DESTINATION ASIA
DESTINATION MANAGEMENT FOR ASIA’S TRAVEL CONNOISSEURS

CORPORATE PROFILE
THE DESTINATION ASIA GROUP

DESTINATION MANAGEMENT FOR ASIA'S TRAVEL CONNOISSEURS

THAILAND
VIETNAM
CHINA
JAPAN
HONG KONG
INDONESIA
SINGAPORE
CAMBODIA
MALAYSIA
MYANMAR
LAOS
Welcome to Destination Asia… and to our team of travel professionals. This is the seventh edition of the Destination Asia corporate profile. Since the inaugural version in 1996 - our first year in business - the company has grown to become the leading destination management company in Asia with full service operations in Thailand, Vietnam, China, Japan, Hong Kong, Singapore, Indonesia, Malaysia, Cambodia, Myanmar and Laos.

Destination Asia’s partners are you, our present and future customers, from international tour wholesalers and tour operators to cruise lines to major corporations using travel as an incentive for excellence. Our own standards of excellence are designed to achieve one goal: to ensure that your clients are totally satisfied with their travel experiences while in Asia, and will return again and again … after recommending our mutual services to friends and business associates.

Asia remains not only one of the world’s most exotic travel destinations but also one of the most affordable. Nowhere else can our clients receive the superb level of service, among the world’s natural and cultural wonders, at the value currently on offer. Asia really is the destination of the future.

“With Destination Asia travellers don’t just visit Asia, they live the journey, immersing in every local cultural icon and natural habitat.”
Early morning sun illuminates the 2000 plus temples of Bagan, Myanmar.
Destination Asia’s network of international sales offices (ISO’s) is fundamental in maintaining relations with all of our valued clients and partners in our overseas markets. Our ISOs work directly with our source markets, providing you with a close point of contact that can support your business needs on the ground.
Our Destinations & Operational Offices

Destination Asia has a network of 29 locally owned operational offices across Asia. Each destination has offices located within major cities and towns to offer the best possible service to our partners and your clients on the ground.
Why work with Destination Asia?

Since providing our very first travel services in 1996, we have always created experiences that truly open the traveler’s mind to the real cultures and natural wonders of Asia. We believe your clients should experience Asia like a local, by utilizing travel services that are seamlessly delivered - every time - every day of the year.

Our local Asia Team

Destination Asia operates full service operations in 11 countries in Asia (Thailand, Vietnam, China, Japan, Hong Kong, Indonesia, Singapore, Cambodia, Malaysia, Myanmar, and Laos), with 29 locally owned operational offices across these destinations. This allows us to deliver travel services solely responsible to the needs of our clients, at the same high standard level across each of our destinations.

Experience / Training

We work with the best available local talent and industry-leading international travel managers. To maintain exceptional service standards, we run regular in-house training across each of our operational divisions. We also enroll staff in various academy training programs and vocational courses. Routine guide training is an integral part of our business and essential to guarantee your clients have the very best experience while in Asia.

We are Sustainable

Destination Asia operates along ethical lines, embracing the three pillars of sustainability: economic, social and environmental. We endeavor to maximize the benefits to local communities of our presence, while minimizing any negative impacts. Whenever possible we will work with local suppliers who share our philosophy and will actively monitor their business practices and services. We are also a key member of the Travelife sustainability in tourism scheme.

Creative Leaders

We are passionate and creative travel enthusiasts who never rest on our laurels. The way people travel is constantly changing and instead of following others, we lead the way. From the ground services we provide your clients, to the sales and marketing tools and online platforms we offer our partners, we are constantly designing, innovating and refining to ensure your business is a success. We are not static, we support innovation and embrace new concepts.

Operational Delivery

Our company philosophy is quite simple. We provide on-site services that are the very best available in the market in each destination - and will never compromise on service standards. It is our goal to always exceed our clients’ expectations. Owing to the unrivalled knowledge of the destinations we work in, our competencies allow you to concentrate on the details that only you can handle.

Financial Stability

Over the 20-year history of the company we have maintained a fiscally conservative approach to running the business and maintain cash reserves in each one of the destinations in which we operate. The Destination Asia Group maintains a USD 5 million 3rd Party Liability Insurance Policy that covers all offices and gives our clients peace of mind that they are covered for all the products and services we offer. Having such a policy in place ensures we maintain strict Health and Safety checks on all suppliers.
Our Expertise

We never compromise on standards and always deliver a level of service that exceeds our clients’ expectations. Every product and service seeks to conserve the integrity of the environment, cultural heritage of the community and wherever possible, utilize locally sourced components - thereby contributing to the community-at-large.

Tour Wholesalers and Tour Operators

With an in-depth understanding of the ever-changing needs and exacting demands of today's traveler, we deliver individual bespoke travel options through our dedicated teams located in each country. Traditions, spirituality, antiquity, worship, civilization, serenity and dynamism; these are the day to day life experiences and events that Destination Asia wants your clients to connect with – through a series of unrivalled encounters.

Conventional/Exhibition/Conference organizer

No matter the scale, size or scope, our proven ability to deliver perfectly executed conferences is second to none. We create solid foundations to ensure every conference is a success, be it an annual meeting or an international convention, we source and provide superlative meeting facilities that are all creatively adapted to client’s specific needs. Our dedicated staff will oversee all aspects of conference organization, from design to delivery.

Corporate Meeting Planners

Our specialist knowledge, combined with our wealth of experience in handling a wide variety of events Asia-wide, enables us to create extraordinary meeting settings and original experiences. This in turn helps our corporate clients to break new ground in their business dealings. Our principles of organization are always based on superior communication, vigilant planning and strict attention to detail.

Sales & Marketing

It is not through chance that Destination Asia holds an attractive position in the marketplace. As a company we have continually fashioned, sustained and maintained demand for our products. We achieve this through close collaboration between departments, research, data analysis and target marketing both online and offline. Our attractive and detailed marketing materials also help shorten the sales cycle by successfully assisting our international sales offices in identifying, engaging and delivering customers.

Experiential Travel

A journey with Destination Asia is like no other. Whether it is a classical encounter, incentive experience or tailor-made package, we guarantee that local culture is at the heart. We don't simply want travelers to visit Asia and then leave with photos, we want travelers to live the journey and immerse in the intangible qualities that create long-lasting, exceptional memories.

Incentive Houses

Discover some of the world’s most inspirational destinations with Destination Asia. Our exceptional incentive programs are guaranteed to raise staff morale and strengthen relationships through teamwork and memorable adventures. Our years of experience and fast and flexible approach enables us to handle last minute requests and changes to the schedule, guaranteeing your incentive conference programs are always delivered as desired.

Cruise Lines

Cruise Asia by Destination Asia is Asia’s leading shoreside and excursion management specialist, providing more cruise line services than any other company on the continent. The creative drive of our management and staff guarantees our clients receive the absolute pinnacle of personalized service and product delivery. Operating throughout our 11 country network, we provide key services in each destination, ensuring every possible outcome has been taken into consideration so the end result is fluid and void of unnecessary complication.

Product Development

Destination Asia has one of the most diverse portfolio of product available in Asia. With product teams on the ground unearthing unique, culturally engaging and experiential encounters, we ensure that our product offerings are the most creative and up-to-date. Our programs range from multi-generational family focused experiences to luxurious excursions, culinary and self-guided tours. We also provide as much operational details as possible in the product to make your work easier.
Our Group Operations

Meet key members from the Destination Asia Group who support the CEO in the preparation of strategic issues while guiding the development of the Group’s processes, business operations and common functions.

