DESTINATION ASIA

Corporate profile

Thailand
Vietnam
China
Japan
Hong Kong
Indonesia
Singapore
Cambodia
Malaysia
Burma
Laos

DESTINATION MANAGEMENT FOR ASIA’S TRAVEL CONNOISSEURS
DESTINATION MANAGEMENT FOR ASIA'S TRAVEL CONNOISSEURS

THE DESTINATION ASIA GROUP

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Welcome to Destination Asia … and to our team of travel professionals.

This is the fourth 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, Burma and Laos.

The key personnel highlighted in this document are the heart of this tremendous success because the old fashioned concept of a ‘family business’ has been the basis of Destination Asia since its inception. We have no outside shareholders or directors, nor equity relationships with international travel conglomerates … so that our ‘staff ownership’ principal can respond to the needs of our clientele using the best of local creative talent in combination with our ‘world best’ international travel managers. This local ownership empowerment extends to all levels of staff; the result being a drive to create unique and cost effective travel products and services that is unequalled anywhere in the world.

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 its 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.

In our ever changing world, with the challenges all international companies must face in the dynamics of world commerce, there will always be one constant in Asia: Destination Asia and its old fashioned values of family commitment, product excellence and total support to our customers, will always be forefront in our service to you.

We look forward to working with you in all Destinations in Asia … with Destination Asia.

JAMES REED
CEO ~ GROUP MANAGING DIRECTOR
**Who we are ...**

**DESTINATION ASIA**

The Destination Asia group is unique.

We are not only the first destination management company to specialise in Indochina operations, but we are also the first Asian based travel company to be owned by its employees.

We believe that the creative drive of our management, staff and shareholders to succeed will ensure that our clients - you - will receive the absolute pinnacle of personalised service and product delivery. Ultimately our goal is to assist you in expanding your market share and growing your business. Your success is our success.

**About us ...**

The Destination Asia group was formed in 1996. Experienced travel executives and managers saw a niche market opportunity for a travel firm that, being owned by its staff, could provide travel services solely responsive to the needs of the client and not the whims of any international corporate conglomerate. We were encouraged by travel partners in all parts of the world who valued our knowledge and dedication to creative product delivery. In short, our clients and travel associates wanted a customer focused DMC... and we realized this could only happen if we, the staff, owned the company and created products we knew you wanted.

Destination Asia Thailand and Destination Asia Vietnam were the first units of the Destination Asia group to be formed. From these two initial successes Destination Asia China, Hong Kong, Cambodia, Indonesia, Myanmar, Singapore, Malaysia, Laos and now Japan have evolved, further strengthening our association within the region.

Our company philosophy is simple. We will:

Provide on-site services that are the very best available in the market in each destination and will never compromise on service standards.

Deliver a level of service that exceeds our clients expectations.

Ensure the company’s products and services conserve the integrity of the environment, respect the cultural heritage of the community and wherever possible utilise locally-sourced components, thereby contributing to the community at large.

Destination Asia has individual employee shareholders and management teams in each destination. Within the high parameters of service standards set amongst the group, each Destination Asia office is responsible for its own creative product development, delivery and statutory requirements. This locally based management philosophy ensures that each operation is not only a good corporate citizen, but by virtue of its local character, offers the very best experience possible to you and your clients.

**Destination Management...**

**Destination Asia** provides destination management services for:

- Incentive Houses
- Cruise Lines
- Convention/Exhibition/Conference and Corporate Meeting Planners
- Business Travel Organisers
- Tour Wholesalers and Tour Operators
- Cultural, Art and Historical Associations

**Destination Asia’s client-focused services include:**

A complete range of sightseeing tours and excursions

A comprehensive package of cruise support services, including port assistance, customs and immigration assistance, pre and post-touring options, embarkation and disembarkation procedures

A complete range of incentive travel services including theme party design, unique incentive tour programs, team building, chartering arrangements, corporate gift design, dine around arrangements, entertainment co-ordination, guest speaker bookings

Soft adventure activities including trekking, kayaking and bicycling tours

Chartering arrangements for private boats and aircraft

Complete conference and exhibition services including meeting co-ordination, spouse programs, cultural programs, educational tours, audio-visual co-ordination, attendee database management

An online internet reservations facility for tour operators with a complete range of nett hotel rates, tour and transfer rates, and overland packages
James Reed had an eclectic career spanning numerous countries and a wide range of company management before becoming co-founder and CEO/Group Managing Director of Destination Asia, Asia's most successful destination management company.

Originating in Canada, Jim received an Honours Diploma in Business Administration before assuming his first job in 1976 as the Executive Director of the Canadian Amateur Synchronised Swimming Association. Jim then moved to Australia in 1979, where he became a Director of a travel marketing company in Sydney. This involved the organisation of tours and group travel around the world, but especially to Asia, which in turn led to his first on-site Asian posting.

Jim joined Shangri-La International in 1985, where he worked on the opening team of the Shangri-La Hotel in Bangkok and was involved with numerous award winning incentives and conventions. He was then transferred to Hong Kong where he opened the Island Shangri-La Hotel. “My time with the Shangri-La was a great experience, as the key to their success was always to provide the absolute best service to our clients, something which I now regard as the key to our own company’s success.”

Jim then joined Tour East in 1991 and was based in Bangkok as the Managing Director responsible for Thailand, Vietnam, Cambodia and Burma. 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 he joined with several leading travel industry executives to form Destination Asia, now one of Asia’s leading destination management companies. He is most proud that Destination Asia has no outside shareholders and is totally independent from overseas airline, international tour operator and outside interests.

“We have diversified into inbound tour operating for international wholesalers, cruise ship logistics and shore excursions and corporate travel/Incentives and events across now 11 Asia countries. That makes us strong with the result that we can offer THE best services anywhere in the Far East to the ultimate benefit of our customers, always with our mantra of a ‘family business’. We gauge our success on our customers’ success as we regard our clientele as ‘partners’, first, before anything else.

“Destination Asia has grown phenomenally from the two country operation with which we started business in 1996. I am - and I believe quite justifiably - proud of all that we have achieved to date but we keep a very close eye on our markets and our expansion has always been timely. We have never rested on our laurels and there are certainly more opportunities for us in Asia.

In his spare time (of which there is little!) and when not travelling around Asia, Jim plays golf and dabbles in his hobbies of airlines, military and sports history, primarily ice-hockey and baseball...and collects museum quality toy soldiers. “There is nothing more enjoyable than a day of golf, or a day at the beach or a dinner with friends in one of Bangkok’s fantastic Thai restaurants” according to Jim. He also collects old airline memorabilia and Asian art.

