



# DISCOVERY GUIDE

 [www.toureast.net](http://www.toureast.net)

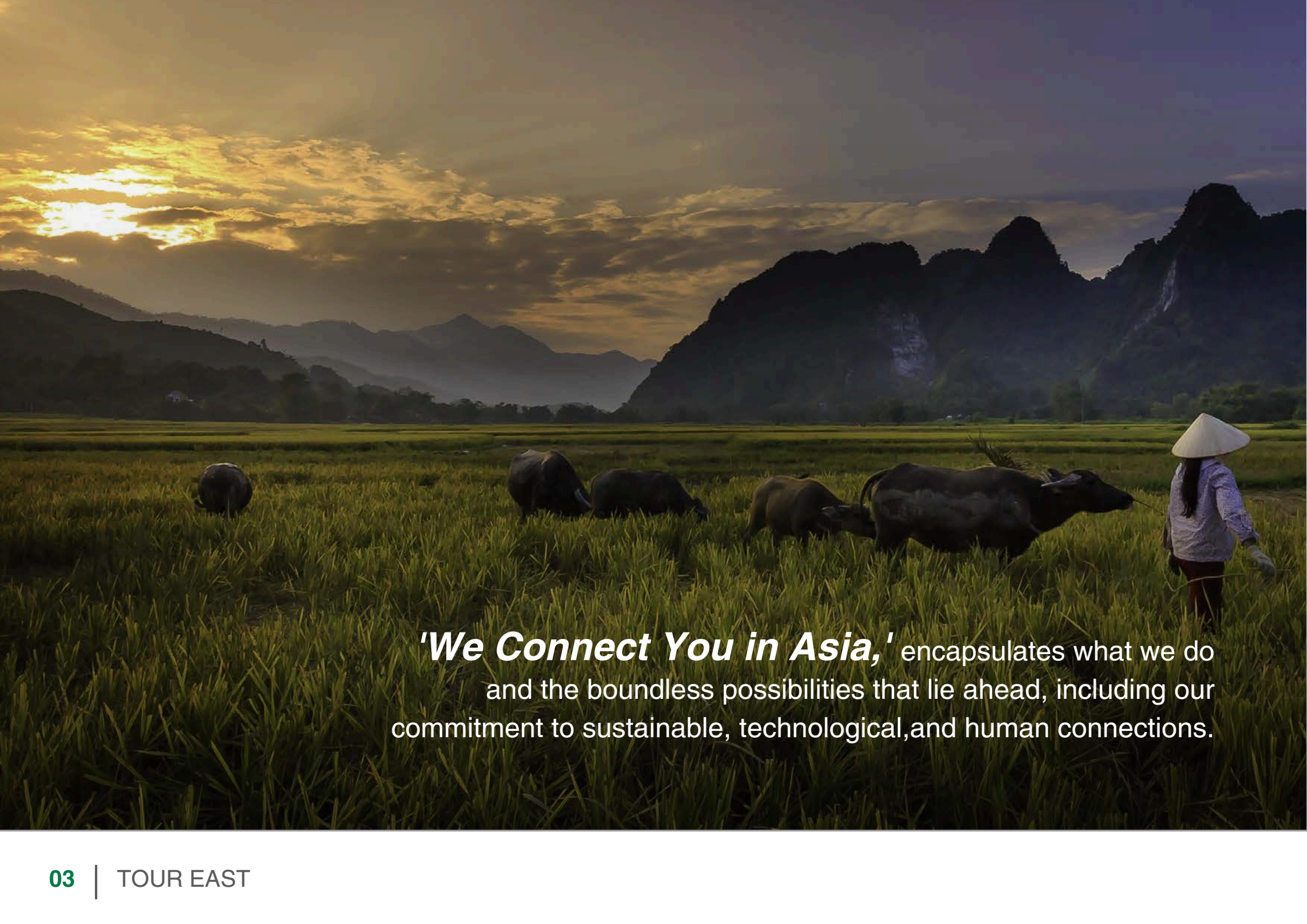


**Mount Bromo**  
Indonesia



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***'We Connect You in Asia,'*** encapsulates what we do and the boundless possibilities that lie ahead, including our commitment to sustainable, technological, and human connections.

# President's Message

Our tagline, "***We Connect You in Asia***," encapsulates what we do and the boundless possibilities that lie ahead, including our commitment to sustainable, technological, and human connections.

Travel is all about connections - the physical journeys we take to breathtaking destinations and the human bonds we form.

At Tour East, our teams across Asia help make these connections meaningful, creating enriching cultural experiences for every traveller.

We value our global partnerships and work together to provide exceptional client experiences. Our success is linked to theirs.

