

DESTINATION ASIA

DESTINATION MANAGEMENT FOR ASIA'S TRAVEL CONNOISSEURS

CORPORATE PROFILE

THE DESTINATION ASIA GROUP

DESTINATION MANAGEMENT FOR ASIA'S TRAVEL CONNOISSEURS

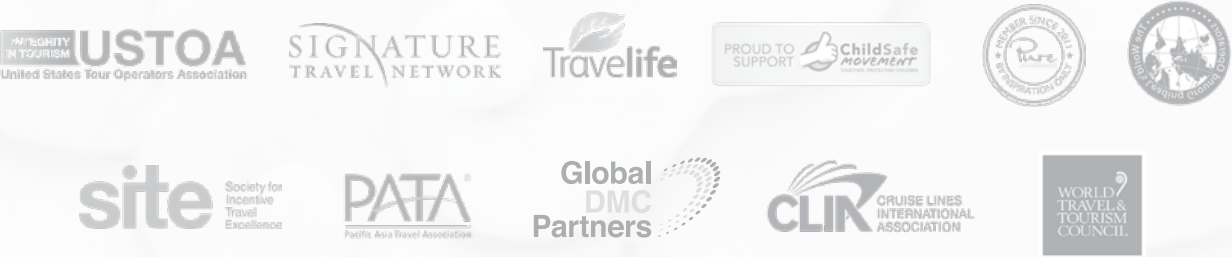
- THAILAND
- VIETNAM
- CHINA
- JAPAN
- HONG KONG
- INDONESIA
- SINGAPORE
- CAMBODIA
- MALAYSIA
- MYANMAR
- LAOS



“ With Destination Asia travellers don’t just visit Asia, they live the journey, immersing in every local cultural icon and natural habitat. ”

Pioneered by a group of dedicated travel enthusiasts in 1996, Destination Asia has been setting the standard for experiential travel and personalized service in Asia for over two decades. With an in-depth understanding of the ever-changing needs and exacting demands of today’s travellers, we provide one-of-a-kind destination management services for: incentive houses, cruise lines, convention/ exhibition and conference organizers, tour wholesalers and operators, corporate meeting planners and business travel organizers; continually pushing boundaries to help our clients gain exponential growth within their market and positively develop their business.

The Destination Asia Group has grown to provide bespoke client-focused travel experiences in 11 destinations across Asia, including: Thailand, Vietnam, China, Japan, Hong Kong, Malaysia, Singapore, Myanmar, Indonesia, Cambodia and Laos; connecting travellers with the inherent qualities of each destination through a series of unrivalled encounters. Lead by a team of experienced local and international travel executives, it remains at our core to deliver travel services solely responsive to the needs of the client, ensuring you receive exceptional service each and every time.



A Worldwide Sales Network



Our Destinations & Operational Offices



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.

11

Countries



Thailand



Vietnam



China



Japan



Hong Kong



Indonesia



Singapore



Cambodia



Malaysia



Myanmar



Laos

Our local Asia Team

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 managed 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.

Convention/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.



Matthew Smith
Chief Executive Officer

Matthew has been part of Destination Asia since his appointment in 2018 as general manager of Singapore, helping develop the key sectors of meetings and events, tailor-made travel and cruise. His forward-thinking approach has helped strengthen Destination Asia's footprint and been pivotal in driving innovation and growth within the company. Backed by over 20 years of experience in the travel industry and a developed network in meeting & events and DMC activities, Matthew is a well-known and respected figure within the travel industry. Born in Australia, Matthew then spent much of his life in New Zealand before moving to Singapore in 2006.

"I am proud to lead a pioneering company like Destination Asia - collaborating with our talented teams to shape the future and continue exceeding our clients' expectations."



Jirawan Chinjenpradit
Chief Financial Officer

Jirawan (Aey), has been a key member of the 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!"



Alison Loftin
Group Human Resources Director

Alison grew up in Hong Kong where her love for Southeast Asian travel and learning about different cultures began. In April 2017 she transferred from GTA in London to Bangkok where she held a regional head of HR role. In 2020 Ali relocated to Penang in Malaysia to lead talent acquisition at Teleperformance Malaysia, before returning to Bangkok in 2022. Ali has over 20 years of extensive strategic and operational HR experience from multiple industries. She holds a bachelor's degree in modern languages, a master's degree in HR management, and is a Chartered Fellow of the CIPD.