“I love Asia. My heart and soul are in Asia. The beauty of its scenery, the stunning spectacle of its great wonders such as Angkor Wat, Mount Fuji in Japan, the Grand Palace in Bangkok, the Imperial Citadel in Hue and Borobudur in Indonesia. 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 continue 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.”

“Destination Asia is also proudly committed to the preservation of the environment, highlighted by the recent launch of the “Giving Back” CSR programs, our social charity initiatives to help the disadvantaged in our local communities.

“International travel is not only one of the world’s leading growth industries but a main forum for the people of the world to meet and understand other’s culture, life and traditions. Destination Asia is extremely proud of the role we play in bringing peace and understanding to the world and our future generations.”
Known for centuries as Siam, with all its mystical connotations, Thailand is today recognised as one of the world’s premier travel destinations. A vibrant blend of contrasts, of old and new, tradition and innovation, activity and calm. And the jewel in Thailand’s crown is undoubtedly Bangkok.

Formerly referred to as the ‘Venice of the East’, the canals are mostly gone now, but the rich culture and amazing variety of traditional architecture, and modern urban design fascinates even the most seasoned traveller to this riverside city. A city where temples and palaces, golden spires and orange-tiered roof-tops sit comfortably beside soaring high-rises and hip nightclubs. And of course the shopping, nightlife and cuisine are world famous. With some of the world’s best hotels, leading convention centres, finest dining and stunning heritage buildings, Bangkok is an excellent choice for the most discerning clientele.

Away from the frenetic pace of the city, Thailand offers a magnificent range of natural wonders. The mountainous North is the land of elephants and home to a variety of ethnic groups that centre around Chiang Mai, gateway to the Golden Triangle. The Central Plains, in contrast, is one of the world’s most fertile rice growing areas. To the south, Thailand’s pristine beaches and island resorts - Hua Hin, Pattaya, Phuket, Koh Samui, Krabi and so much more. Each with its own local flavour and able to cater to all sectors of the market.

Year round festivals provide a catalyst for ‘sanuk’ (Thai for fun). This Thai flair for the love of life combined with outstanding hotels, recreation, sporting and leisure facilities ensures the experience of a lifetime for any holidaymaker.

Whilst never failing to satisfy the leisure traveller, Thailand also has a well deserved reputation as an outstanding MICE destination. Offering rich culture, high service standards, a favourable exchange rate, and some of Asia’s best meeting and convention facilities in a dazzling array of locations.

Destination Asia’s award winning staff in Thailand deliver creative products with impeccable levels of service, from Bangkok and our network of provincial offices throughout the Kingdom. And at the helm of our operation, is the highly respected (or should we say almost revered!) Khun Addie...

Addie Samerton Hirunkate is a Thai national born and raised in the exciting city of Bangkok. After graduating from college in 1974, Addie began her career in tourism as a guide, a position that allowed her to do what she loved most - bring her beloved Thailand to the eyes of the world.

In 1996, Addie left that position to co-found Destination Asia, a move that allowed her to further her goal. “I love my country and would like others to know more of Thailand as well. Throughout my career in the tourism industry, I have made endless efforts with all my might and mind to ensure Thailand is known internationally as a premier tourist destination, and to have more visitors come here and enjoy my country.” Addie has devoted her talents and energy not only to her company but also to the industry as a whole, especially in the convention and incentive sectors. Working closely with the Tourism Authority of Thailand and the Thailand Incentive Convention Association (TICA) sees her currently holding the position of Chairperson of the Marketing Committee at TICA, as well as sitting on the board. Her success and professionalism cannot be denied, and she continues to receive high praise from many thousands of satisfied clients and from colleagues alike.

Addie’s staff see her as ‘a light, not a judge; a model, not a critic’. And Addie is equally respectful of the staff who work alongside her. “I’m so proud of our teamwork at Destination Asia, and I treat our staff as family, not just employers.” Addie strongly believes in teamwork and trust ... “you can buy people’s hands, but not their hearts - and that is where their enthusiasm and loyalty lie, which in turn fuels their ingenuity, creativity, and resourcefulness.”

Addie also seeks to serve the community. “I have always wanted to be involved in social work and bring that ethic to the company too. Currently we sponsor, for example, fifty students in rural regions of Thailand”. Truly a person of vision, with a clear mission, and an invaluable asset to the tourism industry of Thailand, its society, and to Destination Asia.
Through many twists and turns of history, the attractions of this region have remained timeless and cannot be denied. Vietnam, the largest of the Indochinese countries, is a country of contrasts. With so much variety, Vietnam is positioned to take centre stage as one of the most satisfying tourist destinations in the region. From kayaking around limestone karsts in wondrous Halong Bay, to marvelling at Cham ruins of the 14th century at My Son. From the historic tombs of the Nguyen Dynasty’s emperors in Hue to the pristine beaches of Danang. From the ancient town of Hoi An, of cobblestone streets in the shadows of a Japanese covered bridge, and markets alive with the early morning catch, of conical hats and elegant schoolgirls in white ao dai. From ornate Confucian temples, to Catholic French-colonial cathedrals, to dazzling high-rises and stunning boutique resorts. It is a land of rugged mountain ranges sheltering isolated ethnic groups, of forests, jungles and verdant rice plains. Of unspoiled beaches, extraordinary, bicycle-thronged cities, and of peaceful, rustic villages. And of an absolute unique history.

It is a country of people who are surprisingly pragmatic, with strong beliefs and values, and a philosophy and determination to move forward. These are the people who welcome you to Vietnam, who are proud to show you their homeland, and who deliver service with pride.

As the mighty Mekong River cuts through the valleys and fields of this enigmatic land, one cannot help but be drawn to the country’s beauty and the constant beaming smiles and open arms of its populace.

Put simply, Vietnam offers a greater variety of travel experiences, and continually satisfies and surpasses all expectations. No other DMC has the experience and proven service history of Destination Asia in Vietnam. Our creativity and delivery is unsurpassed and we will continue to provide you with the finest service in this country so close to our hearts.

Indochina, a word evocative of the romanticism of a bygone time, of French colonialism, of a long struggle for freedom. The conflicts that followed the collapse of French rule in 1954 have only added to Indochina’s isolation, and to the mystique of the region.