Monique Arnoux
Chief Executive Officer

Monique has held a variety of senior management roles in the travel industry. She joined Destination Asia from the Destination Management division of Hotelbeds Group where she was Global Sales and Marketing Director based in Bangkok. Prior to the 10 year tenure at Hotelbeds Group where she held various regional positions, Monique was the Director / Head of FIT at Pacific World based in Hong Kong, and before that was the Head of Hotels and Strategic Development with Hutchinson – Priceline. She has also worked as Regional Manager and Business Development Manager at the Marriott International Asia Pacific regional office in the JW Marriott hotel Hong Kong.

“Being part of a pioneering company such as Destination Asia Group is very exciting and I enjoy working within a dynamic, forward-thinking team. I believe that the travel business will be one of the leading growth engines of international commerce and it is a thrill to be part of its evolution.”

James Reed
Executive Chairman

James Reed had an eclectic career spanning numerous countries and a wide range of company management before becoming co-founder then CEO/Group Managing Director and most recently Executive Chairman of Destination Asia, Asia’s most successful destination management company. Originating in Canada, Jim received an Honors Diploma in Business Administration before assuming his first job in 1976 as the Executive Director of the Canadian Synchronized Swimming Association in Toronto. Jim then moved to Australia in 1979, where he became a director of an international travel marketing company in Sydney. Jim subsequently joined Shangri-La International in 1985 and following 4 years in Bangkok, he moved to Hong Kong where he opened the Island Shangri-La Hotel.

Jim joined Tour East in 1991 and was based in Bangkok as the Managing Director responsible for; Thailand, Vietnam, Cambodia and Myanmar. He opened new offices in Saigon, Phnom Penh and Rangoon, and as such was one of the pioneers of the Indochina travel industry. In 1996, Jim joined with several leading travel industry executives to form Destination Asia, now Asia’s leading destination management company.

“I love Asia. My heart and soul are in Asia. The senses of its varied cultures have captivated me since I first arrived in Thailand in the late 1970s. But most of all I love its people. The sense of peace and calm and of one’s place in the time of humanity continues to touch me. Asia is my life and it is now my home. It has almost been a mystical calling for me, as if I was always meant to be here, in Asia.”
Nicholas Mulley is the Chief Operating Officer of Destination Asia Group and was promoted to his current position after serving as the Managing Director of Destination Asia’s Greater China operations. An Australian national, Nicholas graduated from UNSW as a qualified commercial pilot with a Bachelor’s Degree in aviation.

He was appointed General Manager of DA Myanmar in Rangoon in 2002 before moving to Vietnam where he led teams in Business Development and as Operations Manager until his transfer to Beijing.

“I have always believed that if you love what you do, you will never work a day in your life. I have been so fortunate to experience living and working in four very different Asian countries and cultures. In Asia, I have an opportunity to do something I love, every day of the week.”

Katie Buxton worked with Destination Asia Group for more than seven years in the position of General Manager (Hong Kong) before assuming the role of Global Director of Sales. An Australian national, Katie provides leadership and strategic direction for Destination Asia’s worldwide sales network.

In addition to her management and customer service capability, Katie possesses excellent communication skills and an extensive track record of developing initiatives to increase market share.

“Every day is different and poses a new challenge to relish. I am fortunate to work with all our valued clients and partners in our overseas markets – and have had the opportunity to travel extensively through the stunning continent of Asia.”

Jirawan (Aey), has been a key member of Destination Asia Group since joining the company in 2015 as Chief Financial Officer. Graduating with an MBA from Loyola University in Chicago, Aey has business acumen in the fields of banking, hospitality and the travel sector.

With over 15 years’ experience in finance and accounting and 7 years of practice in a regional finance role, Aey has been instrumental in driving forward our finance team from the head office in Bangkok.

“Working in travel has enabled me to not only see more of the world, but also meet many talented people from different cultures and backgrounds – which can provide a nice break from focusing on numbers!”
“Travel melts the barriers created by our fear of the unknown, connecting people on the most simple get profound level.”
Positioned at the forefront of pioneering product development, Destination Asia Thailand continues to explore the country from every corner, ensuring your clients have access to the most invigorating and unique experiences available. Our staff are travel experts, who constantly source new, innovative and rewarding ways to explore Thailand. Whether it’s a tailormade 14 day journey for a couple or an incentive program for 1000 people, our invigorating products reveal the country through local eyes, engaging community services such as public transport and expert local guides to connect with the destination at grass-roots level. To ensure these experiences do not become repetitive, our teams on the ground are continually reviewing themes such as ‘Art & Antiquity’, ‘Community Experiences’ or ‘Cultural Encounters’ by which to explore this enigmatic country.

Pornthip (Addie) Hirunkate  
Managing Director

‘Addie’ Hirunkate is a highly respected travel business expert, born and raised in the spellbinding city of Bangkok. The Managing Director of Destination Asia (Thailand) and co-founder of Destination Asia (along with James Reed and Paul Levrier), Addie is also one of six experts who sits on the Thailand Tourism Board. Addie’s commitment extends to Thailand’s travel industry as a whole, especially in the convention and incentive sectors. Addie is regularly involved with initiatives led by the Tourism Authority of Thailand (TAT) and is Vice President of Thailand Incentive Convention Association (TICA). Through an extensive network Addie has been able to promote her beloved country worldwide, and it doesn’t stop there – she is an active philanthropist, starting and developing a number of social projects that benefit communities across Thailand.

“I believe it is important to be involved in social work on a personal level and to bring that ethic to the company. We currently sponsor and participate in a number of charitable projects across the country, with many of our staff donating their personal time to make a difference.”

Wanchai Thavornthaveekul  
Deputy Managing Director

Wanchai is widely regarded as one of Thailand’s leading practitioners in designing unique and creative programs for international incentives - most being Fortune 500 companies. His forte is creating events that incorporate Thailand’s distinctive sites and landmarks so overseas participants can experience the culture of Thailand in a practical and memorable manner.

Wanchai is a great ambassador of his country and proud of Thailand’s unique traditions and colorful history. Working closely with his team he creates one-of-a-kind events that are fervently remembered by those involved.

“My goal is to provide innovative and professional event management services with a focus on quality and detail to promote and showcase Thailand’s most unique and exceptional experiences. With endeavor to create memorable events for our clients, while aiming to make the process as pleasant and as stress-free as possible.”
With three fully functioning offices in Ho Chi Minh City, Hanoi and Danang, Destination Asia Vietnam is positioned as the leading destination management company in Vietnam today. Being involved in developing the tourism industry from the ground up over the past twenty years has meant our team (many of them still with us today) has crafted a special affinity with the destination. This has allowed both foreign expatriates to call Vietnam home for a large part of their life - and to make the Vietnamese themselves proud and aware of their rich cultural history and magnificent landscape. We take pride in offering our partners an innovative, exciting, socially and environmentally responsible array of customized travel solutions across Vietnam – not only satisfying the needs of each individual but also exceeding their expectations at every level.

Paul Levrier  
Managing Director

Paul first visited Vietnam in the early years of ‘Doi Moi,’ or the government’s economic reforms launched in the 1980s, and has followed the changes with personal and professional interest ever since. Even from an early age, Paul had a passionate interest in Southeast Asian culture and went on to study both Bahasa Indonesia and Cantonese. Joining Destination Asia in 1996, Paul helped to form Destination Asia Cambodia in 1999 and has been an integral part of the company ever since.