"Travel has always been an important part of my life. At Destination Asia I am so fortunate to combine my love for travel with my HR profession in a very exciting region with so many rich cultures and diverse ways of working."



Stephen Hooper
Group Operations and
Business Support Director

Stephen started his life-long career in tourism working on the frontline as an International Rep with the UK's largest tour operator, often working the summers in beach destinations and the winters skiing in the mountains. His travels and work have since taken him to six continents. In 2007 he moved to Thailand to join Hotelbeds and went on to hold the position of Country Manager at Destination Services, before joining Destination Asia in 2018. Steve now leads the Project Team from the head office in Bangkok.

"I consider myself to be very fortunate working in the tourism sector, helping make peoples' dreams come true. The greatest thing about working in tourism is that no two days are the same, and you never know what is going to happen when you wake up in the morning."



Katie Buxton
Global Director of Sales

Katie worked with the 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."



Alvin Materi
Regional Director, Cruise Asia

Alvin has more than 25 years of personal involvement in the cruise industry, during which time he has held the position of Shore Excursion Manager for Royal Caribbean Cruise Line, as well as various senior management roles in Vietnam, Hong Kong, New Zealand, and the United States. A Canadian national, Alvin works with key markets to identify new business opportunities and directs the Cruise Asia global sales and operational departments. Alvin also heads product development, port consulting and itinerary planning, and directs the ongoing long-term relationships for Cruise Asia by Destination Asia.

"I have been fortunate to work and live in the most vibrant part of the world for more than half of my life, creating unique travel experiences and sharing them with my clients, friends and family."



Juan Paredes
Group Product and
Strategic Projects Director

Colombian-born Juan is an accomplished and growth-focused leader with over 15 years' experience working with DMCs, Tour Operators, Hotels and Event Management companies. After leaving his native Colombia at the age of 18 with a goal to travel the world, Juan has travelled to more than 50 countries and has lived and worked in Cambodia, South Africa, U.S.A, Colombia, Sri Lanka, Switzerland, UAE and Qatar. In 2019 he added Thailand to the list to join Destination Asia at the headquarters in Bangkok.

"I am all about the people and my mission in life is to make a difference any way I can. Creating meaningful and life-changing travel experiences is what I enjoy the most, and if these can change people's lives, then jackpot."



David Andrews
Group Marketing &
Communications Director

David has an extensive background in journalism and spent a number of years working for Archant Media in the UK. Graduating from Leeds Metropolitan, he then assumed the position of editorial assistant at a magazine in London before moving into a web editor role for several publications. Since then he has worked in three different continents, finally falling in love with Asia and Thailand. Joining Destination Asia in 2014, David now leads the Marketing and Communications team from the head office in Bangkok.

"I'm proud to be part of a creative team that loves generating awareness, interest and action through the ever-growing types of media available to us. It's a challenge we rise to every day!"

*"Travel melts the barriers created by our fear of the unknown,
connecting people on the most simple yet profound level."*



Our Destination Asia



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 tailor-made 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.



Kenneth Jorgensen
General Manager

Kenneth is a highly motivated travel enthusiast who leads our team in Thailand. Originating from Denmark, he commenced his career with a local tour operator and travelled to Bali, sparking a lasting passion for Asia. Since then, he has lived and worked in Indonesia, Thailand, and Laos, holding senior management roles in logistics, tour operations, and DMCs. Kenneth has a wealth of expertise spanning destination management, procurement, operational delivery, supplier strategy, and product development. This expertise, along with his commitment to implementing new and innovative ideas provides a superior quality, range, and service standard across our M&I, luxury FIT, and cruise divisions in Thailand.

"Meeting new people, connecting to new cultures, living experiences, and tasting the local cuisine is the essence of travel. Travel connects people and cultures, enlarging our horizons and nowhere more so than in colourful Asia."



Daniel Gregori
Head of Business Development

Drawing from over 15 years' experience in the travel industry and leisure sector, Daniel has an unrivalled specialist's knowledge of Thailand and full understanding of our partners' needs and requirements in selling this magnificent country. He joined the Destination Asia team from the Destination Management Division of Hotelbeds with an extensive background in sales account management and business development, and in-depth knowledge of both product and culture.