Because of our technology investments, we can provide our partners instant access to pricing, availability, and confirmation for various destinations. They can provide their customers with swift and precise services.

Our Progressive Web App provides digital itineraries, destination info, options, and customer service. We prioritize sustainability while enhancing service delivery and communication with partners and clients. Embracing technology means smoother journeys and a greener, more sustainable future.

Despite our technological strides, we understand that tourism remains inherently human. Tour East's core has always been superior customer service, deep destination expertise, and enduring relationships. Our people, their expertise, and unwavering dedication are irreplaceable in crafting extraordinary experiences for over half a century.

In essence, "***We Connect You in Asia***" signifies our dedication to making meaningful connections in every sense - sustainable, technological, and human.



Hiroyuki "Keith" Kitagawa  
President & CEO

# Local Expertise Global Reach



Established in 1972, Tour East Group is a full-service Destination Management Company operating B2B exclusively from 11 countries across Asia: Cambodia, Indonesia, Korea, Laos, Malaysia, Myanmar, the Philippines, Singapore, Taiwan, Thailand, and Vietnam.

Our team of travel professionals includes both local experts and highly knowledgeable expatriates. We are passionate about the destinations we serve and dedicated to assisting our industry partners in delivering exceptional personalized travel experiences and MICE programs. With deep expertise in the destinations we serve, we have a comprehensive understanding of the tourism product, as well as the specific requirements and preferences of our source markets.

Tour East officially became a proud member of the Global DMC Network by JTB Group in 2014.

Our network maintains operating and representative offices in key cities to ensure consistently high-quality standards wherever you are.

# Perfect Moments, Always



Being part of the Global DMC Network by JTB Group, these words are more than just a slogan.

We collaborate with our worldwide affiliates, industry partners and suppliers to develop innovative services and solutions that enable our customers to connect more deeply and meaningfully.

We contribute to creating sustainable communities and a more peaceful and interconnected planet.

The JTB Group remains as committed as 110 years ago to delivering unrivalled excitement, value and satisfaction and opening up new worlds.

All network members are here to provide the legendary *Perfect Moments, Always*. Experiences that last forever.

As your one-stop Destination Management Company, we provide a single trusted face of accountability for a comprehensive suite of services for individual and group travelers:



### Meet & Greet Services

We offer personalized welcomes for travelers, ensuring a smooth start to their journey.



### Ground Transportation

Reliable transportation options for individuals or groups, ensuring a comfortable journey.



### Accommodation

From budget to luxury, we provide diverse lodging options to suit every traveler's needs.



### Sightseeing Tours

Expertly crafted tours showcasing the best of a destination, tailored for individuals and groups.



### Cruises

Explore the rivers and seas with our diverse cruise options, offering both relaxation and adventure.



### MICE

Seamless event organization for meetings and conferences, customized to unique requirements.



### Special Interest & Educational Programs

Tailored tours for specific interests or educational pursuits, combining leisure and learning.



### Premium Lifestyle Experiences

Elevate your journey with exclusive activities, adding luxury to your travel experience.

# Services in All Shapes & Sizes





# MICE to Meet You

We are passionate about meetings, incentives, conferences and exhibitions!  
We help to bring all elements together to make your event successful.

No matter your event size, occasion or budget, we possess a wealth of experience and all the relevant connections to offer an exciting range of accommodation, venues, ideas, and dedicated MICE management teams to help you bring it to life.



Support from concept to completion for every event.



Creative team events catering to every size and budget.



State-of-the-art Event Management Technology Solutions.



Experienced, resourceful and dedicated on-site management.



Full hospitality arrangements.



Pre- and Post-Programs.



Special interest tours and activities & Companion Programs.

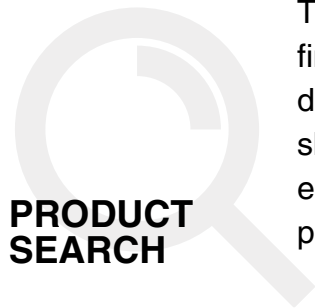


Indoor & Outdoor Team Building Activities.

# Our Technology

## WebConnect

Our online platform, WebConnect, offers B2B partners seamless and efficient access to essential information, including hotel rates, promotions, transfers, excursions, and other vital services in key countries. With just the click of a button, they can quickly generate convenient tariffs, check availability, and make bookings.



### PRODUCT SEARCH

The Product Search function effortlessly finds specific product details and descriptions. Agents can view, print and share the information in PDF format, ensuring convenient access to crucial product information.



### TARIFF

Access and export quarterly/yearly tariffs effortlessly. Agents can conveniently view comprehensive tariff details for all services within a destination, streamlining the process for informed decision-making.