One of Paul’s proudest moments to date was the eighteen-month project of creating the tourism industry’s first ever travel documentary on Vietnam. Paul considers this his ‘gift’ back to the country that has provided him with so much.

“There’s something deeply alluring about the exotic experiences one encounters in Indochina. Often intense, sometimes overwhelming, but as a romantic, its sometimes tragic past gives way to a new-found era of peace and relative prosperity.”

Le Thanh Phu  
Country Manager

Phu began his career as a local guide with Destination Asia, quickly progressing to become the company’s Cruise Asia manager. Known for his infectious laugh and friendly personality, Phu’s extensive experience in Vietnam tourism and positive approach to work has proven to be a great asset for the company’s operations. Phu manages much of the behind-the-scenes operations and administration, as well as controlling large group movements that can sometimes exceed 50 vehicles and guides. Although primarily overseeing the day to day management of our Saigon, Danang and Hanoi offices, Phu also supports our leisure manager, MICE team and BDM on client and supplier relationships with general assistance given when required.

“I am proud to be an ambassador of Vietnam’s developing tourism industry and ensuring quality over quantity is paramount to my personal goal of tourism growth in Vietnam”
With a large existing client database, a high level of interest from clients wanting to visit and run programs, Destination Asia China launched onto the scene in 2006. Today, Destination Asia China operates offices in Beijing, Shanghai and Guilin, supporting our valued clients and partners who range from international tour wholesalers and tour operators, to cruise lines and global meeting and incentive corporations. Taking advantage of the region’s diversity, we have developed innovative products providing the ultimate experiences for our clients; from team building exercises offering insight into the ancient arts and helicopter flights over ancient monuments, to exploring the Terracotta Warriors Museum with a leading cultural expert and a private champagne brunch on the Great Wall of China.

Linda Wang
Managing Director
Since joining Destination Asia as the co-founder of the China office in 2006, Linda has drawn upon her extensive product knowledge and keen understanding of the DMC industry to lead a growing team. The team in China is renown for its expertise as well as its stability—many members have been with the company for six or more years, likely in large part a result of the familial corporate culture Linda has instilled from the very beginning. With a strong client focus and a passion for showcasing the beauty and wonder of her native land, Linda is ideally placed to bring out the best of China for the country’s growing number of visitors.

“China has fascinated travelers from all over the world for thousands of years with its rich history, exotic culture and more recently, its modern and fast-paced development. For many, China is a ‘bucket list’ destination that many travelers dream of seeing once in their lives, and I see it as my mission to ensure that my country exceeds our clients’ expectations in every way.”
Jarrod Stenhouse  
Managing Director

Jarrod Stenhouse’s passion for travel, especially around Asia, has developed from a pastime into a profession and he now heads up our country operations as the Managing Director of Destination Asia Japan. After studying business in his native Australia at the Royal Melbourne Institute of Technology, Jarrod headed off to Japan in 2003 and promptly fell in love with the country, throwing himself into studying the language. He then spent five years as a tour manager, the perfect position to combine his love of travel and Asia, leading groups through China, Mongolia, southeast Asia and of course, Japan. After working in management roles in several prominent DMCs and tour wholesalers in Asia, Jarrod took the reins at Destination Asia’s newest office in 2011.

“JAPAN isn’t an Asian country nor a western country. It is simply, Japan, consisting of the most unique blend of cultures you will find on any continent. Impeccable service, unparalleled safety, the best cuisine in the world and some quirkiness on top – Japan is a compelling destination to explore.”

Peter Cools  
General Manager

After obtaining a Master’s Degree in Japanese Studies in his homeland Belgium and a short-lived stint as a Japanese teacher, Peter decided he wanted to be at the forefront of the Japanese tourism industry and open Japan to the wider public. Opening the Destination Asia Kyoto office in 2014, Peter brought with him a high level of expertise in all areas of the business. His comprehensive knowledge of international markets and profound understanding of Japanese hospitality made him the perfect person to transform the country’s possibilities into our client’s opportunities. Peter speaks fluent Japanese, English and French, alongside his native Dutch.

Destination Asia Japan was set up in 2011 to meet the ever growing demand from our partners whose clients were eager to explore this island nation in the Pacific Ocean. Its towering cities, home to pioneering technology contrast the images of imperial palaces, mountainous national parks and ancient temples, creating an air of mystique. The ‘Land of the Rising Sun’ is a destination like no other; offering an unfathomable heritage and history one day, followed by hi-tech modern city living the next. A multi-layered society formed over several millennia resonates through its core and fascinates visitors from the moment they land.
One of the world’s most desirable and enigmatic destinations for gastronomic encounters, shopping, inspirational events and unexpected adventures. Hong Kong is a place of contrasts where people make and spend big money, space is a premium and the harbour glistens 24 hours a day under sunlight, moonlight or man-made lights. Ancient cultures meld with the modern face of society, while the influence of Chinese ancestry is clear to see, defining many aspects of the culture inside the city. There is a great history to this former British colony, and one must travel a little further out to find a range of adventurous options that rival any destination in Asia and don’t forget Macau, the former Portuguese colony is just a 50 minute jet-foil boat ride away.

Sarah Noonan  
**General Manager**  
Sarah originally hails from the UK but in 2012 she moved to Hong Kong and independently set up a regional sales office for a leading UK expedition company. With extensive travel experience of her own spanning almost all 7 continents, she has consistently delivered excellent results from managing client accounts for a sports tours and events company to event operations for large scale overseas events. Sarah’s tenacity and relentless endeavor to deliver above and beyond expectation served her well and saw her rapidly grow through the ranks of the business to become a senior manager for one of the UKs largest travel companies.

“Travel has enabled me to witness some of the world’s most fascinating landscapes, as well as provide me with a “no-job is too big or too small” attitude.”

Phyllis Lau  
**Senior Manager MICE**  
Phyllis has worked in various travel and event management companies, and in key Hong Kong based destination management companies throughout her career. With a genuine passion to reveal Hong Kong’s exciting incentive and event possibilities to clients, Phyllis is forever researching and developing new ways to deliver exceptional MICE options. She has managed a wide variety of events and groups for a broad spectrum of clients and industries in her career to date.

Phyllis has extensive experience in numerous projects from proposal development to execution and is well versed in all facets of event management.

“What I love most about Hong Kong is that it’s a melting pot of cultures, cuisines and religions, nothing is really foreign and nothing doesn’t belong. Everything melds together in a charismatic and endearing way to create unforgettable experiences.”
With English speaking markets such as UK, USA, Australia and South Africa showing great interest in Bali and further afield, Destination Asia’s goal in 2003 was to establish a respected destination management company in Indonesia that would form an integral part of the existing Destination Asia Group network. Realizing an opportunity to develop multiple business segments, including FIT/leisure, corporate meetings and events and cruise with exceptional shore excursions, the first Indonesia based office was opened in Sanur, Bali. Our products enable travelers to discover ancient monuments and remote tribes alongside colorful and often peculiar traditions - providing access to remote historical sites and the chance to see fascinating endemic wildlife.