Having always had an fervent interest in South East Asian culture, Paul studied both Bahasa Indonesian and Cantonese before leaving Australia’s shores for a two year stint in Asia that would change his life. As is so often the case, he found Asia’s enigmatic pull too strong to resist and was unable to resist on his return. “At the time, I was told it was a misguided decision to give up everything of my wonderful Sydney lifestyle to return to the unknown of Vietnam. However to me, the everyday challenges that lay before me and the obvious potential of Vietnam as a travel destination were irresistible, and to this day I have no regrets.” (Nor does his beautiful Vietnamese wife, as we understand it!)

After leading small groups through his adopted home, a position which allowed him to ardently study the land he so loves while indulging his creative passion for cultural photography, Paul was recruited to an operational position before joining Destination Asia on formation in 1996. As the company has grown so have the opportunities, and it wasn’t long before Paul had risen to the position of Managing Director. Paul has also been integral in exploring other avenues for the company, and was the driving force in the formation of Destination Asia Cambodia in 1999. Needless to say, he is still excited about the future of the region, and anticipates with enthusiasm the challenges and rewards that lay ahead.

“There’s something deeply alluring about the exotic experiences one encounters in Indochina. Often intense, sometimes overwhelming, but as a romantic, sometimes tragic, past gives way to a new-found era of peace and relative prosperity, Vietnam is poised on the edge of an exciting future. How could I not want to be a part of it?” The love affair, it seems, is far from over.
Nicholas Mulley, an Australian, is the Managing Director of Greater China including Hong Kong and Macau.

Nicholas graduated from the University of New South Wales, as a fully qualified commercial pilot with a Bachelor Degree in Aviation, so a career in the travel industry was always on the cards. Nicholas worked in Sydney for some time in travel marketing, before becoming Manager of our Rangoon office. After establishing a successful operation there, Nicholas moved on to Vietnam where his presence as Business Development and Operations manager was instrumental in the fast-paced Saigon office.

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

As Destination Asia expanded into China, in 2006, Nicholas took on the challenge of opening and establishing the China office, initially with operations in Beijing, and then expanding throughout the country... now calling Shanghai home.

Hailing from a remote village in Sichuan Linda Wang has become one of the country’s most respected travel professionals. Linda began her career with Bamboo Garden International Travel Service, and travelled extensively across China, gaining excellent knowledge of China’s innumerable attractions.

With excellent English, Linda soon progressed to the position of Country Manager for a major USA wholesaler. Before joining Destination Asia, she was also involved with another prominent DMC, enabling her to combine her experience of wholesale business, with an intensive period of MICE management.

Since joining Destination Asia in 2006, Linda has been a true ‘ambassador’ of China having traveled to US, Australia, South Africa and UK and conducted numerous presentations about ‘the Middle Kingdom’. When she looks back Linda cannot believe that she really has turned from a “country bird” into a “phoenix”.

China – a country so vast, a history so rich and a culture so profound... Home to over one billion people, China is a mysterious and fascinating nation with an incredible array of iconic historical sites, traditions and civilisations that date back many thousands of years, breathtaking country landscapes and futuristic cities.

China is a destination of such epic proportions that we can barely scratch the surface here. With three major regions, China stretches from the mountainous west, to the desert plains of the Mongol Plateau to Manchuria in the northeast. The largely low-lying eastern region consists of the valleys and floodplains of the Yangtze and Yellow Rivers, through to the coastal plains of the Pearl River in the south.

It is hard to bypass (and one certainly shouldn’t!) the nation’s capital for over 3000 years - Beijing - as China’s premier tourist destination. The architectural masterpiece of the Forbidden City, the equally impressive Summer Palace, Tianshannen Square, the Ming Tombs, the Temple of Heaven... and of course, the most famous of all – The Great Wall of China, built during the Ming Dynasty’s reign to fortify China’s northern border and today one of the most visited sites in all the world. All great tourist destinations, and equally impressive as incentive program enhancements.

For contrast, Shanghai is one of Asia’s fastest growing and most modern cities. A centre for commercial trade with the west during the 1800s, by the 1930s it was both famous and infamous as a cosmopolitan world city. Today soaring skyscrapers overlooking the Bund are testament to Shanghai’s influential economic position. And a perfect centre for world class conferencing.

And beyond the obvious, there is also Xian, once an ancient capital on the Silk Road. Xian is most famous for the discovery of its Terracotta Warriors – over 7000 warriors and horses have been excavated from a site first discovered by a group of peasants who uncovered some pottery while digging for a well nearby in 1974.

Then there is Guilin, the Yangtze River, Zhouzhuang, Zhenghou, Xiann, Lhasa and so much more. A country certainly worthy of more than one visit, and with so much choice perfectly positioned to suit every requirement.
Japan is an ancient country of rich cultural and religious heritage now standing at the pinnacle of economic success in Asia, a contrast that continues to mirror the daily lives of all Japanese in the 21st century. From daily observance of Shinto, Buddhist or Confucian philosophy to ultra high tech communities and serene mountain ranges, the patina of Japan is one of the world's most unique and diverse societies.

Cut off from all contact with the 'outside world' until 1853, Japan is far more than the business and fashion and entertainment center of the Far East. Japan sits on the ‘Rim of Fire’ volcano zone in the western Pacific and the result is a stunning series of majestic mountains ranges that are encapsulated in Japanese folklore. Mt. Fuji is world famous of course but the mountains extend far to the far north in Hokkaido where unique eco-systems shelter rare flora and fauna... and world class skiing in winter, and everywhere there are scenes of postcard perfect small family owned rice farms and quaint rural villages and traditional mineral ‘hot springs’.

Tranquil and pristine lakes are everywhere in Japan, always with traditional Japanese ‘tea-houses’ that are the center of traditional life of all Japanese. These quaint tea houses are used for all manner of life in Japan society from weddings, special family events and merit making and are a focal point of Japanese culture.

Of course, in addition to the majestic scenery of rural Japan are its famous urban areas. Tokyo is the world’s largest urban area. Tokyo is the world’s largest urban area and is a cornucopia of fashion, leading edge electronics, trendy boutiques, contrasting modern and traditional architecture, all facets of Japanese cuisine and a ‘buzz’ and ‘pulse’ that sets it in the forefront of modern Asian design and style.