### AVAILABILITY

Using the Availability function, quickly check service confirmability within each destination.

Agents can easily manage and monitor service availability, ensuring a smooth booking experience.



### BOOKING

After identifying services that match the client's itinerary and budget, agents can effortlessly handle quotations and place bookings, ensuring efficient client service with just a few clicks.

Tour East's Progressive Web Application (PWA) – is our gateway to enhanced convenience and personalized service. This cutting-edge technology tool is designed to empower our clients from the moment they arrive at their destination. Let's explore the key features:

## Our Technology

# Tour East Mobile PWA



Customers are provided with their QR code before departure or upon arrival, granting access to a plethora of information, such as updated itineraries, driver and guide information, schedules, comprehensive details, digital vouchers, and more. We go paperless!



**Transfer Bookings:** Check drop-off/pick-up locations and timings.

**Tour Reservations:** Access starting times, durations, detailed itineraries, maps, and the ability to leave reviews.

**Ticket Purchases:** Download tickets directly from the app for a hassle-free experience.



Our app provides a hassle-free way to contact our in-destination support team, which enables our clients to easily clarify details, receive more recommendations, or quickly seek assistance as needed.



Enhance your journey with our handpicked, authentic, and local suggestions. Delve into customizable add-ons like Day Tours, Attractions, Transfers, and Sightseeing, crafted to match your unique preferences



At the heart of our ethos lies a profound commitment to safeguarding our planet, nurturing its people, and enriching communities worldwide. Across our expansive network, this vision comes to life. In Japan, our esteemed partners at JTB Global Marketing & Travel Inc. have attained the prestigious Travelife-certified status. Inspired by their example, our affiliates across various Tour East destinations have embarked on a similar journey, striving towards collaborative partnerships prioritizing environmental stewardship and social responsibility.

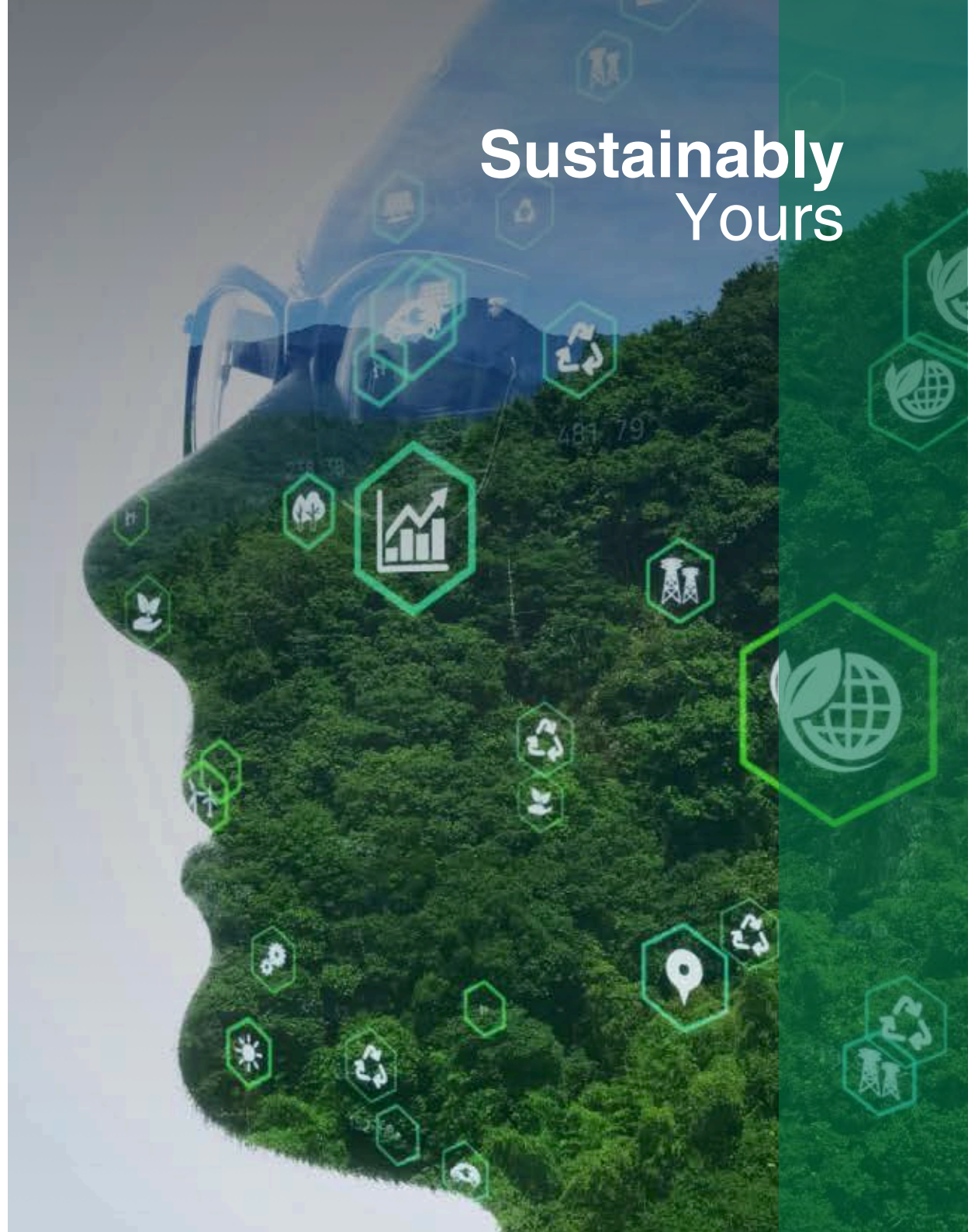
Please visit our website for further details on Tour East's Sustainable Tourism Code of Conduct\*.