"I respect and admire people that take a chance in life, even when they fail. Regrets are way worse than failures. Likewise travel and traveling are never a waste of time or money, they are a smart investment that always pays off both professionally and on a personal level."



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.



Jeff Redl
General Manager

Jeff brings a wealth of knowledge and expertise and is responsible for managing daily operations and driving new initiatives to further enhance Destination Asia's key sectors of luxury FIT travel, meetings and events, and cruises. Under his leadership, the team delivers exceptional experiences and provide exemplary service to clients across Vietnam. With almost 30 years of experience in the travel industry, including more than 10 years in DMC management positions in Vietnam, Jeff has a natural passion for the industry that shines through.

"Our team in Vietnam collaborate to develop new and innovative products that showcase Vietnam, from stunning mountain ranges and offbeat national parks while adding a unique twist to classic itineraries that encourage visitors to stay longer and explore more."



Truc Ly
Head of Leisure

Since joining Destination Asia Vietnam in 2022 as Head of Leisure, Truc has played an integral role in revamping the structure of the Leisure division. Truc now leads a team of exceptional travel planners who provide extensive destination knowledge and connect clients to the exciting heritage and experiences on offer throughout her beloved Vietnam. Before joining Destination Asia, Truc worked at two other multinational DMCs over a period of 12 years, holding various positions from supervisor to management level.

"I love my job as it allows me to travel, interact with friendly people from different walks of life and experience a range of wonderful cultures. I'm also passionate about building a high performing team that share the same vision in promoting our fascinating destinations to discerning travelers around the world."



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.



Sadie Yeoh
General Manager

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."



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.



Justin Chang
General Manager

Justin, an enthusiastic and experienced leader, heads up our team in Japan. An Australian national raised between Australia and Hong Kong, Justin's career has spanned senior roles with international airlines and global DMCs. His extensive expertise in destination management, product and service development, operations enhancement, and client relations is matched only by his passion for the travel industry. Justin oversees the key divisions of tailor-made leisure travel, meetings and events, and cruise initiatives in Japan.

"Japan offers travelers the opportunity to delve into an almost endless range of quirky and captivating experiences with something to see all year round. I love the vast contrasts Japan has to offer from personal favourites of onsens in the mountains of Beppu in Kyushu, to the street culture found in the modern maze that is Tokyo."



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.



Michael Mou
General Manager

Michael has been working in the hospitality industry for over 25 years, covering various sectors, including hotel MICE departments, DMC and travel portals. His extensive experience and success in the handling of large-scale operations has been praised by Crystal Cruises, Arsenal Football Club, as well as conference organizers and CEOs after managing a number of meetings in Hong Kong.

Michael manages all daily operations whilst driving forward new initiatives to further develop the key sectors of meeting and events, luxury FIT travel and cruise. His expertise in travel management, P&L oversight, utilization of technology, and operational delivery provides a solid base to further develop our service levels whilst maintaining our position as Asia's leading DMC.

"Asia's rich diversity of food and cultures has never failed to inspire me and is what has kept me interested in the travel industry – even after 25 years."