Ketut Sediya Yasa
Managing Director

Ketut Sediya Yasa was born in the high mountain village of Munduk, and grew up surrounded by the fragrant coffee, vanilla and clove plantations of northern Bali. Drawn later to the south of the island by a career in tourism, Yasa quickly asserted himself as a senior guide, then manager in cruise ship operations and logistics. Through his extensive knowledge of the ‘lesser-known Bali’, Yasa plays a key role in developing new tours and activities for Destination Asia’s quality-conscious clientele on this paradise island. Yasa was promoted to General Manager in 2007 and now holds the position of Managing Director. He believes with its innovative approach to tourism, a constant drive for perfection and a heightened respect for local culture, Destination Asia Bali has become a clear leader in providing unique, luxurious and culturally intriguing encounters for wanderlust soul.

“My passion is in developing new tours and activities for Destination Asia’s quality-conscious clientele. Working with Destination Asia is a way for me to show people the true Bali. I am so proud to be part of such an established DMC, working with a team of such a high caliber is of great importance to me.”

Andreas Joerg Grosskinsky
General Manager

Andreas Grosskinsky is a German national and has been the General Manager of our Indonesia office based in Bali since mid-2013. He began his career in the hotel industry as an apprentice in a small town in South Germany, transferring later to New Orleans, Louisiana, where he gained valuable experience as a management trainee before returning to Germany to head the concierge department at Park Hyatt, Hamburg. During this period he also attended a hospitality summer program at Cornell University, Ithaca, New York, which earned him a diploma in hospitality management. Since graduating Andreas has worked for a number of international travel corporations across Malaysia, Myanmar and the Middle East. It was with this background of expertise in inbound travel and contracting that earned Andreas his current position as general manager of Destination Asia Indonesia.

“Within our team we develop product that is unknown yet commercial, providing our customers with experiences that seamlessly flow. On a personal level I always aim to ensure service levels and standards are at their highest, while nurturing a team with a constant drive to excel in quality.”
The island that is now Singapore has been a crossroads for centuries. In its history visitors have included Bugis fishermen, the Chinese Admiral Cheng He and very possibly Marco Polo on his way to China, plus countless pirates, adventurers and businessmen. Owing to meticulous attention to detail and years of experience in delivering experience centric, captivating encounters, we remain one of the region’s leading destination management companies. Never compromising on quality, high-end service is ensured every step of the way, with a continual feed of innovative products in our three core business units of leisure, meetings and incentives and cruise.

Matthew Smith
General Manager

Matthew Smith leads the team in Singapore, backed by 18 years of experience in the travel industry and a developed network in meeting & events and DMC activities. Alongside the management of daily operations, Matthew also drives forward new initiatives to further develop the key sectors of meeting and events, luxury FIT travel and cruise.

Born in Australia, Matthew then spent much of his life in New Zealand before moving to Singapore in 2006

Pang Li Nah
Director, Meetings & Events

Li Nah, is an experienced industry veteran with a 20 year+ career involving leadership positions in the hotel industry focusing on a spectrum of responsibilities. Her background includes various positions with Hilton international, Swissotel/Fairmont and Pan Pacific Hotels Group including operations, marketing and sales roles. She was recently Director of Sales and Marketing at the PARKROYAL on Pickering, a lovely property in downtown Singapore next to Chinatown.

Li Nah leads the Meetings and Events team and is involved in both operational and marketing/sales environments with strong experience in hotel based conferences and events.
Cambodia is a land where the arts are at their most colorful and creativity oozes from every pore; from the magical allure and etchings that adorn the stunning Angkor Temples, to quirky boutique hotels and historic stories told through the Apsara dancers. Cambodia presents an abundance of unforgettable experiences for every traveler. Whether traversing the country from east to west on a family adventure, cruising Tonle Sap Lake or hosting a gala dinner at an ancient temple, the options are bountiful. Our team in Cambodia take great pride in providing the highest attention to detail during planning and delivery of services. Alongside this they value being different, developing product that hasn’t been seen before.

Yeang Sokhon
Managing Director
Born and raised in Siem Reap, Khon’s career in travel began when he joined the government-run department of tourism in his home town in 1989. Soon acknowledged as the foremost professional guide at this famous cultural site, Khon then left to join the private sector before collaborating with other investors to open Destination Asia Cambodia.

He has worked with many of our clients over the years and is particularly proud of the accolades afforded him by the World Monument Fund. He has also worked closely with acclaimed National Geographic photographer Steve McCurry, as well as with numerous high profile institutions and corporations.

“With every passing day Cambodia is regaining its former glory - and working in the tourism industry has allowed us to open this fascinating Kingdom up to the world once more. I love working in my hometown of Siem Reap, one of the most attractive tourist destinations on the planet.”

Patrick Chase
General Manager
After a spell in Australia and 10 years working with some of the UK’s leading tour operators, Patrick booked a flight to Cambodia where it was love at first sight - and it wasn’t long before he made the move permanent.

Having run a DMC in Phnom Penh for three years, Patrick worked as Director of Sales for a leading luxury travel firm in Bangkok but was unable to resist the call back to Cambodia when an opportunity arose to manage Destinations Asia’s office in Siem Reap.

“Cambodia had a powerful impact when I first visited, resonating on many levels. It was love at first site which is why I now call it home.”
Sadie Yeoh, has developed a well-deserved reputation for leadership in the field of destination management, meeting and events delivery, cruise ship handling, and the management of specialized services for luxury products such as Orient Express and FIT/Leisure travel services. After 30 years in the travel industry, Sadie is well known in our source markets and personally co-ordinates programs at pier-side along with her Cruise Asia teams in Penang, Port Klang-Kuala Lumpur, Langkawi, East Coast Peninsular Malaysia, Sabah and Sarawak.

More than anything, Sadie loves to travel and share the special charms and unique attractions of her homeland and the island of Borneo.

“Travel has allowed me to meet so many fascinating and interesting people, whom with I enjoy sharing the special charms and unique attractions of my homeland and the island of Borneo.”

Olivia Soon, Deputy General Manager

Joining Destination Asia Malaysia in January 2011, Olivia carries with her extensive experience in the FIT/Leisure business. Olivia has an excellent understanding of professional client requirements, working to ensure they are completely satisfied with the service they receive, from an initial referral till your customer returns home.

Olivia is fascinated by the blend of cultures and rhythms found in Malaysia, from city life to its natural splendor. She is extremely passionate about sharing this with the world and continues to surprise herself with new findings. Olivia is a true ambassador for all things Malaysia, providing travelers with a true taste of her country on every visit.

“As the quote goes… The world is a book and those who do not travel read only one page. This simplifies my passion for travel - and travel in Malaysia in particular.”

Malaysia has impressively developed itself in recent years, placing it amongst the most sought after destinations for luxurious breaks, excursions into unspoiled rainforests and tantalizing city visits. It has become an established tourism destination presenting visitors with riveting diversity supported by an efficient infrastructure and beguiling heritage. It is continually re-developing, offering travelers seamless journeys in a land of rich natural wonders and unforgettable experiences. Cleaved in half by the South China Sea, Malaysia presents an abundance of environments to explore and Destination Asia Malaysia continually develop innovative and interactive ways to connect with them.
Once hesitant travelers are now free to explore the diverse, rugged and stunningly rich landscapes of Myanmar. The traits of modern civilization have barely touched the Golden Land, allowing those who visit an opportunity to gain insight into a country that has remained unchanged for centuries. Our goals today are wide ranging and the success experienced within the cruise sector has been immense. Destination Asia Myanmar is heavily focused on product development and implementation in existing, as well as new and upcoming destinations for leisure business. We are also presenting exclusive and outstanding dinner and activity arrangements for meetings and incentives operations, which is a quickly emerging sector in Myanmar with huge potential.