The entire Global DMC Network by JTB Group is firmly committed to advancing the Sustainable Development Goals (SDG) established by the United Nations World Tourism Organization (UNWTO).

Together, we embrace these goals and let them drive positive change towards a future where sustainable tourism flourishes for the betterment of all.

\*<https://www.toureast.net/sustainability>

# Sustainably Yours



# Travelife PARTNER

**Tour East Singapore** (September 2022) and **Tour East Indonesia** (December 2022) attained Travelife Partnership status. The Travelife Partner Award recognizes the team's social and environmental sustainability commitment.

Both offices comply with more than 100 criteria for an operator's office management, product range, international business partners, and customer information. The Travelife standard covers the ISO 26000 Corporate Social Responsibility themes, including environment, biodiversity, human rights, and labour relations, and is formally recognized as being in full compliance with the UN-supported Global Sustainable Tourism Criteria.

The teams in our other countries are working towards further improvements and aiming to reach the Travelife Certified stage eventually.



# Connect & Discover

Tour East offers professional services across 11 countries in Asia. Embodying our tagline, '*We Connect You in Asia*', the heads of each country's office come to share information about their country's highlights, top places, cuisine, and festivals.



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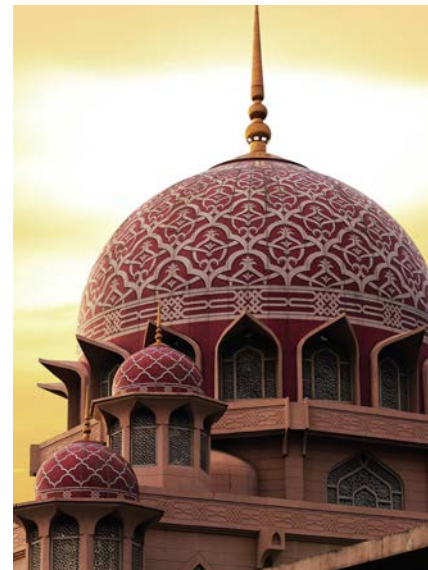
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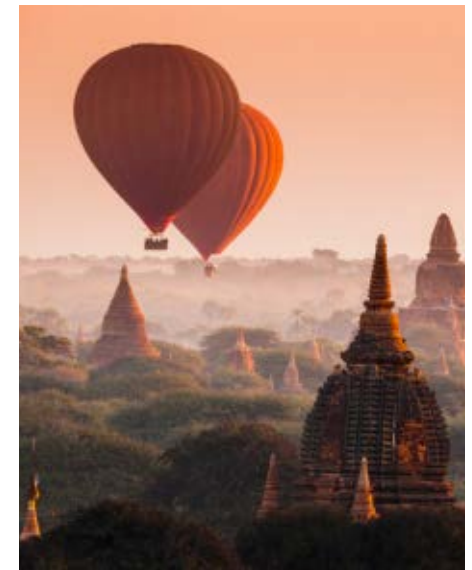
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**CAMBODIA**  
Kingdom of Wonder



# Connect & Discover

Bandith Mao  
Inbound Manager  
TOUR EAST CAMBODIA



With an eye on personalised and exclusive travel planning, Tour East Cambodia is dedicated to delivering the real Cambodian experience to all visitors. An extensive, knowledgeable, well-travelled multilingual team delights in sharing their experiences and creating magic in delivering truly inspirational and experiential travel programs. Spanning a range of travel themes, Tour East Cambodia offers experiences ranging from culture and history to culinary, active travel, wellness, and more, offering the perfect program for all interests.