From the golden beaches of Okinawa to the ‘must see’ history in Hiroshima, the serene temples at Kamakura, Nikko and Nara, world class winter snow recreational activities on Hokkaido island and World Heritage listed Kyoto, almost fairy-tale like in its mystical beauty. Japan, the “Land of the Rising Sun” is a personal experience of almost heavenly calling, the old and the new with a mix of the unexpected in every small village or any street corner in Tokyo... or any family rice field, unlike anywhere else in Asia.

JAPAN

DESTINATION ASIA

Nami Nigo – General Manager

Nami Nigo is not only the General Manager of Destination Asia Japan but was the first employee of this, Destination Asia’s ‘newest’ country operation. An aficionado of Japanese culture, Nigo-san believes that her role is not only to provide a seamless and efficient travel experience but also “… to showcase all facets of the Japanese experience... I love my country and I want to show all of Destination Asia’s customers the real Japanese culture and its history and its unique national traditions. I want everyone using Destination Asia Japan’s services to feel and participate in Japanese life just like I do...”

Nami studied in New Zealand and Switzerland before entering the travel business working for the Hilton hotel chain in China “… where I first saw the fascination of foreigners with Asian culture... I knew then that I really wanted to eventually be an ambassador for my home country…” A nine year stint in Thailand then progressed Nami’s career in major sales and on-site operational roles for deluxe hotels Rayavadee Krabi, the Royal Cliff and The Sukhothai Hotel in Bangkok. “… I worked with major international special groups and FITs and cruise ship Overland tours and it was in Thailand that I made it my goal to show my overseas accounts my OWN country of Japan, one day in the future...”

Nami’s then was appointed to a management position back in Tokyo with the major ‘online travel company’ booking.com responsible for inbound Japan travel product and then as senior manager with Groupon Japan responsible for comprehensive Japan hotel, travel and tour services... her last ‘training’ before accepting the General Manager’s position with Destination Asia Japan.

Nami’s ‘wish’ finally came true, when she joined Destination Asia Japan “… I want to show the unique side of Japan culture, the small local Shinto, the tea house on a secluded lake and the boutique art gallery behind a family restaurant. I believe in ‘hands on’ travel experiences - the touch and feel and smell of Japanese culture and art. Japan also has breathtaking mountain scenery and I will show Destination Asia’s customers the thrill of experiencing the mist of an early morning sunrise at the base of Mt. Fuji... the real Japan..."
**Hong Kong**

In our opinion, Asia’s most dynamic city. A place where ‘East meets West’ is more perfect a description than any other place on Earth, where the old sits comfortably alongside the new, encompassed within the most vibrant harbour the world has to offer.

Hong Kong is a sophisticated metropolis of more than six million people sharing an area of about 1,100 square kilometres, more mobile phones and pagers than you can imagine, and soaring skyscrapers that draw your eyes ever upwards.

Savour a thousand contrasting tastes, with dining experiences world renowned, or satisfy your hunger for style in the shopping capital of the world. Whether it’s Stanley Markets or the designer boutiques of Nathan Road, on offer is an overwhelming array of goods to suit any budget. With a vibrancy like no other, this is a city driven by the dollar. Hong Kong is the financial centre of Asia and the pursuit of business is central to all facets of life. This business hub has resulted in a distinctive collage of skyscrapers, of daring architecture, that forms a spectacular backdrop for one of the world’s wonders - the cityscape by night, seen from across Victoria Harbour, with Hong Kong’s mountain-pitched buildings seemingly forming a curtain of crystal lights.

And also a diversity - from the bustling city centre to a peaceful countryside. Walking trails from the summit of the famous Peak offer a green view of Hong Kong that few are aware even exists. Repulse Bay, on the southern side of Hong Kong island, features picturesque beaches. Aberdeen is a sheltered bay that is home to a fleet of fishing trawlers and to glitzy floating restaurants. Trolley cars, ferries and subway trains are central to an efficient public transport system that assists visitors in discovering the delights of Central, Wan Chai, Causeway Bay or Tsim Sha Tsui in Kowloon. (And we still believe you just can’t beat the Star Ferry for one of the most spectacular ‘tours’ in the world!) Portuguese-settled Macau is just a short boat trip away, offering yet another diverse experience.

And of course, Hong Kong continues to grow... yet more investment sees new restaurants, venues, and products released every month as expansion pushes into the outlying islands. Hong Kong is an ever-evolving world class destination, and one that certainly warrants more than one visit. Once, in Hong Kong, is never enough...

**Destination Asia**

Katie Buxton – General Manager

Hong Kong

An Australian national, Katie Buxton brings a wealth of travel, business and management expertise to her role as the General Manager of our Hong Kong office.

A passion for travel has always driven and informed her career choices. Armed with a Bachelor of Business, Catering and Hotel Management Katie set off overseas for work and adventure, travelling extensively throughout Asia and Europe. Finally settling in London, she worked for four years as an Event Manager in one of the city’s top 5-star hotels managing some of the most exclusive clients and organising some of the hotel’s most extravagant events.

On her return to Melbourne, she continued to expand her events experience whilst working as an Account Director for a corporate incentive and conference organisation. Here, Katie devised, planned and implemented incentive travel programmes for some of Australia’s biggest and most well-known brands. Using her superior organisational skills, travel knowledge and impeccable attention-to-detail, Katie managed small and large groups and events in some of the most exciting and challenging travel destinations in the world.

It’s this extensive multi-faceted client-side experience that provides Katie with a unique insight and sound client-side understanding of the DMC business. She brings to Destination Asia a strong operational know-how, a thorough understanding of the travel and incentive industry, and a hands-on, can-do approach that is primarily focused on customer service and providing the best possible client outcomes.

Katie’s strong background in hospitality and her love of food and wine, has taken her to some of the world’s best hotels and restaurants. It is this passion that drew her to Hong Kong, both as a travel destination, and one that she now proudly calls home. Katie is constantly enthralled by the sheer style and magnitude of the experiences that Hong Kong has to offer.

With over 10,000 restaurants to try, she’s never short of a dinner plan, and when she’s not out enjoying the dining and cultural attractions, shopping has become one of her favourite past times.
From Sumatra, home to Southeast Asia’s largest lake, dense jungles and the orang-utan, Indonesia stretches 5000km to Papua; the largely unexplored eastern province home to the once ‘headhunting’ Asmats, peaceful Dani and breathtaking mountain ranges. Indonesia is as varied as it is unique, from the Hindu-Buddhist monuments of Borobudur to the famous Komodo Dragons, countless deserted beaches and natural wonders grace an archipelago filled with mystique and beauty.