Phyu Su Mon
Director

Phyu Su was born in Yangon and after graduating in English Language & Literature from the University of Rangoon, Phyu Su earned diplomas in Tourism Studies and Management from the National Management College and in French from the French Institute in Rangoon. In 2000 she began her career in tourism as an assistant sales manager at one of the top local tour companies in the country.

Two years later, Phyu Su joined Destination Asia for the opening of the company’s inaugural Myanmar office in Yangon. An enthusiastic participant in all traits of tourism related training and workshops, she is also a visiting lecturer at a tourism management institute in Yangon.

“I believe that success appears when one works with heart and passion. My goal has always been to learn from each and every tour I work on, no matter where I go or who it may be with.”
This compelling country has an infectiously relaxed, laid back atmosphere, even in the capital of Vientiane which is more akin to a peaceful riverside town. It is a country of immense natural diversity and opportunities. Many adventurous pursuits in Laos are now created with its fragile ecology at the forefront of planning. Destination Asia Laos are offering more socially responsible tours than ever before. As ecotourism grips Laos for the better, we are able to offer immersive, responsible, memorable experiences across the country. Fortunately, Laos has retained much of its heritage for visitors to explore at a languid pace and some of the sleepy riverside cities are also home to the region’s wildest adventures.

Somsak ‘Sak’ Paseuthsai
Country Manager
Sak was born and still lives in the former capital of Luang Prabang in northern Laos. For 15 years, he worked as a freelance guide, travelling the length and breadth of his homeland. He joined Destination Asia Laos in 2002 as an English speaking guide, as well as Operation and Country Manager.

With his intimate knowledge of Laos, Sak has helped Destination Asia Laos to develop a selection of programs covering themes such as adventure, culture, relaxation and culinary encounters alongside cruises and socially responsible projects including eco-tourism and cultural exchange programs.

“I love Laos with all my heart. It is a beautiful and peaceful country where 80% of the land is covered in mountainous and surging rivers. The people have a long and rich history that can still be seen today - and Luang Prabang simply epitomizes the cultural soul of the country.”

Somphone ‘Tik’ Sourisack
Reservations Manager
Somphone ‘Tik‘ Sourisack was born in Luang Prabang, the former royal capital where he now lives and works as a key member of the Destination Asia Laos team. Tik studied further education in the capital of Laos, graduating with a diploma before returning to his home town.

Since graduating Tik has worked for a number of luxury hotels in Luang Prabang, including Hotel de la Paix and SADA Hotels. He now leads the reservations team at Destination Asia, using his 10 years’ plus experience in the travel industry to help keep them at the forefront of travel in the region.

“Besides all the glittering temples and extensive countryside, Laos is also blessed with the mighty Mekong River – a river so wide that sometimes you feel as though you are walking by the sea. It adds yet another dimension to the unforgettable experiences available in Laos.”
Spectacular terraced rice fields at Mu Cang Chai, Yen Bai, Vietnam.
Exceptional Tailormade Experiences

Our dedicated leisure teams are constantly researching, experiencing and uncovering new ways to connect with Asia and its people. We provide inspirational travel itineraries and exemplary services to support every program we offer. Our products showcase the wealth of absorbing experiences to be found in Asia fashioned through experiences that leave travelers with heartfelt admiration for the country and its people. Whether it’s compiling a classic itinerary or creating a tailormade program, our invigorating themes developed by professional product managers located in-country, engage local services and expert guides to connect with the destination at grass-root level.

We take great pride in supporting our clients with a creative range of on and offline sales tools to help maximize business potential. These range from our comprehensive online leisure booking engine, eDA, to an Agent Login site hosting all our sales tools, news websites, leisure focused newsletters, a comprehensive range of printed and ebook collateral, pre-recorded webinars and factsheets covering everything from weather patterns to festivals in Asia.

Our image library is one of the most comprehensive image galleries offered by any DMC. This collection of professional photos taken from destinations across Asia is a collection of exclusive imagery for use solely by Destination Asia clientele. These iconic images represent Asia through the eyes of its people, adding a unique element to your marketing material and helping it stand out from the competition. Once an account has been created, you can download images from those galleries relating to the countries your work in with us.

Stay up to date with the very latest news from Destination Asia at: news.destination-asia.com

For more details on any of our sales tools, please contact: sales@destination-asia.com

Our B2B agent site provides access to unique, sales tools available exclusively for our partners.
Meetings & Events

Our locally based meeting and incentive practitioners are dedicated corporate event professionals, with hands-on experience in the project management of groups ranging in size from 30 to 3,000. We create unique events to showcase the fabulously mystical culture of each country we operate in. Our events team take great pride in developing a deep understanding of every client need, while maintaining an open, streamlined communication process from proposal to execution, ensuring every event is a huge success.

Supporting the events brand is an interactive website offering our clients a wide range of downloadable visual content, from high-res destination images to HD venue tours and ready-made presentations.

• OUTSTANDING CUSTOMER SERVICE

We develop a deep understanding of our clients’ needs through effective and multi-faceted communication strategies. We will always confirm receipt of an RFP within one business day, and follow up with any questions to ensure that the proposal we deliver meets or exceeds expectations. When delivering services we visualize standing in our client’s shoes. In this manner we work fast and efficiently – ensuring all details, requests, quotations and replies are delivered on time. Our professional and personalized services stem from the efficiency of the team.

• WE ARE FRIENDS

At Destination Asia we work together with our clients as if they are our family. We have long-standing clients who trust us with their most valuable assets, and in turn we have the greatest respect for each of our clients. Working closely with everyone involved, at every stage of the process, communication lines are always open ensuring a fast and friendly service.

Visit our events site at: events.destination-asia.com

• PROBLEM SOLVERS

We will always deliver multiple options whenever possible. Our flexibility ensures less complications for our client, and should a problem arise – we already have a solution in place. At Destination Asia our staff are empowered to perform their role independently, resulting in a fast and flexible service.

• DETAILED PROPOSALS

We believe our proposals and costing sheets are some of the most eye-catching, comprehensive and detailed in the industry. We do our very best to think of every possible contingency, opportunity and expense so that our clients can rest assured, knowing they are in extremely capable hands.

• PROFESSIONAL TEAM OF EXPERTS

Our professional MICE teams have handled everything from intimate VIP incentives to large-scale conferences of 3000+ attendees. Many teams have been working together at Destination Asia at least four years, which further bolsters our large percentage of repeat business.
A cruise pioneer in Asia, Cruise Asia by Destination Asia first worked with and advised major international cruise lines and expedition vessels way back in 1996, when the very first ship deployments were being planned. We were the first shoreside and excursion management company to specialize in Indochina operations, initially commencing operations in Thailand and Vietnam. Following on from their success, Cruise Asia by Destination Asia evolved with offices opening in China, Japan, Hong Kong, Cambodia, Indonesia, Myanmar, Singapore, Malaysia and Laos, further strengthening our association within the region.

**Turnarounds**

Turnarounds are a critical part of any guest cruise experience and this is why we individually train our multilingual staff; so they can effortlessly handle the logistical challenges. This includes airport pick-ups, luggage handling, smooth transfers in our fleet of modern vehicles, check-in and disembarkation point services.

**Port Agency Services**

Our exemplary service standards not only exist in shore excursions and turnaround point services, but also throughout our local partnerships. We work closely with ships’ agents to deliver efficient communications and seamless transition from sea to pier and vice versa.

