



— What does — a new decade **MEAN FOR TRAVEL?**

The start of 2020 brought in a decade of vision and focus. It wasn't just a period to look back at the last two decades, but also an opportunity to look forward to the next two. We've been delivering innovative, game-changing travel products for over 20 years, but what do the next 20 have in store?

One of our key tenets as an organisation is to keep ahead of the game. We don't just follow the travel trends of the time, but we work hard to predict the desires of tomorrow's traveller. This way we can work towards not only meeting these desires, but exceeding them. That's how we've built up a solid base of clients that have become not just partners, but also friends. Together, we've facilitated some of the most exceptional travel experiences in Southeast Asia – and we're showing no signs of stopping.

Responsible travel is something we've pioneered in Vietnam, even before it became fashionable in the region. Now and always, we've looked at our product development and questioned every aspect of what we've been doing. Is this option the least impactful on the environment? Is it maximising the benefit to the community? If the answer is no, it's straight back to the drawing board. You'll notice that this brochure has a dedicated section to community-based tourism and eco-adventures, which is perhaps the chapter of which we are most proud.

The next future trend that will be increasingly felt across segments can be characterised by one word: Freedom. Tomorrow's traveller will want more freedom than ever before, regardless of whether they're exploring alone, as part of a family unit, or even in a large group. Yes, large groups also want freedom to explore, which is why we have another chapter dedicated to experiential and themed group tours that takes this important point into account. Likewise, independent urban adventures have never been easier in Southeast Asia, which is why we invite curious travellers to explore behind the scenes in our very first chapter.

2020 marks the beginning of a big decade for us. As tourism in Southeast Asia continues to boom, we strive to let this spur our business development. But rather than let the decade overwhelm us with big ideas, we are still focused on what we do best as a purely B2B outfit: Delivering unrivalled travel expertise and enduring support to our partners.

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