## ANGKOR WAT

Angkor Wat, Cambodia's crown jewel, mesmerizes with its ancient temples, intricate carvings, and spiritual aura. Exploring this UNESCO World Heritage site is a journey into the heart of Khmer civilization and artistry.



## FISH AMOK

Fish Amok, Cambodia's signature dish, blends freshwater fish with coconut milk, lemongrass, and aromatic spices, steamed in banana leaves. This delectable Khmer delicacy is a must-try, reflecting the country's rich culinary heritage.



## BON OM TOUK

The Water Festival celebrates the Tonle Sap River's reversal, drawing millions to Phnom Penh for boat races, illuminated floats, and vibrant street festivities. This annual event showcases Cambodia's cultural exuberance and communal spirit.



# INDONESIA

## Wonderful Indonesia

# Connect & Discover

Mahalia Pantja  
Deputy General Manager  
TOUR EAST INDONESIA



Indonesia is the largest country in Southeast Asia. With over 17,000 islands and set on tectonic plates and volcanic grounds, the archipelago state has encompassed peoples and cultures of mainland Asia and Oceania. The result is a unique and welcoming diverse environment and society. Indonesia is awash with cultural and natural wonders, which continue to inspire us. Tour East Indonesia has created and delivered exceptional, awe-inspiring travel experiences for over 33 years. Tour East's head office is located in Bali. And the Island of the Gods is the best locale to benefit from divine inspiration to provide these "Perfect Moments, Always."



## UBUD

Ubud captivates with lush landscapes, ancient temples, and vibrant arts. The Monkey Forest, traditional dance performances, and artisan markets make it a top destination for cultural exploration.



## NASI GORENG

Indonesia's national dish, Nasi Goreng, delights with aromatic fried rice, sweet soy sauce, and various accompaniments. This flavorful dish, often topped with a fried egg, showcases Indonesia's diverse culinary palette.



## NYEPI

Nyepi, Bali's Day of Silence, is a unique cultural experience. The island then shuts down for 24 hours of reflection and tranquillity, with no activities, lights, or noise, allowing locals and visitors to participate in this spiritual and serene festival.



**KOREA**  
Imagine Your Korea

# Connect & Discover

Junghwan Lee  
Manager  
TOUR EAST KOREA



Korea has emerged as a tourist magnet packed with experiences from cultural to culinary and natural settings to modern-day entertainment. Tour East Korea provides extensive local knowledge and know-how to deliver exceptional and personalised travel programs to all types of travellers. Tour East Korea's unique offerings and services create truly memorable experiences, whether an explorer or a traveller seeking to blend old and new.



TOP PLACE

## GYEONGBOKGUNG PALACE

Gyeongbokgung, Seoul's grand palace, showcases Korea's royal history. Explore its majestic halls, traditional architecture, and the changing of the guard ceremony, providing an immersive journey into the country's regal past.