**Itinerary Development**

A cruise pioneer in Asia, Cruise Asia by Destination Asia first worked with and advised major international Cruise Lines and Expedition vessels way back in 1996 when the very first ship deployments were being planned.

**Hotel Bookings**

Cruise Asia by Destination Asia has developed special relationships with a wide range of hotels and resorts throughout Asia. We have dedicated in-country teams who research, contract and liaise with properties for the best rates and most favorable packages.

**Port Consulting**

Over 22 international cruise lines serve Asia, operating a collective 43 ships – creating more demand than ever before for new and capable ports of call. Over 22 international cruise lines serve Asia, operating a collective 43 ships – creating more demand than ever before for new and capable ports of call.

**Cruise Asia Exclusive Events**

We are passionate about everything we do. This is evident in the range of meticulously designed and exclusive events we hold every year in Asia's most historical, spiritual and cultural venues. For individual guests or specialized groups, we can create extraordinary travel experiences that are exclusive to Cruise Asia by Destination Asia.

**Pre/Post Packages**

While our focus is to ensure a best possible port experience, our specialty extends deep inland to some of Asia's most exotic, mystical and spiritual destinations. Exclusive options are extensive; including, a guided exploration of the historical center and handicraft traditions of Hue in Vietnam; following an ancient pilgrimage route from Okayama to Kotohira in Japan; or meditating with a Burmese monk at the foot of an ancient cave temple in Sagaing.

Visit our cruise site at: cruise-asia.com
A t Destination Asia we are working to maximize the benefits to local communities of our presence, while minimizing any negative impacts. Our community-focused projects that are in action across each of the 11 destinations we operate in aim to build beneficial, long-term relationships that contribute to the improvement of livelihoods while preserving our planet’s fragile ecosystem. We will continue to support education, community development, health and medical improvements, environmental initiatives, disaster relief and provide any urgent assistance that local communities may require.

In 2016 we created a Group anti-bribery and corruption policy, further showing our commitment to ethical business practices and in particular, to compliance at all times with applicable anti-bribery and anti-corruption laws in all countries where we carry out business. In 2017 we joined the Travelife Sustainability in Tourism scheme.

Destination Asia is a member of the ‘Elephant camp welfare and sustainability standard and assessment initiative’. At present no widely accepted set of criteria and evaluation system is present for Elephant camps in Asia. As a key member of the group, Destination Asia will help develop common standards and tools in order to jointly evaluate suppliers and ultimately, motivate camps towards improved animal welfare and sustainability standards.
“With Destination Asia traveller don't just visit Asia, they live the journey immersing in every local cultural icon and natural habitat.”
“With Destination Asia traveller don’t just visit Asia, they live the journey immersing in every local cultural icon and natural habitat.”
Our Team On The Ground

Every experience created by Destination Asia is made a reality by our dedicated operation and service teams who deliver seamless travel packages and programs, activities, events and experiences from concept to conclusion.

Philip Wigginsworth
Thailand
Philip joined Destination Asia Thailand in 2011 as Product and Contracting Manager, progressing to Business Development Director before taking his current role as General Manager in 2017. Philip brings a wealth of travel experience to Destination Asia Thailand, having worked with some of the UK’s leading tour operators before moving to Thailand in 1996.

In his position as General Manager, Phil oversees the general day to day management of Destination Asia Thailand along with serving an active role in product development and sales strategies.

Steven Wang
China
Steven Wang joined Destination Asia China team in 2010 as Operations Manager before being promoted to China Operations Director. His career includes six years as tour manager with a large international travel company handling groups from the US. Prior to joining Destination Asia, Steven worked for a US travel company based in Beijing.

Born in Beijing, Steven is deeply proud of China’s long history and fascinating culture, and loves to discuss his experiences of growing up during one of his country’s most exciting eras.

Andrea Bakker
Indonesia
Andrea graduated from MTRO (Tourism School for Middle Management) in 1992 before working at the London Gatwick Airport Hilton. Following this she made the bold move to Makassar, South Sulawesi where she worked as an office manager and helped set up the tour department and managed daily operations at a new agency. Andrea then moved to Bali where she was appointed responsible for Tourism Planning & Development at a well-known agency. Andrea has extensive experience within the Indonesian travel industry, from leading teams as director to training and development and setting up new travel departments.

Kevin Green
Japan
Before arriving in Japan in 2000, Kevin majored in International Tourism Management in the United Kingdom. After graduating, he found himself at a Japanese tour operator and no more than one year later, made the trip east for an extended period of time.

Kevin has built up a wide portfolio of experience, working both with FIT and groups, both inbound and outbound, and feels that now is the time when Japan becomes a mega destination for international travelers.

Eanna Li
Hong Kong
Eanna has worked in the tourism industry for over 20 years, gaining plentiful experience in the inbound tourism sector through the handling of FITs and Groups. She also has several years’ experience working for a cruise company, making shore excursion arrangements across Asia. Eanna loves the culture, shopping, colorful nightlife and salivating cuisine found in Hong Kong, alongside numerous fairs and festivals taking place throughout the year.

Thongvan Chanthavilay
Laos
Thongvan first joined Destination Asia Laos in 2013 as Products and Contracting Manager before being promoted to his current role as Operations Manager. Thongvan graduated from Chulalongkorn University in Thailand and has extensive experience of working in the travel industry having previously worked for two other DMCs in Laos.

An affable character, his excellent interpersonal skills and ability to manage projects efficiently means all client activities run smoothly. He always ensure that the clients’ experience is of the highest standard whilst enjoyable and memorable.
Tran Le Bao Quoc
Vietnam

Joining Destination Asia Vietnam in 2005, Quoc started his career as a full-time guide in Vietnam. His enthusiasm and excellent service delivery becoming a key asset to the business. Since 2007 Quoc has successfully become a key figure in Cruise and MICE divisions.

Graduating with a Master’s degree in business administration from the University of Bolton in 2011, his understanding of digital marketing in the tourism industry has enabled him to assist in development of the latest digital platforms including a new online Live Tariff.

Anna-Marie Chai
Malaysia

Anna-Marie Chai has worked in the tourism industry for over 20 years and has extensive personal knowledge and experience from being involved in all facets of the business.

For the past 9 years Anna-Marie has been intricately involved in the operational aspects of the leisure, cruise, and meetings and events sectors. She is based out of Destination Asia’s Kota Kinabalu office and oversees destination services on the island of Borneo. Anna-Marie also has intense enthusiasm for Corporate Social Responsibility endeavours.

Chhovan Mohm
Cambodia

Chhovan is a key member of Cambodia’s Operations team in Siem Reap. After finishing school Chhovan began work in the restaurant business where he worked as a waiter for two years, before moving to the Hotel industry in the year 2000. After three years in hotels he joined Destination Asia in 2003 as an Operations Assistant and has worked his way to becoming an integral part of our team.

As an Operations team member with Destination Asia, Chhovan enjoys new experiences and is always interested in learning new things through his work. He also enjoys reading books and magazines with his friends during his free time.

Naw Khar Khee Lar Moo
Myanmar

Khar Khar is from Kyaingtong in the eastern part of Shan State and has a mixed heritage of including Karen (Kayin) and Akha tribe. Her family moved to Pathein in 1998 where she graduated from Pathien University.

She enjoys working directly with clients while also handling many of the behind the scenes developments such as product and marketing. Khar Khar also manages meeting and incentive groups and VIP clients, connecting them with many unique experiences that only a local is aware of.