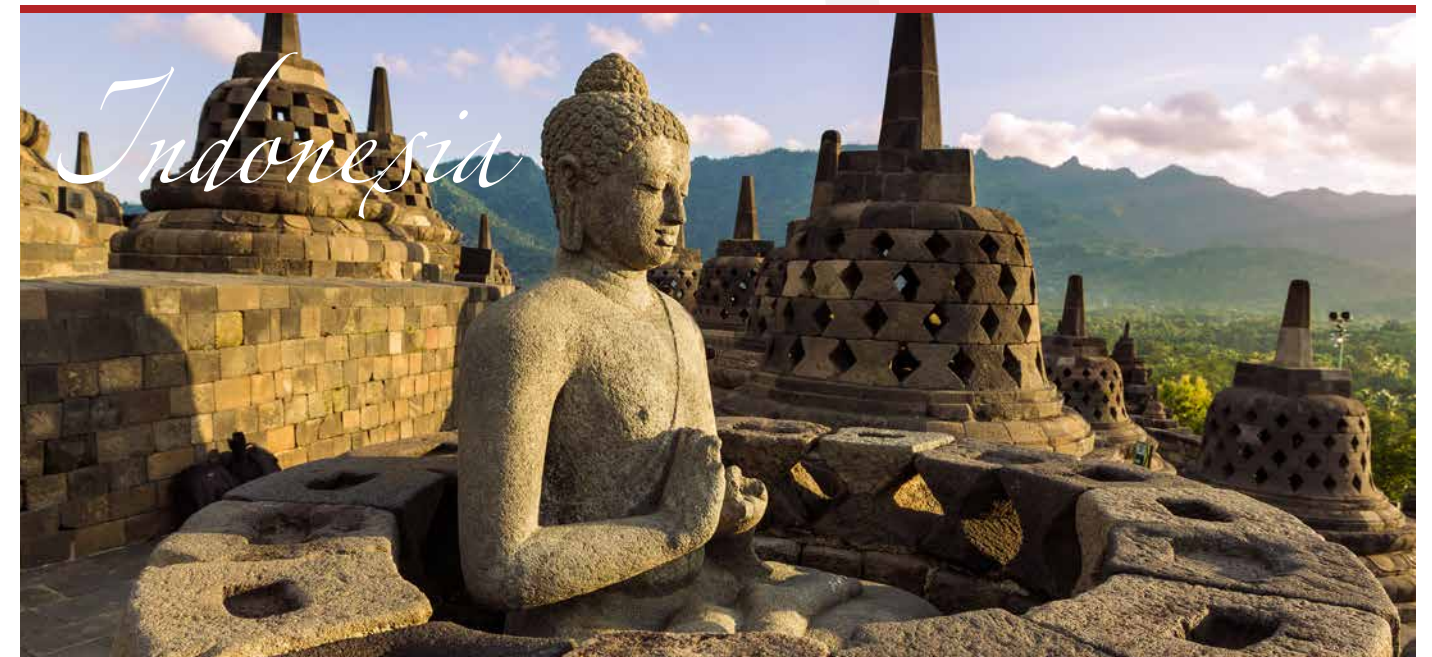


Phyllis Lau
Senior Manager MICE

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 Sedia 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, 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."



David Nuetzel
Director of Leisure

David originally joined Destination Asia as Indonesia's Senior Product Manager, helping create and develop the country's extensive product range in collaboration with the management team in both Indonesia and at our headquarters in Bangkok. David has excellent relations with many of Destination Asia's clients, regularly attending tradeshow and sales calls across the source market network. Utilizing his expertise in the leisure sector, he now maintains relationships with all of Indonesia's key clients while showcasing the wealth of exceptional experiences to be found in Indonesia.

"Visiting Indonesia leaves you speechless before turning you into a storyteller. I am blessed to call the world's largest archipelago my home for more than a decade and share the secrets of this unique and diverse destination with our valued clients and partners."



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.



Nicholas Wong
General Manager

Nic leads the team with enthusiasm and a forward-thinking approach to achieve outstanding results. His deep understanding of the key sectors of meeting and events, tailor made travel and cruise provides him with exceptional oversight of the entire business. A native of Singapore, Nic oversees daily operations, focusing on advancing initiatives to increase business opportunities along the supply chain. His career began in 2000 when he joined a Japanese inbound tour operator before progressing to management roles across various sectors of the industry.

"Prioritizing customer satisfaction has always been of paramount importance to me. To achieve this, I enjoy collaborating with the team to ensure every customer enjoys the best experience possible."



Xavier Chua
Director of Events

With his outgoing personality Xavier builds wonderful working relationships with both clients and suppliers. He truly enjoys working closely with our international clients to ensure their programs are a success from conception to final delivery. He has over 17 years of experience in the travel industry, starting in hotels and moving later into the DMC business where he has delivered a huge range of events. Xavier has an excellent eye for detail and seeing potential problems before they might occur. He also has a natural passion for the industry and ensuring that Destination Asia's offering is the latest and most unique.

"Born and bred in Singapore, it offers wide range of different cultural food. It doesn't matter where you look – every nook and cranny on the island spells out just how much of a melting pot of culture Singapore really is. Singapore never fails to amaze me with the new technology and creativity we can bring to the table. Being in this industry allows me to explore Singapore on many different levels, and yet still makes me feel like a tourist in my own country whenever I discover something new or unknown to me."



This compelling country has an infectious 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."



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.



Richard Casswell
General Manager

Since leaving the UK in 2005, Richard has travelled extensively through Southeast Asia while working in a variety of roles at various DMC's.