TOP FOOD

## KOREAN BBQ

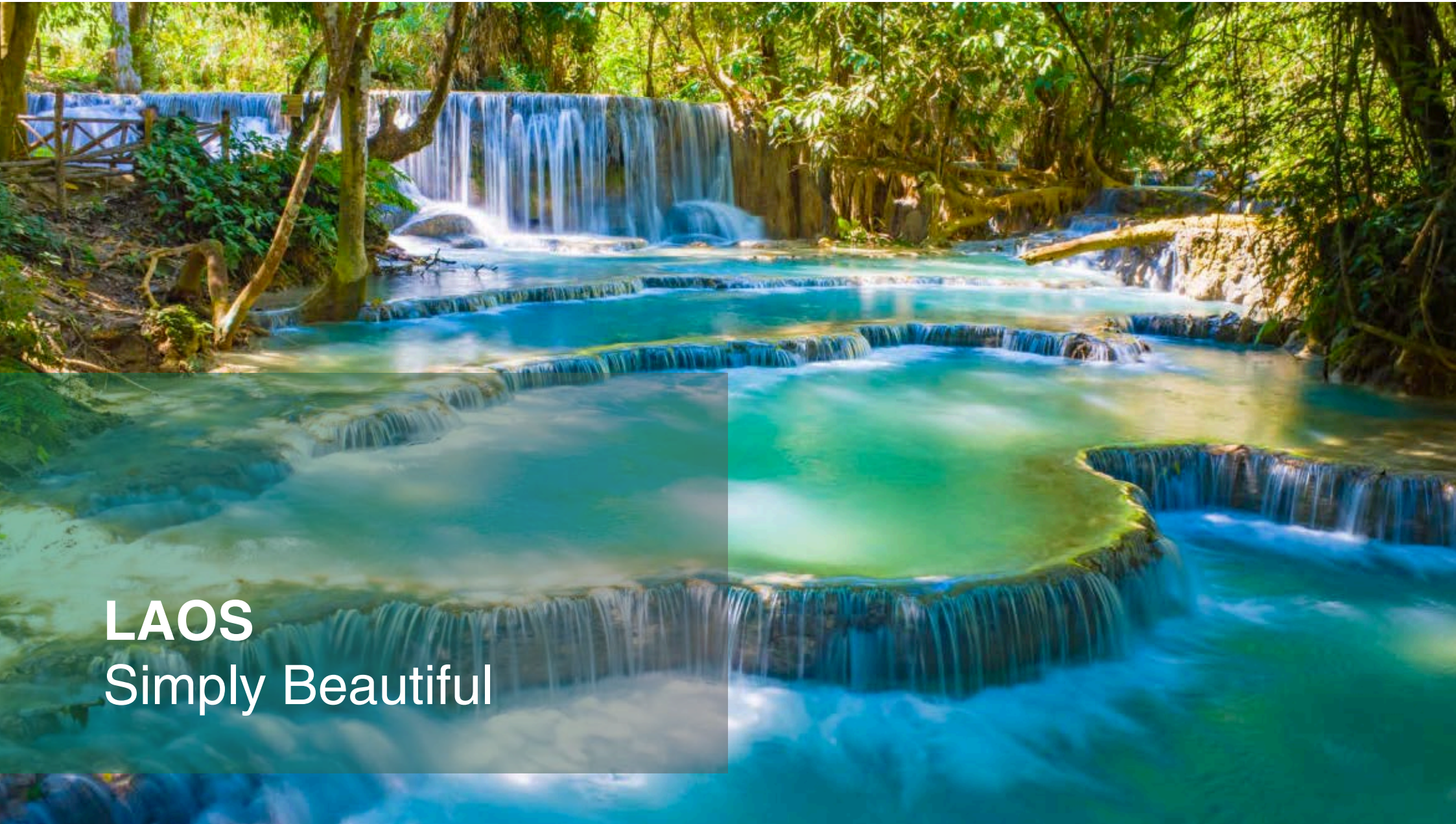
Korean BBQ, a gastronomic delight, allows diners to grill marinated meats at their table. Enhanced by flavorful side dishes like kimchi, the communal dining experience in bustling restaurants is a must-try culinary adventure.



TOP FESTIVAL

## CHERRY BLOSSOM SEASON IN JINHAE

Jinhae's Cherry Blossom Festival transforms the city into a pink wonderland every spring. The breathtaking blooms along Yeojwacheon Stream create a mesmerizing backdrop for cultural performances, fireworks, and a joyous celebration of nature's beauty.



LAOS  
Simply Beautiful

# Connect & Discover

Bandith Mao  
Inbound Manager  
TOUR EAST LAOS



Rich with experiential travel opportunities, Laos is an ideal destination to combine with other countries within the region. With the Tour East network, it could not be easier to design and create the ideal travel experience. Experience the wonders of Laos with the help of Tour East's team of professional travel designers and qualified guides who will share their knowledge and stories with you. Explore World Heritage sites and discover local flavours in the bustling streets of Vientiane as Tour East takes you on a journey to uncover the real Laos.



## LUANG PRABANG

Luang Prabang, with its UNESCO-listed temples, French-colonial architecture, and Mekong River allure, tops the list. This serene town captivates visitors with cultural richness and picturesque landscapes.



## LAOTIAN CULINARY DELIGHTS

Laotian cuisine shines with delights like sticky rice, larb, and mok pa. Street markets in Vientiane offer a culinary journey, showcasing the country's diverse flavors and unique blend of herbs and spices.



## BOUN THAT LUANG IN VIENTIANE

Boun That Luang, Vientiane's grandest festival, celebrates Laos' national symbol. The three-day event features vibrant processions, religious ceremonies, and a lively atmosphere, drawing locals and tourists alike to partake in the festivities.



# MALAYSIA

## Malaysia, Truly Asia



# Connect & Discover

Emmiley Amadeus  
Manager Global Inbound  
(International & Asia Market)  
TOUR EAST MALAYSIA



Malaysia is a melting pot of cultures and ethnicities—rich in travel adventures and experiences. For over a decade, Tour East has guided visitors within this diverse destination, from the stunning beauty and scenery of the island of Borneo and the Cameron Highlands to historic Georgetown in Penang or spectacular Kuala Lumpur. As a result, Malaysia offers the opportunity to experience many different holidays in one place. Through the professional team at Tour East, headquartered in Kuala Lumpur, you can be assured of premium knowledge and professional experience.



