *Toum Tiou II* that sails between Saigon and Siem Reap with stops in ports that the newer and larger ships cannot reach – including **docking in the middle of Saigon!** In Burma we are introducing the brand new *Pandaw Katha* built for only 32 passengers! All in all, our ships are small, original, intimate, offering superb dining, service, friendly crews and exploration of unique destinations at a fraction of the cost of our competition! And yet we provide personalized service (no answering machines), competitive prices, agent commissions from 10%-20%, special client discounts such as our current **Early Bird savings of \$500 per person...**so check out our user friendly web site for all details and compare!

### 5) ANY LAST COMMENTS?

**YES! Please, DON'T ask us if we have 2 for 1 deals....our prices are already LOWER than the 2 for 1! ☺**

**END**