With a passion for discovering new destinations, his travels have led him on many adventures and helped provide exceptional insight into the region. After spending some time in Madagascar coordinating a marine research project, Richard returned to Asia as a tour leader before settling in Chiang Mai to develop community projects with a foundation. He then went on to work in management roles in Vietnam and Cambodia. Richard has played a pivotal role in helping develop Cambodia as a destination outside of the temples while creating new luxury products to entice longer stays, connecting travellers to the finer touchpoints of this magnificent country.

"I'm delighted to be joining Destination Asia in Cambodia to help grow the destination while providing exceptional service to partners across the globe. Together we will continue to provide unique, quality experiences in one of Asia's most exciting and welcoming destinations."



Patrick Chase
Regional Director of Sales

Patrick previously led the team in Vietnam before taking on the role of Regional Director of Sales where he provides focused support to all our partners. Working closely with the teams across Indochina, Patrick delivers the most enticing travel experiences coupled with unrivaled customer service. He provides expertise across product, operational delivery, and best-in-class services to clients seeking exceptional experiences across Vietnam, Cambodia, and Laos. Patrick is a seasoned travel professional having worked in senior management roles within DMCs, Tour Operators, and Travel Agencies across Asia and Europe.

"I consider myself very lucky to have worked out in Southeast Asia for over 10 years and am proud to work with my colleagues and support our global partners at Destination Asia."



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.



We have temporarily suspended operations in China. However, you can still contact our team via email: china@destination-asia.com



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.



We have temporarily suspended operations in Myanmar.
However, you can still contact our team via email: myanmar@destination-asia.com





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.

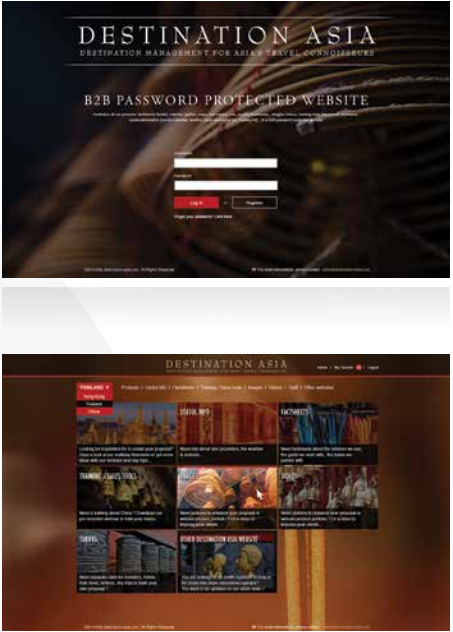
We take great pride in supporting our clients with a creative range of on and offline sales tools to help maximize business potential. These range from our comprehensive online leisure booking engine, eDA, to an Agent Login site hosting all our sales tools, news websites, leisure focused newsletters, 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.

• DEDICATED TO OUR CLIENTS' NEEDS

We understand that one size doesn't fit all; no matter the scale, size or scope, our fast and flexible approach ensures a creative adaptation to meet each client's specific needs. Our staff work closely with our corporate clients at every stage of the process while ensuring communication lines are always open. We never compromise on standards and consistently deliver a level of service that exceeds our clients' expectations.

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

Sustainability & Social Responsibility

OUR APPROACH TO SUSTAINABILITY AND CORPORATE SOCIAL RESPONSIBILITY

In its simplest form, responsible travel involves being socially and culturally aware and understanding your impact when travelling to a destination. At Destination Asia we believe that every experience should be conducted in the most socially responsible and holistically sustainable way possible, and we continually strive to run our business along ethical lines, embracing the three pillars of sustainability: Economic, Social, and Environmental. We have taken great steps in the past few years, including joining the Travelife sustainability scheme in 2017, creating a number of policies and guides including; Responsible Travel Guidelines, Wildlife Viewing & Animal Welfare Guide, and Responsible Souvenir Guidelines. Also, whenever possible, we work with local partners and suppliers who share our philosophy and actively monitor their business practices and services.