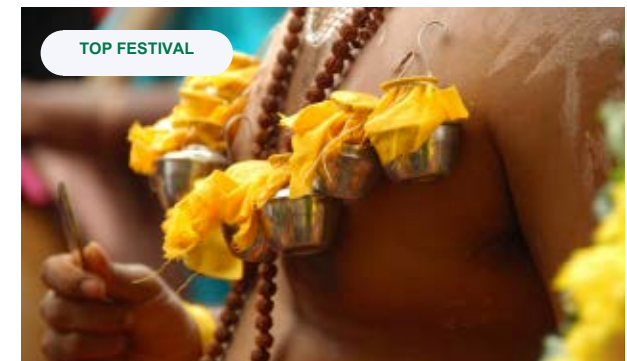
## PETRONAS TOWERS

Kuala Lumpur's iconic Petronas Towers stand as a modern marvel. Tourists can ascend the SkyBridge for breathtaking views of the city, explore vibrant neighborhoods, and enjoy diverse cultural attractions.



## NASI LEMAK

Nasi Lemak, Malaysia's beloved dish, features fragrant coconut rice, anchovies, peanuts, boiled eggs, and sambal. This flavorful combination, often served with various accompaniments, showcases Malaysia's rich culinary heritage.



## THAIPUSAM

Thaipusam, celebrated at Batu Caves, is a mesmerizing Hindu festival. Devotees undertake a pilgrimage, often with elaborate kavadis (body piercings), expressing devotion to Lord Murugan. The vibrant processions and spiritual energy make it a captivating cultural experience.



# PHILIPPINES

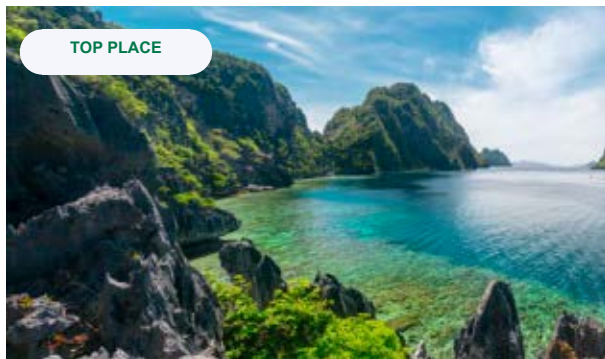
Love the Philippines

# Connect & Discover

Kota Yoshida  
General Manager & President  
TOUR EAST PHILIPPINES



The Philippines has over 7,500 islands, offering unparalleled biodiversity and travel experiences of all types and budgets. Tour East Philippines delivers an extensive range of tailored, experienced-based travel programs from both Manila and Cebu operation centres. A multilingual team of tour guides also means that visitors of all nationalities can be cared for with world-renowned Filipino style and gracious hospitality. The Philippines is distinguished for its pristine beaches and crystal waters, colourful customs, delicious food, lively entertainment and wonderful people. It's no surprise that people who have visited the Philippines have fallen in love with the country.



## PALAWAN'S EL NIDO

El Nido, nestled in Palawan, boasts pristine beaches, hidden lagoons, and dramatic limestone cliffs. This tropical paradise offers a diverse array of marine life and island-hopping adventures, making it a top destination for nature lovers.



## ADOBO

Adobo, the Philippines' quintessential dish, showcases marinated meats, often chicken or pork, simmered in soy sauce, vinegar, and garlic. Its savory-sweet flavor, combined with a hint of tanginess, exemplifies Filipino culinary excellence.



## SINULOG IN CEBU

Sinulog, celebrated in Cebu, is a dynamic festival honoring the Santo Niño. Colorful street parades, traditional dances, and vibrant processions characterize this lively event, attracting both devotees and tourists for a joyous cultural celebration.

A wide-angle photograph of a massive indoor conservatory. The structure is a large, dome-shaped glass and steel structure. The interior is filled with a dense, multi-level forest of tropical plants, including palm trees and various ferns. In the center, a large waterfall cascades down from a circular opening in the upper level into a pool below. The lighting is bright and even, highlighting the textures of the plants and the metallic structure.

# SINGAPORE

## Passion Made Possible

# Connect & Discover

Dominic Ong  
Managing Director & General Manager  
TOUR EAST SINGAPORE



Singapore has long established itself as an established, popular, and reliable getaway to the Asia and Pacific region. Constantly self-reinventing itself, this thriving city-state offers a unique blend of cultures, stunning architecture, and an endless array of attractions.

