

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 9 September, 1999. The guiding principles and vision set by our Chairman and CEO remains the cornerstone of our operations.

Over the years, 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, Myanmar, Singapore, Thailand and Vietnam. Overall there are 34 offices in 9 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	Kuoni Travel Holding Ltd. becomes Asian Trails' Partner
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
2016	Asian Trails launches Passion software
2017	Thomas Cook India Ltd, a subsidiary of Fairfax Financial Holdings Canada acquires ownership of Asian Trails Holding with Luzi Matzig and Laurent Kuenzle

AWARDS

- ▶ TTG Travel Awards 'Best Travel Agency – Thailand' 2002, 2006, 2014, 2015, 2016, by TTG Asia
- ▶ Travel Weekly Awards 'Best Travel Agency Thailand' 2007, 2008
- ▶ TTG Travel Awards 'Best Travel Agency – Indochina' 2007, 2008, 2009, 2010, 2011, 2012, 2017 by TTG Asia
- ▶ Luxury Travel Guide 'Best Service Standards – Thailand' 2016 (Krabi), 2017 (Bangkok)

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. 720 staff
- ▶ Guests per year: 320,000 in South East Asia combined

MANAGEMENT

- ▶ Luzi Matzig
Chairman, Asian Trails Group
- ▶ Laurent Kuenzle
CEO, Asian Trails Group
- ▶ Marcel Grifoll
CFO, Asian Trails Group
- ▶ Veronique Ducassy
Managing Director Cambodia
- ▶ Xiaolin Zhang
Managing Director China
- ▶ Björn Schimanski
Managing Director Indonesia
- ▶ Philippe Conod
Managing Director Laos
- ▶ Emir Cherif
Managing Director Malaysia
- ▶ Thomas Carnevale
Managing Director Myanmar
- ▶ Yves van Kerrebroeck
Managing Director Thailand
- ▶ Bui Viet Thuy Tien
Managing Director Vietnam

LOCATIONS OF ASIAN TRAILS

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