Our commitment to sustainability management and consistent sustainable business practices is underlined through our involvement with the Travelife Sustainability in Tourism Scheme – the travel industry's leading international sustainability certification. Destination Asia's operational offices in Indonesia have become Travelife Certified, the highest recognition possible, while our offices in Thailand, Japan, and Malaysia have been awarded Travelife Partner-level status, meeting over 200 sustainability criteria in five key areas: Office operations; Product development; Working with suppliers; Customer relations; and Destinations.



WITH RESPECT

Working with local communities to create authentic travel experiences that benefit the destination and its indigenous people.



COMMUNITY MEMBER

A deeper understanding of the place we visit not only enhances our experience, but can help avoid making the wrong decision when faced with challenging situations.



EMPOWERMENT

Together we can make a difference by providing the necessary tools and support to empower, without creating a situation of dependency.



ENVIRONMENTAL CARE

We tread lightly in the areas where we operate – always considering the impact our actions will have on the environment and wellbeing of those who call it home.





*"With Destination Asia
traveller don't just visit Asia, they live the journey
immersing in every local cultural
icon and natural habitat."*

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.



David Kartagener
USA & Canada (New York)

David entered the travel industry in 2010, but the marketing organization he now runs (KAI) has been working with Destination Asia since 2006. David and his team have leveraged their strong industry relationships to grow Destination Asia's market share in North America while also assisting tour operators and travel advisors with product development, marketing strategies and sales incentives. David enjoys connecting people and creating and executing innovative sales and marketing initiatives to the benefit of Destination Asia and his expansive 'rolodex' of global partners.



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.



Mercedes Conde-Nieto
United Kingdom & Ireland

Having studied Travel and Tourism, Mercedes' first job in the industry was selling holidays to Asia where she developed an in-depth understanding of Asia and the abundant possibilities for creating remarkable events. Based in Wimbledon, London, Mercedes has sound knowledge of the requirements of the UK MICE market, and guides clients with her in-depth understanding of Asia and the abundant possibilities the region offers to event organizers wanting to create an exceptional experience. From initial design to research and delivery, Mercedes is your essential point of contact in the UK for all things Destination Asia!



Rebecca Easterman
Australia & New Zealand

Rebecca has been a mainstay of the events industry since 2000. Working for DMC's as well as independent event companies and world-class venues, she delivers unforgettable experiences through a portfolio of premium destination partners. These skills and a love of travel prompted Rebecca to form destination sales and marketing agency PillowMINT in 2009. Since then, Rebecca has traversed the globe to uncover authentic experiences and gather like-minded partners to share with clients in Australia and New Zealand. Within the industry Rebecca has earned a reputation for creating programs that go beyond-the-velvet-rope and leave lasting memories.



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. Liz runs her own tourism representation company and is highly respected in the industry, taking great pride in her extensive product knowledge, as well as offering highly personalized services and focusing on client relations whilst growing the market.



Ria Mooijaart
Benelux, Germany, Austria and Switzerland

Ria 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 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.



Miguel Mendez
Spain & Portugal

Miguel Mendez Reus graduated in Marketing and International Business Sales before entering the tourism industry with a focus on the luxury segment. He has since worked with the Ritz Carlton as Director of Sales and helped expand market presence for a luxury DMC based in Thailand. He now leverages his extensive industry knowledge to develop and execute initiatives that drive revenue growth and market penetration across the network of countries where Destination Asia operate.



Christian Handschell
Germany, Austria & Switzerland

Christian promotes and represents Destination Asia's leisure business within the German speaking markets. He runs a creative PR and marketing company based in the northwest of Germany and has been a prominent figure in the travel industry for more than 25 years. Christian has worked closely with several travel industry segments, including tour operators, airlines, government agencies and NGOs. He loves to connect with people to develop a deep understanding of their needs and deliver on goals. Of course, he is also an avid traveller and exploring cultures is not only his profession, but also a great personal passion.



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 30 years' experience in the travel industry. The founder and President of his own DMC representation company with offices located in Argentina, Brazil, Mexico, Colombia and Chile, 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.

"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."

Testimonials

What others are saying about Destination Asia...

“ 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 familyyou'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. ”

David Peckinpaugh

President, Maritz Global Events

“ 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

“ 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

Sales & Marketing Tools

An online hub providing instant access to the latest travel information and content from our 11 countries in Asia.

 **Want Agent Hub access?**
send your account request to:
sales@destination-asia.com

WEBINARS

Download recorded webinars or request a live webinar for your team presented by one of our country specialists.

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