



SOUTH EAST ASIA
: your way

Agenda

PRESENTERS:



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- introductions
- exotic custom travel
- destination 101
- why southeast asia?
- spotlight on experiences
- spotlight on accommodation
- spotlight on guides
- agent tips & tricks
- getting started: resources, clinics & fam trips



EXOTIC *long haul* TRAVEL

- **Custom & exotic travel** on the rise [[consumer attitude SKIFT report](#)]
- **#southeastasia travel trends** [Conde Nast: [Women who Travel](#), [Common Misconceptions](#), [Motorcycling in South East Asia](#), [Solo Travel in South East Asia](#) Zoomer: [Culinary Delights Thailand](#), TravelWeek: [TravelWeek](#)]
- **Perceived** level of difficulty [re: [Aviation Space and Environmental Medicine](#)]
- **flexibility & variety** in experiences, transport & accommodations [[consumer attitude SKIFT report](#)]

DESTINATION 101



Laos

Despite their modernized neighbours, Laos has kept a quiet landscape, making for a different and exhilarating destination to add on



Thailand

Whether you are travelling corporate or with friends & family, you'll discover a warm, radiant and fun-loving side



Cambodia

World Heritage is high on the list for travellers, and this is the archeological treasure chest



Vietnam

Once synonymous with tragedy and conflict, Vietnam is experiencing a rebirth, and it's wonderful



SEASONALITY Nov. - Mar. // Avoid Monsoons in Apr-May



Why ***SOUTH EAST ASIA?***

- *an exotic experience*
- *value for your tourist dollar*
- *a level of service*
- *variety for special interest*
- *foodie destination*
- *safety*
- *memorable accommodations*
- *perceived level of difficulty*

SPOTLIGHT *on* EXPERIENCES



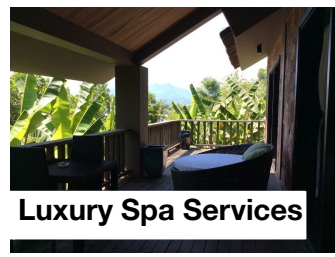
Phong Nha Caves



Family Stays



Edu walks



Luxury Spa Services



Inland Treks with trusted guides



**Self-Drive
Tours**



Shopping



Angkor Wat

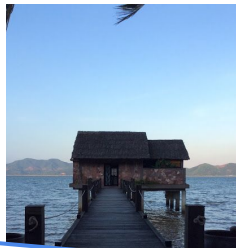


Ha Long Bay

SPOTLIGHT *on* ACCOM



Vedanā Lagoon
resort & spa



www.vedanalagoon.com ★★★★★

Vedana Lagoon Resort & Spa is located along a peaceful lagoon between Hue and Hoi An. This 5-star resort offers luxurious over-water villas, free WiFi, an outdoor pool and spa wellness services.

SPOTLIGHT *on* GUIDES



Rose Nhung
Hanoi
VIETNAM



Mao Ren
Siem Reap
CAMBODIA



Lim Sokohrn
Phnom Penh
CAMBODIA



Vi (Vo Thi Bao Vi)
Saigon / Ho Chih Minh
VIETNAM

BASIC ADVICE & REQUESTS

- Use simple language to be more likely understood.
- This is NOT Ibiza! Nor is it Vang Vieng... Please tread lightly on the 1,000's of years of living culture here. Always dress modestly in the city. Have fun, but refrain from loud, boisterous behavior in city streets, especially after 10pm. Also, this is not Thailand; there is no sex industry and you can only legally have sex with locals if you marry them.
- Don't treat the monks like monkeys in a zoo. Be respectful if you take photos. NEVER touch them. Observe, but don't participate in the morning "takbat" almsgiving, unless with a local and you prepare the offering yourself. Do NOT buy anything from the morning vendors! Soon there will be more Lao people selling sticky rice to tourists than there are Lao people giving it to the monks themselves!
- Please keep your perspective. You are in one of the most remote and poorest countries in the world. When you argue over a few thousand kip, you're arguing about a few cents with people who are so poor that when they or their loved ones get sick, they die. Look around – how many old people do you see? You're being "ripped off" for pennies by people who have nothing but the smile on their face.

Q. WHY ARE FOOD ORDERS BROUGHT TO THE TABLE AT DIFFERENT TIMES?

- A. In Laos, all food is served in the middle of the table and every dish is shared by everyone as it is prepared. It is considered extremely rude to pull an entire order in front of oneself. The concept of possession is completely foreign to the Lao people. To illustrate this point, the word for "mine" and "yours" is the same in Lao and there isn't even a word for an individual person. Laos is perhaps best described as "communalist."

Q. WHAT IN THE WORLD IS LAO LAO?

- A. It is liquor made locally from sticky rice. It is at least 50% alcohol by volume. It is also the drink of choice for most locals because it is so cheap. By comparison, just one BeerLao costs more than a day's wages for Lao people working for minimum wage!

Q. WHY DO BUSINESSES CLOSE AT 11:30?

- A. There is a government curfew. Technically, ALL people should be at wherever they are legally registered to be staying by midnight. We have to be closed by 11:30pm to allow enough time for employees and guests to be home before curfew. These laws are loosely enforced for tourists. However, business owners can be fined up to \$2,000, incarcerated and lose their business license.

Q. IS "FALANG" A DEROGATORY TERM?

- A. Quite the contrary! It literally means only "French" and the Lao use it to refer to all Caucasians. It carries a respect and endearment that oftentimes may not be deserved considering the history of foreign influence.

Q. POP QUIZ! What is the cheapest price?

- A) 100 baht B) 20,000 kip C) 2.50 Euro D) \$3
A. B)! Don't get confused by all those zeros! Stop, think, and do the math before you begin to argue about prices!

Q. HOW SHOULD YOU TIP IN LAOS?

- A. We recommend that you tip our staff 5+%, or at least leave your small change, if you are happy with their service. Tips are shared by the entire staff every month and we match (double) the tips you give as a bonus. If you have heard that tipping is not traditional in Laos, please consider that the average income in Laos is still less than \$1,000/YEAR and full-service restaurants with western standards are also not traditional. Our staff uses the tip income to pay for education and basic health care that their families otherwise could not afford.

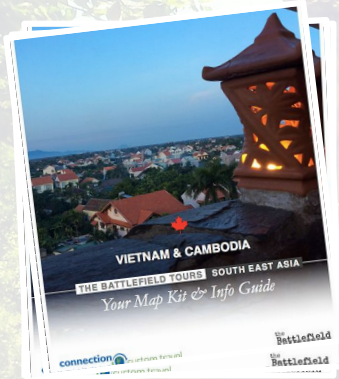


AGENT tips & tricks

- Get your clients to achieve the mindset of longhaul travel to exotic destinations
- Utilise *perception*
- Combat the long haul - Breaking up the journey
- Leave an impression: A little bit of knowledge goes a long way
- *Don't forget to mention!* Shopping: A little bit of money goes a long way too

GETTING STARTED

- **Destination CLINICS** -- in-house, one-on-one visits with your team and ours
- **Destination FAMS** -- familiarisation trips annually, with our team
- **Destination RESOURCES** -- **print material, social media material**, brochures, maps, tools, and contact support



- **Southeastasia CUSTOM Map Kit** -- **FREE PDF** sample of our custom tour booklet southeastasia -- [Sample of an Online Portal](#) | [Link to Full Map Kit Sample](#)
- **Visit us online for more CUSTOM Sample Itineraries** -- www.connectiontours.ca/southeastasia



QUESTIONS ?



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