Bali is the jewel in the crown of Indonesia’s 17,000 islands. It is an island where the mystical and magical define everyday life, in a paradise framed by sweeping beaches and natural wonders. The rich and intriguing culture is at once enthralling and hypnotic, with the island’s beauty exceeded only by the friendliness of its charming people. Pristine, sun-drenched beaches and exotic temples, thrilling adventures and activities, and world class spa share proximity with boutique hotels, resorts and private villas, made famous by Balinese design that has been exported to the world.

Whilst Bali’s beaches lure thousands of visitors to the island every year, it is Bali’s secrets that Destination Asia are also intent on showing to our guests. The cultural richness of this island is unsurpassed and visitors will be entranced by Colourful ceremonies and festivals, magnificent palaces and temples. In a world of sophisticated travel, Bali proudly and openly displays its cultural heritage to the international visitor, a heritage rich with traditions that saturate Balinese daily life.

Whether a relaxing resort holiday on the beach at Sanur or Seminyak, a family odyssey to the artisan villages in the hills of Ubud, a conference or incentive program based in the superb international properties of Nusa Dua, Bali is a destination that has something for everyone, and all of it offered with gracious Indonesian service and a smile. Bali is truly deserving of the title ‘island paradise’.

Destination Asia has been operating in Bali since 1997. Our exacting standards extend from our highly experienced office personnel through to our qualified guides and the safest of drivers. We utilise only modern air-conditioned transportation, and our emphasis is on ensuring our clients enjoy the most memorable Indonesian experience.

Promoted to Operations Manager in 2002, General Manager in 2007 and now Managing Director, Yasa now oversees the company’s highly trained team of guides, drivers and reservations staff, as well as coordinating operations across the far reaches of the archipelago.
VISIONS OF OUR ASIA
A PHOTOGRAPHIC COLLECTION BY PAUL LEVRIER

THAILAND
VIETNAM
CHINA
JAPAN
HONG KONG
INDONESIA
SINGAPORE
CAMBODIA
MALAYSIA
BURMA
LAOS
Two integrated resorts exploded on the Singapore scene in early 2010. These are the 57 story Marina Bay Sands, towering over Singapore’s Marina Bay and Resorts World, a mega resort, encompassing Universal Studios and 5 hotels on Sentosa Island.

As a result of these two new resorts, together with other an abundance of new attractions, boutique hotels and restaurants, Singapore’s arrivals have advanced and the average length of stay extended. The island/city state has become the flavor-of-the-month, becoming the ‘edgy’ destination in South East Asia, posted on the ‘must visit’ lists of the Times of London, the New York Times, Travel and Leisure, Conde Nast Traveller magazines.

A history of Singapore reads like an adventure novel. It is a tale of Malay princes, the Chinese Admiral Cheng Ho, mentioned as a site visited on his round the world voyage by Marco Polo and a phalanx of authors like Conrad, Clavell and Michener. Through the ages it was also visited by waves of pirates and fishermen who came ashore or lived for a time calling it Temasek or Seatown even before the modern day founder of Singapore, Stamford Raffles stepped ashore in 1819.

It is a country like no other, run like a business, populated by great grandsons and grand daughters of the founders but also by thousands of foreigners who also call Singapore home. The national budget is balanced (with a huge surplus); there is almost minimal poverty or unemployment and an established dynamic business culture.

Today, more than 5 million people reside in Singapore. They are tycoons, entrepreneurs, bankers, hoteliers, oilmen, gold dealers, tour operators, labourers, housewives, students of all nationalities and origins. This rich admixture produces an eclectic environment where paradoxes are the norm. It is common to see tycoons consuming Penang Laksa at a hawker (food) centre while an Arab can be found negotiating with an Argentinian eating a halal banana leaf curry a few stalls along.

Singapore has also always been a food city, a place where you travel for food alone. There are more than 4000 restaurants here but 4 of Asia’s top twenty in Singapore. The new resorts will likely raise that number.
From the deserted beaches on the Gulf of Thailand to city streets of Phnom Penh where emotive senses are heightened, from the deep jungles and minorities of the northwest, to the final mystique and grandeur of the Angkorean period in all its glory, Cambodia is a land as yet untouched by commercialism and the foreboding hammer of development. In its place lies a warm, enigmatic race of people maintaining the richness of their culture, now for all the world to see.

In the ninth century, the Khmer established Angkor as the capital of their huge kingdom stretching from present-day Thailand to Vietnam's Mekong Delta. For the next six centuries they ruled one of the largest empires in South East Asia. Angkor cultivated a power base of a mighty military and political force, and a rich and sophisticated civilisation. The ruins of today represent successive capitals constructed by a dozen Khmer kings, between the 9th and 13th Centuries. These were cities of massive stone temples, wide majestic causeways, thrusting towers and imposing gates. The sheer size and magnificence of Angkor Wat is compelling. With a full restoration program by l'Ecole Francaise d'Extreme Orient that began in 1908 and continuing to this day the monuments of Angkor, have now regained their place as one of mankind's greatest feats of construction.

Phnom Penh, a city that has survived a tormented period in recent history, is also an essential to visit. The city still boasts the golden spires of a king's palace, fine French colonial architecture, and a setting on the banks of the Mekong and Tonle Sap rivers that is decidedly exotic. With a population of less than twelve million, Cambodia enjoys a tranquillity and pace of life that many of us yearn for.

Despite a ravaged past the Kingdom of Cambodia remains one of Asia's most enthralling destinations. A country deeply enriched by history and culture that never fails to impress. Today it excites even the most seasoned traveller, just as it once did French explorers of a bygone time...

A long standing professional in the travel industry, Lynol began his career in tourism in 1992 when he joined the Ministry of Tourism in Phnom Penh. At that time, there was a certain optimism for Cambodia's potential as a tourist destination, but it is only in recent years that this has truly been realised. Throughout this time, Lynol had been working his way up the ladder, culminating in a management position at a reputable DMC in 1997. Having maintained close contact with his colleagues in Vietnam, he joined Destination Asia founding the Cambodian operation in 1999.

In recent years, Cambodia's infrastructure has improved immeasurably, and many visitors are delighting in the cultural wealth and significance of its attractions, as well as relaxing in the comfort of stunning new resorts. The Kingdom of Cambodia lies waiting to be explored, and if the magic of Angkor alone doesn't lure you then quite simply, nothing will...
The completion of the Petronas Twin Towers changed not only the skyline of Malaysia's capital, Kuala Lumpur but also lifted the world's awareness of the nation and people of Malaysia. From 1998 until 2004, the Twin towers were listed as the world’s tallest structures (they are still the world’s tallest twin buildings).