Vorayute Meksute
Thailand

Vorayute (Yoot) Meksute has had a long and distinguished career in the travel industry. For over 15 years Yoot was a senior operations manager specializing in cruise ship operations and overland tour development. In 1996 he joined Destination Asia as a co-founder where his responsibilities have expanded to include the daily management of the Operations Department in Bangkok; supervision of the provincial office network throughout Thailand; and most importantly our Cruise Ship Department, which is widely recognized as one of the most professional cruise line operations in Asia.
**International Sales Offices**

Destination Asia’s network of international sales offices (ISOs) is fundamental in maintaining relations with all our valued clients and partners in our overseas markets. We have excellent relationships with each of our ISO’s who work directly in our source markets, providing you with a close point of contact that can support your business needs on the ground.

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**Henry Kartagener**  
**USA & Canada (New York)**

Henry Kartagener has comprehensive experience in the development and implementation of sales and marketing strategies for international travel products wishing to enter the North American market. Since 1995, he has focused on products and destinations that seek sustainable market shares at acceptable cost to revenue ratios.

Through a marketing organization (KAI), Henry has worked with national tourism boards, hotels, airlines and destination management companies. He also served as the Director of Marketing & Sales for South African Airways for 12 years.

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**Michelle Rust**  
**USA & Canada**

Michelle joined Destination Asia in 2017 as their official and dedicated staff member to lead its North American incentive travel and event business development for the Asian region.

Originally from New England and based in New York City, she brings extensive experience to the sales team having worked with such respected brands as Intercontinental, Kempinski Hotels & Resorts, Hilton, Peninsula, Starwood, Wyndham and most recently as an Independent Sales Consultant for The London NYC hotel in Midtown Manhattan.

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**Susan Scales**  
**United Kingdom & Ireland**

Susan has worked for Destination Asia since 1991 so she has an intimate understanding of Southeast Asia and Destination Asia Group. Her knowledge and professional reputation in the UK’s C&T market is unparalleled. She considers herself fortunate to be working in an industry that she adores – one that has also enabled her to travel extensively, experiencing the most amazing events while meeting wonderful people along the way.

The dynamics of the industry are forever changing Susan notes, and no two days are the same. For most of her career she has worked within the DMC sector and loves nothing more than getting behind ‘the postcard’ of each destination to discover the true character of the countries in Southeast Asia.

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**Greg Young**  
**United Kingdom & Ireland**

Greg joined Destination Asia in 2010 as their Leisure Representative for the UK & Ireland. With a background of over 20 years in the travel industry encompassing working for hotels, luxury tour operators and some of the largest online travel companies in the world, Greg then set up his own London based marketing company in 2008.

Greg has visited in excess of 100 countries and visited many 1000s of hotels across the world, accumulating a wealth of travel industry knowledge and contacts that he brings to both Destination Asia and our industry partners.

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**Liz Berry**  
**South Africa**

Liz Berry joined Destination Asia in 2011 to represent and grow their MICE and leisure business in South Africa and neighbouring countries. A travel industry professional, Liz has an airline and tourism background where she gained hands-on knowledge of marketing and sales, particularly in the Asia Pacific region. During the last 14 years she has successfully run her own tourism representation company and represented various DMC’s. Liz is highly respected in the industry and prides herself on her extensive product knowledge as well as offering highly personalized services and focussing on client relations whilst growing the market.

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**Nicole Naylor**  
**Australia & New Zealand**

Nicole Naylor is a founding partner in Destination Asia, having opened and managed our Vietnam operation for five years. She has held the role of Australian Regional Manager for more than ten years, and is responsible for MICE sales from both Australia and the New Zealand market.

Nicole has travelled extensively throughout Asia, having spent more than ten years abroad before settling in her home town of Sydney. Offering a wealth of information during the design and research phase of a client’s proposal, Nicole is the first point of contact in Australasia for all things Destination Asia!
Ria Mooijaart
Benelux, Germany, Austria and Switzerland

Ria Mooijaart has an extensive background in the hospitality industry, gaining excellent destination knowledge by personally travelling around the world and exploring numerous key MICE locations.

Today, the company DMC Collection by Ria Mooijaart & Partners serves as a liaison between MICE planners and The DMC Collection partners, acting as a consultancy and an extension of all teams involved in each project. Ria Mooijaart & Partners has built a solid reputation for the quality of sales blitzes, inspirational trips and events for key players in the Benelux region, Germany, Austria and Switzerland. Ria selects DMCs that; work in harmony with their destination, initiate mutual partnerships, offer connections to its history and folklore, and that brilliantly weave these qualities into exceptional, unique experiences.

Christine Engen
Norway, Sweden, Finland & Denmark

Christine represents and promotes Destination Asia’s meetings and incentive, corporate meetings and leisure business in the Nordic region. A Norwegian native, she has extensive experience in the travel industry and has lived and worked in six out of seven of the world’s continents. The founder and CEO of her own travel marketing company based in Denmark, Christine is meticulous when it comes to customer service and offers creative solutions that complement Destination Asia’s values in delivering not only exceptional travel services, but also in surpassing client expectations. Christine enjoys recreational travel when time permits and is well-informed about various industries that support tourism, including fashion, cuisine and the film industry.

Sidney Alonso
Latin America

Sidney joined Destination Asia to further represent their meetings and incentive, corporate meetings and leisure business in Latin America. A Brazilian native, he holds a degree in International Relations and more than 25 years’ experience in the travel industry.

The founder and President of his own DMC representation company with offices located in Argentina, Brazil and Mexico, Sidney has an extensive knowledge and high attention to customer service that complements Destination Asia’s values in delivering not only superlative travel services, but also in exceeding client expectations. Sidney enjoys spending his spare time participating in sports.

Maria Castro Roig
Spain & Portugal

Maria Castro is the Group Director of Sales for the Spanish market. A Spanish national, Maria joined Destination Asia in 2009 after moving to Thailand in 1997. Since then she has worked extensively in specialized areas within the travel industry. Maria’s main interests are tailor-made and unusual itineraries, which she likes to explore herself in advance during personal trips throughout the region. Fluent in English, Thai, Spanish and Portuguese, Maria has organized incentive groups and congresses throughout Asia. Her language ability has helped her to reach and link many prospects with Asia. Maria’s goal is to keep Destination Asia in a premium position within the market and to keep its place as the leading DMC.

Alvin Materi
Cruise Asia by Destination Asia

Alvin Materi is the Regional Director of Cruise Asia by Destination Asia. A Canadian national, Alvin has an extensive travel background, including Shore Excursion Manager with Royal Caribbean Cruise Line, Destination Asia in Vietnam, and a senior sales and operational role with a major New Zealand inbound DMC. He also opened Cruise Asia’s San Francisco sales office back in 2008.

Alvin works with our key markets to identify new business opportunities, and directs the Cruise Asia regional sales and operational departments.

“As pioneers in the industry, we continually set the standard for experiential travel and personalized service, helping our clients gain exponential growth within their market and positively develop their business. We provide destination management services for; incentive houses, cruise lines, convention/exhibition and conference organizers, tour wholesalers and operators, corporate meeting planners, cultural and historical associations and business travel organizers.”
Product & Marketing

Destination Asia’s product and marketing departments work closely with each of the destinations to set the course of the company’s product initiatives, develop sales tools to shorten the sales cycle and determine all messages and media deployed to communicate with the market.

