
OVERVIEW

Since 1999, Asian Trails has grown to become one of the leading destination management companies in Asia with full service operations in 8 Asian destinations. The company's vision was conceived by Luzi Matzig, today's Chairman and co-founded by Asian Trails' CEO, Laurent Kuenzle and commenced operations on September 09, 1999. The guiding principles and vision set by our Chairman and CEO remains the cornerstone of our operations – up to today. Under the partial ownership of Kuoni since 2006, Asian Trails successfully maintained a business formula that can respond to the needs of our clientele using the best of local creative talent under the guidance of passionate, hands-on directors and managers. We believe that our entrepreneurial personnel are the heart of this tremendous success, the DNA of Asian Trails, since its inception.

STRUCTURE & BRAND PROFILE

The Asian Trails Group has been on the forefront of operating cutting-edge travel proposals to seamless operational standards that is second to none in Asia. Headquartered in Bangkok, the group continues to provide client-focused destination management services in all of its destinations; Cambodia, China / Hong Kong, Indonesia, Laos, Malaysia / Singapore, Myanmar, Thailand and Vietnam. Overall there are 33 offices in 8 countries in Asia.

PRODUCTS & SERVICES

Asian Trails prides itself on its extensive specialized knowledge, expertise and integrity that has been the cornerstone of a “yes, we can” attitude. Our services range from tailor-made and wholesale leisure programs, MICE and corporate travel planning, and an extensive variety of theme-based programs throughout one or more of Asian Trails' destinations.

MILESTONES

1999	Luzi Matzig establishes Asian Trails in Thailand
1999	Asian Trails sets up its office network throughout Myanmar, Cambodia, Vietnam, Indonesia and Malaysia
2000	Asian Trails opens branch offices in Phuket, Khao Lak and Samui
2001	All Asian Trails companies operate on the PAXYS 2000 passenger handling system
2002	Asian Trails Holding is established in Gibraltar
2004	Asian Trails becomes an official IATA-accredited agent
2006	In August, Kuoni Travel Holding Ltd. becomes Asian Trails' Partner
2006	In September, Asian Trails integrates existing management structure into the Kuoni Destination Management structure
2007	Asian Trails completes its joint venture in Laos
2008	Asian Trails commences inbound operations in China
2012	Asian Trails launches its B2B and XML Links
2013	Asian Trails launches Live Chat functions on www.asiantrails.travel

AWARDS

- ▶ TTG Travel Awards 2015, 'Best Travel Agency – Thailand' by TTG Asia
- ▶ TTG Travel Awards 2014, 'Best Travel Agency – Thailand' by TTG Asia
- ▶ TTG Travel Awards 2012, 'Best Travel Agency – Indochina', by TTG Asia
- ▶ TTG Travel Awards 2011, 'Best Travel Agency – Indochina', by TTG Asia
- ▶ TTG Travel Awards 2010, 'Best Travel Agency – Indochina', by TTG Asia
- ▶ TTG Travel Awards 2009, 'Best Travel Agency – Indochina', by TTG Asia
- ▶ TTG Travel Awards 2008, 'Best Travel Agency – Indochina', by TTG Asia
- ▶ Travel Weekly Awards 'Best Travel Agency Thailand' 2008
- ▶ TTG Travel Awards 2007, 'Best Travel Agency – Indochina', by TTG Asia
- ▶ Travel Weekly Awards 'Best Travel Agency Thailand' 2007
- ▶ TTG Travel Awards 2006, 'Best Travel Agency – Thailand', by TTG Asia
- ▶ TTG Travel Awards 2002, 'Best Travel Agency – Thailand', by TTG Asia

KEY FIGURES

- ▶ Our expertise is where our strength lies and we are proud to be recognized as one of Asia's leading experts in travel-related experiences
- ▶ Asian Trails employs approx. 650 staff
- ▶ PAX per year: 370 000 in South East Asia combined

MANAGEMENT

- ▶ Luzi Matzig
Chairman, Asian Trails Group
- ▶ Laurent Kuenzle
CEO, Asian Trails Group
- ▶ Veronique Ducassy
Managing Director Cambodia
- ▶ Xiaolin Zhang
Managing Director China
- ▶ Björn Schimanski
Managing Director Indonesia
- ▶ Andreas Hofmann
Managing Director Laos
- ▶ Emir Cherif
Managing Director Malaysia
- ▶ Thomas Carnevale
Managing Director Myanmar
- ▶ Claudio Kellenberger
Managing Director Thailand
- ▶ Thuy Tien
Managing Director Vietnam

LOCATIONS OF ASIAN TRAILS

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