Malaysia’s rich culture and history was hitherto almost unknown outside of South East Asia. The Twin Towers helped to change all of that! Now, images of the towers and Malaysia’s new promotional slogan is “Malaysia Truly Asia”, a catchy phrase supported by an easy to remember song are both seen and heard by many around the world!

Kuala Lumpur has become a ‘happening place’ in Malaysia as a result of becoming one of the new crossroads of Asia, headquarters of the low cost carrier Air Asia, an ultra modern airport and a vibrant local scene centered on the Twin Towers. Malaysia is a thriving multi-cultural country with strong Malay, Chinese and Indian culture in addition to a fascinating variety of native ethnic groups.

Historic Georgetown on Penang Island is rich with history and culture, Chinese and Hindu temples plus an array for great architecture. On the opposite side of the island is Batu Ferringhi Beach facing the Andaman Sea with lovely hotels and spas. Across the strains is the beautiful island group of Langkawi with beautiful bays, diving spots, primeval forests and sea eagles.

By a unique twist of history, Malaysia is divided into three parts divided by South China Sea. The main political and economic centre of the country is located on the Malay Peninsula, where Kuala Lumpur or KL as many call it is located. The other half of the nation is located between 750 and 1000 km to the East on the nearby island of Borneo that Malaysia shares with Indonesia and Brunei.

Borneo itself offers a palette of destinations to create lifetime experiences around the capitals of Kota Kinabalu in Sabah and Kuching in Sarawak. Orang-u-tan, monkeys, rhinos, native tribes, flowers, mountains, hiking, snorkeling, riverine journeys to visit monkeys are just a few of the many things to do.

Destination Asia serves both the mainland peninsula and the areas of Malaysian Borneo.
Phyu Su Mon ~ Executive

Enchanting, mysterious and unspoilt - Myanmar is the last frontier of untouched Asia. A land of unsurpassed beauty, inspiration and dedication to the Buddhist religion, Myanmar's landscape is dotted with an amazing display of Buddhist imagery and glittering golden pagodas.

From the very moment you step foot on the ground in Myanmar you are in for a truly unique experience. Now more so than ever people from around the world are beginning to see Myanmar for what it is - a truly fascinating and unique destination filled with the spirituality of Buddhist beliefs and arguably some of the friendliest, most charming people on the planet. All who visit Myanmar rejoice that their every expectation is exceeded as they experience a land, culture and race more beautiful, warm and friendly than one could have ever hoped for.

Myanmar shares borders with Thailand, Laos, China, India and Bangladesh. Southern Myanmar borders the Bay of Bengal and the Andaman Sea, with a coastline of over 2000 kilometres. Wide rivers and expansive plains characterise the central part of the country. The major river, the Ayeyarwaddy, cuts majestically through the landscape while stunning mountains rise to the east along the Thai border and to the north to meet the eastern end of the Himalayan range. With an area roughly equal in size to France and the United Kingdom together, Myanmar is inhabited by a population of over 47 million people belonging to 135 national races.

Having been isolated from the rest of the world for so many decades, Myanmar has achieved a unique preservation of culture bounded by a rich, unspoilt landscape. Abundant in natural resources, the landscape of Myanmar ranks highly amongst the most breathtaking of sights anywhere in the world. Each of the destinations within Myanmar, whether Yangon, Pagan, Mandalay or Inle Lake have striking features, differentiating Myanmar from any other destination within South East Asia.

Once referred to as Amarapura, the Land of Immortality, and Yadanarbon, the Land of the Gems, today Myanmar is known as Suvanabhomi, the Golden Land. Once you have experienced the rich heritage and natural resources of this country, you will see just why these titles are such a true reflection of the land.

Always ready to explore a new idea or concept, Phyu Su has made many friends of the clients who have visited Myanmar as she continues to "go the extra mile" to ensure that each and every client who visits Myanmar leaves with a lasting impression - especially one of her luminous smile!
Sometimes referred to as “The Forgotten Country”, Laos is a relative newcomer to the international travel scene. A country of beautiful scenery, mouth-watering cuisine and stunning sights, it has a long and fascinating history of royalty, occupation and struggle for independence; awe inspiring ‘vats’ (temples) and a unique mix of French colonial and traditional architecture.

Located on the majestic Mekong River, Vientiane (translated as ‘sandalwood city’) dates from the 10th century, but has been the capital of Laos since the early 16th century. Vientiane is a relatively small, laid-back city, with tree-lined boulevards and majestic Buddhist temples, not what you might expect from a ‘capital city’. The streets may be busy with bicycles and motorbikes, and there is a pace of life that you associate more readily with a country town.

A fond favourite with travellers and locals alike, is Luang Prabang. Surrounded by thickly forested mountains and situated at the confluence of the Khan and Mekong Rivers, Luang Prabang has a tranquill, old world charm rarely found in Asia today. This fascinating town was the capital of the Lane Xang (million elephants) kingdom until the mid-sixteenth century. In colonial times it served as a provincial headquarters of the north. The legacy of the European presence here - well preserved French architecture and careful street planning – has blended with more than thirty Buddhist temples to create a town rich in atmosphere and history. Added to this is a fascinating cultural diversity coming from the numerous ethnic groups living and trading throughout this region. Further afield... head south to see the Angkor ruins of Wat Phou at Champasak or north to the mysterious “Plain of Jars” in Xieng Khuang province.

Destination Asia Laos opened in October 2004, completing our goal to be present in every Indochinese country.

As with all our offices, Destination Asia Laos conforms to the highest service standards, maintaining consistency throughout the group and ensuring your peace of mind. Laos might not be at the forefront of your thoughts right now, but we know that it won’t be long before this stunning land is hot on everyone’s lips. And naturally Destination Asia are already there...
Bob Guy is the Executive Consultant to the CEO and the Destination Asia Group. In this role, Bob works with Jim Reed and his team on strategic planning, Group IT and online development and tactical initiatives in sales and marketing to various business segments of the Destination Asia Group. Bob’s philosophy of the travel industry fits perfectly with Destination Asia’s mantra as a “family business” and its unwavering commitment to service excellence and CSR. Bob has become a true member of the Destination Asia family.