David Andrews
Group Marketing & Communications Director

David has an extensive background in journalism and spent a number of years working for Archant in the UK on London’s King’s Road. Graduating with a BSc in Art & Design from Leeds Metropolitan in the UK, David then took a role as editorial assistant for a magazine in London before moving to Archant and working up to the position of web editor for several publications. With a burning desire to see more of the world he left London behind and spent six weeks traveling in South America, including four weeks spent at the Charles Darwin Foundation on the Galapagos Islands helping research invasive plant species.

Bitten with the travel bug and a passion for writing, he then travelled to Australia and Thailand to cover various features for leading travel magazines. Falling in love with Asia and Thailand, David settled in Bangkok in 2010 and assumed a role at a DMC within their marketing department before moving to Destination Asia in 2014.

“Creating interest and demand through the growing types of media available to us is my passion. It just so happens that I am able to do this in one of the world’s most fascinating and beautiful continents. To go trekking through jungle terrain or swim in lucid seas at the weekend still feels like a dream.”

Julien Monnerie
Group Product Director

Julien has been working in tourism for over 10 years, five of these spent in positions including, travel consultant, tour leader, project manager (Beijing Olympic Games, South Africa FIFA World Cup, Shanghai World Expo), and as an Asia product manager at two major French tour operators specializing in a la carte experiential trips. The other five years in the DMC world as a product manager and business developer.

Julien joined Destination Asia in 2016 and the first phase of development was to put in place a set of sales and training tools for agents and destination teams. The second phase was to identify the products that require development to ultimately build a rich and diversified product portfolio for clients and partners. Julien has traveled to all the destinations in our portfolio once or multiple times, and also lived in China and Taiwan for 4 years before moving to Thailand in 2015.

Still just as passionate about Asia as he was for his very first trip 20 years ago, Julien has always been enthusiastic about his profession too.

“Working in travel industry represent more than just work to me. You share your passion, help people discover other cultures and open their minds while creating resources for local employment.”

COUNTRY BROCHURES

Browse our detailed country brochures for information on the destination and executive teams responsible for managing each country.
Sales & Marketing Tools

At Destination Asia we have developed a series of innovative and creative sales tools to support our valued clients and partners. Our suite of tools are designed to assist you in building your knowledge of Asia and ultimately, maximize every sales opportunity.

News Website
Stay up to date with the latest regional travel news from our 11 destinations at: news.destination-asia.com

Newsletters: Asia Talk; Exceptional Experiences; Events; Cruise Asia
The latest travel news from Destination Asia straight to your inbox.

eDA Online Booking System
A time-saving online reservations system providing access to exceptional offers and promotions in real time. These offers can be instantly secured, placing more pricing control into the agent’s hands.

Destination Asia Video Suite
The video suite was developed to provide our partners with a unique advantage when competing for new business. The HD quality videos make use of the latest camera technology, adding a competitive edge to proposals and marketing collateral.

E-books
For more details on any of our sales tools, please contact: sales@destination-asia.com

Webinars & Presentations
Functioning as an expert country guide, our presentations provide detailed on screen information with narration by country managers. Alternatively, we can arrange a private webinar for your staff if you want to focus on a particular area.

Food Guides
We’ve taken the hassle out of sourcing reputable restaurants by hitting the streets to uncover the best available places to dine in the most visited cities.

Weather Charts
We created month-by-month factsheets with annotated maps and images and took the seasons into account, providing details on what to expect at specific times of year - and peak/shoulder seasons.
We have worked closely with Destination Asia for 15 years (since the founding of Odysseys Unlimited) and consider them to be both an exemplary business partner and a long-term friend. Their consistently high level of service in all areas – from itinerary planning to operational details to hotel negotiations to the assignment of talented/caring guides - has been a hallmark of how their business is conducted and helped our business to grow substantially in Southeast Asia.

Each individual office (we utilize several) is well managed and efficiently run, with quality staff members at all levels. We look forward to many more years of our productive and enjoyable relationship with Destination Asia.

Bruce A. Epstein
President - Odysseys Unlimited, United States of America

It’s rare to find a DMC that will go out of its way to develop a deep understanding of your needs. Many quote themselves as providing exceptional customer service, but Destination Asia are one of the few that deliver on this promise. Their professional and experienced teams are capable of planning and executing even the most complex of programs.

We have worked with them for a number of years and have found their professionalism and dedication to deliver exceptional experiences unmatched. The extensive network, detailed local knowledge and consistently high standards that Destination Asia offers has allowed us to create a diverse and successful range of unique programs in the Asia region. We look forward to many more years of positive growth ahead in partnership with Destination Asia.

Michael Walker
Supplier Relationship Manager - Directions, Australia

Having had the pleasure of partnering with Destination Asia, in its various countries of operation over the past 18 years or so, I can honestly say that we have found a partner who understands service excellence, going the extra mile and delivering a seamless program each and every time.

I am always astounded by how an organisation can so successfully ensure that its values and morals are carried through to each office in countries across Asia. No matter which country you deal with, it’s like dealing with ONE company.

DA’s up-to-date communication in times of natural disasters and strife have also given us confidence that there is always a plan B ready to be put into place at the drop of a hat. If you’re looking for professionals, who feel like part of the family …..you’re in the right place!

Shelley Everest
Director - Operations, Impact Incentives and Events, South Africa
Destination Asia has been a key partner for Maritz Global Events for many many years. Our associates, and our clients, rely on them for their superior service, attention to detail and their ability to deliver the creative experiences that we are so honored to design together. Their offices serve our clients’ needs across the Asia Pacific region and what makes them really stand out is their people.

They are dedicated, passionate and committed to excellence. The term “family” is frequently used but rarely fits a company. Destination Asia truly is a family and their employee ownership structure is evident in how they treat their people and their customers. Ultimately, Destination Asia helps bring our clients meetings, events and experiential incentive programs to life.

**Donald Potter**  
*Travel Buyer - Maritz Travel, United States of America*

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Destination Asia has been our key DMC partner throughout Asia for over 6 years, and has made an enormous impact to the creative ideas and service levels we have been able to provide our clients for their conference, meetings and incentives. Each Destination Asia office we have liaised with has always been truly professional and provides us with extremely creative and informative proposals showcasing unique local knowledge and added value.

As one of the UK’s largest event management agencies we are proud of our partnership with Destination Asia and together are able to provide our clients with a dedicated service and offer unique event experiences throughout Asia.

**Laura-Jane Stanwell**  
*Senior Creative Development Manager - Incentives, Zibrant Live, United Kingdom*  

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Destination Asia once again proved to be a valuable strategic partner helping us develop and operate a complex incentive program in Sanya, China for a global hi-tech firm. This partnership started with their US based office in Chicago which allowed us to coordinate on same time zones and stay ahead of the curve as we had a very short window to plan and operate this program.

Their local team joined us on the site inspection and remained a key player throughout the planning and operational phases of the program. Destination Asia’s extensive network of contacts in the area was critical and proved to be an invaluable resource in bringing creative options to the table as well as being able to react quickly to changes during the operation of the program. All of the staff were extremely professional and took great pride in their work. Destination Asia is a must have partner when doing business in Asia!

**Donald Potter**  
*Travel Buyer - Maritz Travel, United States of America*
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@Asia_Talk

“Our unwavering goal is to deliver without fault, an immersion in the spiritual and natural life of Asia, while always exceeding our client’s expectations.”

This photo is from our extensive online image library that is available exclusively for our partners.
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