An American citizen, Bob Guy has more than 40 years travel industry experience, with some 30 years as a DMC in South East Asia. He has worked in the United States, in the Fiji Islands and in Australia. He moved to Singapore in 1979 where he served as Group General Manager of Tour East companies. Bob joined Pacific World in 1989 as co-founder of operations in Singapore, Malaysia and later Brunei.

Jim Reed and Bob Guy met in 1982 and have been friends for nearly 3 decades. Gill and Bob Guy joined Destination Asia in Singapore and Malaysia. This development brought the number of companies in the Destination Asia network to a total of 10.

While in Singapore, Bob Guy served 5 years as director of Singapore Tourist Promotion Board and 8 years as a director of Sentosa Development Corporation. He and Gill have won many industry awards and accolades including an Outstanding Contribution to Tourism award from the Singapore Tourism Board for work on the Singapore Can Lab project in 2003. The Destination Asia network now encompasses 27 offices in 10 countries in South East Asia / Greater China.

John Felix, the Chief Operating Officer of the Destination Asia Group, has had a travel career across a wide range of disciplines. Beginning with British Airways in his native Sri Lanka, John was soon posted to his first overseas posting, in Oman working on the prestigious British Armed Forces account. A stint with Swiss Air then lead to his appointment with the then tiny Emirates Airlines and its fledging new division, Emirates Holidays.

John’s work at Emirates Holidays spanned the complete operation of the company, with particular emphasis on IT systems, reservations and online booking platforms and product development. He was instrumental in designing “best practice” operating standards which has placed Emirates Holidays as one of the travel industry’s leading outbound travel companies. So it was no surprise when Destination Asia began a search for a COO to head its “day-to-day” operations and Group’s IT systems and development that John’s name topped the list of candidates. James Reed, CEO of the Destination Asia Group says “John’s expertise perfectly matches our company’s future operational planning and service delivery profile and we are proud to have him leading these critical areas of Destination Asia as we continue our expansion in the coming years.”

Choosing the right partner is imperative in our business and we are fortunate to have made the right choice for our events in the Far East working with Destination Asia. People buy people and without doubt Destination Asia has demonstrated that it employs some of the most creative and talented people in the industry. We are truly proud of our relationship over the past ten years and it can be no coincidence that the two programmes voted Best Incentive Travel Long Haul by the ITMA in 2005 and 2006 were operated by Grass Roots in conjunction with Destination Asia using the Thailand and Vietnam offices. I am sure that the next ten years will continue to be as successful.

Destination Asia is Geographic Expeditions’ primary destination management company in Southeast Asia. Our relationship with Jim Reed and his team actually pre-dates the founding of Destination Asia in 1996. The body of work our companies have accomplished in the region includes creating an impressive palette of innovative journeys for premium scheduled groups, affinity organizations, and the media. The sheer complexity of these projects required very astute, experienced, and knowledgeable resources in the field. And, not only did Destination Asia deliver on promises, it did so with a dedicated and motivated team of individuals who, in contrast to other companies in the region, are integral part of the company’s ownership.

Bawa Tours and Travel has enjoyed a partnership with Destination Asia in various Asian countries, for years. For us it is important to work with a dmc which understands the service expectations of the high-end traveller. We are dedicated to providing our customers with individual and deluxe services - with exceptional experiences - and that is the key to our success. With Destination Asia we have a dmc that shares our philosophy. Destination Asia provides us with efficient responses, excellent service, an Asia wide network and always offers us ‘real time’ advice on the newest resorts, hideaways and experiences... Destination Asia is much more than a dmc!

Destination Asia has been our DMC partner throughout Asia for the past 10 years, and has made an enormous contribution to the service levels we have been able to provide to our clients in that time. Creativity, professionalism, reliability, customer-orientation - they’re all words that are inextricably linked to the Destination Asia organisation, no matter in which country one works with them, and with whom one deals. We’re proud of our partnership with Destination Asia, and better able to service our clients because of it.

In selecting a local operator to manage the ground logistics for our two important incentives to Vietnam, I interviewed three candidates. Destination Asia soon became the obvious choice since they already held an excellent reputation, demonstrated a sound track record, and could offer me the comfort of dealing with knowledgeable, experienced, locally-based expatriates. This proved highly valuable and I would find it hard to fault their operations.
N our Executive Director Thailand, Vorayute Meksute has had a long and distinguished career in the travel industry. For over 15 years, Khun Yoot was a Senior Operations Manager, specialising in cruise ship operations and overland tour development. In 1996, Khun Yoot 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 the Kingdom, and most importantly our Cruise Ship Department, which is widely recognised as one of the most professional cruise line operations in Asia.

Khun Yoot enjoys his state-of-the-art stereo and dvd system in his free time, and also relaxes with family at his country cottage in the Kao Yao National Park area of Thailand. He is also active in co-ordinating the company’s charity sponsorship of children in the Kao Yao National Park area of Thailand. He is also active in co-ordinating the company’s charity sponsorship of children in Thailand’s up-country regions.

Solkhon Yeang (Khon) is the Operations Manager Siem Reap for Destination Asia Cambodia. Born and raised in Siem Reap, he began his career in travel when he joined the government run tourist department in his home town in 1989. Soon acknowledged as the foremost professional guide on this cultural site, Khon then left to join the private sector, where he worked until collaborating with other investors to open Destination Asia Cambodia, where he is also a Director.

Khon has worked with many of our clients over the years, and has especially enjoyed accolades with the World Monument Fund, and has worked closely with acclaimed National Geographic photographer Steve McCurry as well as numerous high profile institutions and corporations.

Based in the Saigon office, Amy Summerhayes has become an integral team member since joining Destination Asia in June 2001 as Operations Executive and now General Manager. She now holds primary responsibility for the proposal and delivery of the fine incentive and special group programs which Destination Asia Vietnam has become famous for. Additionally, Amy overseas the quality control of our ground services within the destination.

A British national, Amy came to us with extensive experience from the English wholesale market. Her drive for operational excellence has seen her successfully deliver many prestigious groups throughout her time in Saigon.

Amy has recently taken up photography and is undertaking a course locally in Saigon. “Photography is a fabulous medium for combining travel, creativity and art and the Vietnamese countryside is the perfect canvas. (And of course she works with the perfect mentor!)

A lvin Materi is the Group Director of Sales and Cruise Industry Relations Director. A Canadian national, Alvin has an extensive travel background, from ‘on ship’ positions with Royal Caribbean Cruises to a year in MICE programs with Destination Asia in Vietnam (1999 – 2000) to a senior role with a major New Zealand inbound dmc ... and now back to Destination Asia. Alvin works with key markets to identify new business opportunities and directs the Group’s sales and operations and logistics support to the international cruise ship industry. His cruise ship knowledge is unparalleled, anywhere in the world.

“I am proud to work with Asia’s leading dmc and enjoy the challenge of communicating our reputation for uncompromised quality to our clientele around the world. My goal is to ensure that whenever a travel company, anywhere, needs services in the Far East that they immediately contact Destination Asia.”

D ue to market demand, Destination Asia opened our own Sales Office in Sydney, Australia in 2004, with Nicole Naylor at the helm as Regional Manager.

Nicole was formerly based in Ho Chi Minh City, Vietnam as General Manager, an operation she opened in 1996 as co-founding partner and despite her obvious passion for all of Asia Vietnam remains close to her heart.

“When I am out meeting with clients and introducing them to our products, they are often amazed at how accurately I can inform them and help them to summon up images of all of our destinations. After five years of living there, I find it easy to impart my knowledge - because I am so passionate about Asia. And now I make regular visits to every destination to stay abreast of product developments and changes. It’s the best of both worlds!”

L e Thanh Phu is our highly respected Cruise Manager in Vietnam. A man with infectious laughter and devout attention to detail, Phu has become an integral part of Destination Asia’s continued success in Vietnam.

Having graduated in social science and business management from Ho Chi Minh City University, Phu joined Destination Asia in 1999 after having been a tour guide for six years. He diligently manages all our cruise programs, ensuring they always run according to plan.

“This company’s standard for excellence makes me extremely proud. As a local Vietnamese in an executive position I am very driven to face challenges and to succeed. I know we can achieve so much, and progress in a way that makes my country proud.” With this philosophy, Phu is the absolute epitome of the Vietnamese youth of today.
OUR ASIA TEAM

Chuleepan Limpanapa was appointed to the position of Business Development Director of Destination Asia Thailand in 2004, after an 18 year career in the travel industry, as well as a long history with the founders of Destination Asia.

Khun Chuleepan has incredible breadth of knowledge and professional expertise in the inbound travel business as a result of her experience with various leading international travel companies in Thailand. Her role is to ensure that products are consistently being developed, and at the same time she is responsible for the supervision and overall management of the Reservations Department.

Khun Chuleepan was born and raised in Surat Thani (in the south, near Koh Samui). Over time, she has witnessed incredible growth in tourism in her local provinces. In her leisure time, Khun Chuleepan likes to practice meditation and to learn the art of Thai vegetable and fruit carving.

Donna Murphy joined Destination Asia in January 2008 in the role of Customer Service Executive in Indonesia.

Recently, Donna was promoted to Product Development Manager, Indonesia. Donna is now involved with researching and creating new product for our worldwide clients. With a country of over 17,000 islands, the job is huge, and the options are seemingly endless but Destination Asia will now be able to deliver the best Indonesia travel product anywhere. Donna will also be involved with major MICE groups.

Prior to joining Destination Asia, Donna worked in the hotel industry in Phuket, and formerly worked for six years as a Tour Manager with a major international travel company, handling groups throughout the Far East.

Annette Graf, a German national, joined Destination Asia in January 2008 as our resident Manager in Siem Reap, site of the magnificent temples of Angkor. Living in a beautifully renovated Khmer wooden home amidst lush tropical gardens, Annette is the face of Destination Asia Cambodia for many of our guests traveling to Siem Reap.

Annette commenced her extensive experience in the tourism industry with a German travel agency & tour operator before a passion for foreign cultures ultimately led her to Asia where she worked for two years in a senior position for a Thai dmc before Destination Asia recruited her in 2008.

Life in Cambodia has led Annette to co-author a book “Social responsibility in Tourism” as well as creating a range of exclusive tour products for Destination Asia’s discerning and culturally focused traveler clientele.

Wanchai Thavornthaveekal is the Incentive and Convention Director of Destination Asia Thailand. Khun “Meng” is respected as one of the Kingdom'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 famous sites and landmarks so that the overseas participants can actually experience the culture of Thailand hands on.

Khun Wanchai is a great ambassador of his country. “I am proud of Thailand and its unique traditions and history and I feel it is my duty to showcase our culture to our clientele so that they in turn will promote Thailand As THE corporate event destination in the Far East.”

Khun Wanchai is a leader in the Thailand MICE industry who empowers his staff to “think out of the box” and create one-of-a-kind events that are remembered by the corporate participants ... forever.

Toan Tran is Vietnam’s MICE Manager and is well known and much loved among our clients who have had the pleasure of working with him on an incentive program to Vietnam.

Toan actually used to be one of Destination Asia’s main suppliers when he worked as Food and Beverage Manager at one of the main five star resorts in Danang. Toan handled many on site events for our clients before he was finally recruited by us in 2007.

As Vietnam’s MICE division grows, Toan is at the helm to ensure all our three regional centres of Saigon, Danang and Hanoi maintains the consistently high and professional services expected for multi centred programs. With Toan's experience and track record of excellence our future is in good hands.

Julie Yang comes to Destination Asia with a wealth of experience spanning a career of almost 2 decades in the industry. She has held positions at well regarded DMC’s as well as international hotel chains thus giving her an in-depth knowledge of all sides of the industry. Whether handling a program for 20 or 2,000 clients, Julie has done it all and her attention to detail and customer service, is what sets her apart from the rest.

Her hobbies include cooking and learning about the culture behind Chinese cuisine as well as reading and taking care of her pets. She also enjoys travelling throughout China and looking for unique destinations for her clients to discover.
The mystical far east... so many explorers, conquerors, colonisers, have trodden this path before us. Centuries of conflict, of celebration, of history. Asia’s myriad of cultures, religious, languages and people are today forged in one great continent of welcoming, open arms.

We at Destination Asia remain in constant awe of our surroundings. While some of us are local to the lands, some of us are but visitors. We continue to hold Asia, its people, culture and attractions in utmost respect. Asia has embraced us, and the Asian people make it possible for us to bring Asia to you. We are thankful to be guests in these magnificent and mystical lands.

“One looks, one admires and seized with respect, one is silent.”
—Henri Mouhot
Thailand
Vietnam
China
Japan
Hong Kong
Indonesia
Singapore
Cambodia
Malaysia
Burma
Laos

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