Tour East Singapore, with its multi-award-winning team, has been at the forefront of the travel industry in Singapore for 50 years. They have consistently created and innovated the travel experience, providing the highest quality standards through their own-operated overland tours and sightseeing. Whether for an exclusive or luxury traveller or an explorer, Tour East Singapore recognizes and delivers excellence within Singapore and beyond.



TOP PLACE

## GARDENS BY THE BAY

Gardens by the Bay, Singapore's iconic green oasis, dazzles with futuristic Supertrees, the Cloud Forest, and the Flower Dome. This horticultural wonderland offers a surreal blend of nature and innovation.



TOP FOOD

## HAINANESE CHICKEN RICE

Hainanese Chicken Rice, a culinary gem, features succulent poached chicken, fragrant rice, and savory chili sauce. This Singaporean staple epitomizes the country's diverse and delectable food scene.



TOP EVENT

## SINGAPORE GRAND PRIX

The Singapore Grand Prix, a thrilling Formula 1 night race, transforms the city into a high-speed spectacle. The electrifying event, coupled with concerts and festivities, attracts global visitors for a unique blend of adrenaline and entertainment.



# TAIWAN

## The Heart of Asia

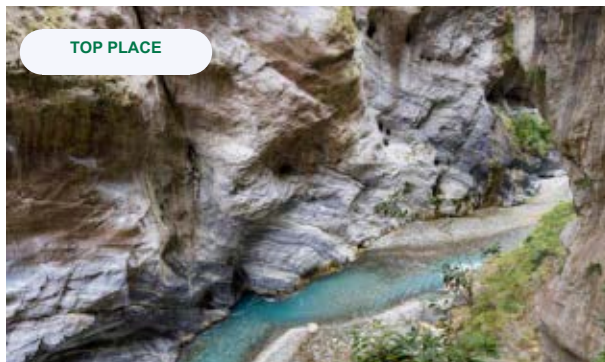
# Connect & Discover

Nao Yoshida  
*Assistant Manager, Global Inbound Division*  
**TOUR EAST TAIWAN**



Taiwan is a beloved destination for seasoned travelers. From coast to coast, this island state offers a wealth of cultural and natural experiences, with rich history, vibrant local traditions, stunning landscapes, delectable cuisine, and more.

Tour East Taiwan boasts a professional multilingual team known for surpassing expectations. Specializing in personalized and unique travel programs, the Tour East team embraces the full spectrum of what the destination offers, focusing on culture, cuisine, and adventure.



TOP PLACE

## TAROKO GORGE

Taroko Gorge, Taiwan's stunning marvel, showcases marble cliffs, emerald waters, and lush forests. Hike its scenic trails, cross suspension bridges, and explore the Eternal Spring Shrine for a captivating nature experience.



TOP FOOD

## NIGHT MARKET

Taiwan's vibrant night markets offer a culinary extravaganza. Indulge in stinky tofu, bubble tea, and savory oyster omelets. The diverse street food scene captures the essence of Taiwan's gastronomic allure.



TOP FESTIVAL

## LANTERN FESTIVAL IN PINGXI

The Lantern Festival in Pingxi, Taiwan, illuminates the sky with colorful lanterns. Visitors release personalized lanterns, each carrying wishes, creating a mesmerizing spectacle against the backdrop of mountains, making it a magical cultural celebration.

A photograph of a Thai temple with a golden roof and intricate carvings, viewed through a decorative archway. The temple features a central entrance with a golden archway and two white stone lions flanking the steps. The roof is multi-tiered with ornate, golden finials. The archway through which the temple is viewed is decorated with a red and gold patterned fabric or screen. The sky is a clear, bright blue.

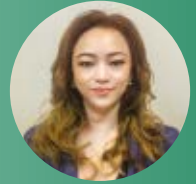
# THAILAND

## Amazing Thailand



# Connect & Discover

Monthathip Kitkanchana (Teddy)  
Senior Manager Indochina Sales & Operation  
TOUR EAST THAILAND



Thailand sets its sights on being amazing for every type, budget and style of traveller. Thailand sets its sights on being amazing for every type, budget and style of traveller. The Kingdom offers diverse cultures and landscapes — from golden beaches to vibrant cityscapes, ancient ruins, and luxuriant rainforests.

For over half a century, as of 2022, Tour East Thailand has been synonymous with excellence, crafting unforgettable memories for global inbound travellers. With offices and partner agencies strategically located in all major tourist hubs, Tour East Thailand guarantees up-to-date offerings and on-the-ground customer support.



TOP PLACE

## AYUTTHAYA

Ayutthaya, a UNESCO World Heritage site, showcases ancient temples and palaces amid serene landscapes. The city's historical significance, evident in its ruins, makes it a must-visit destination for cultural enthusiasts.



TOP FOOD

## PAD THAI

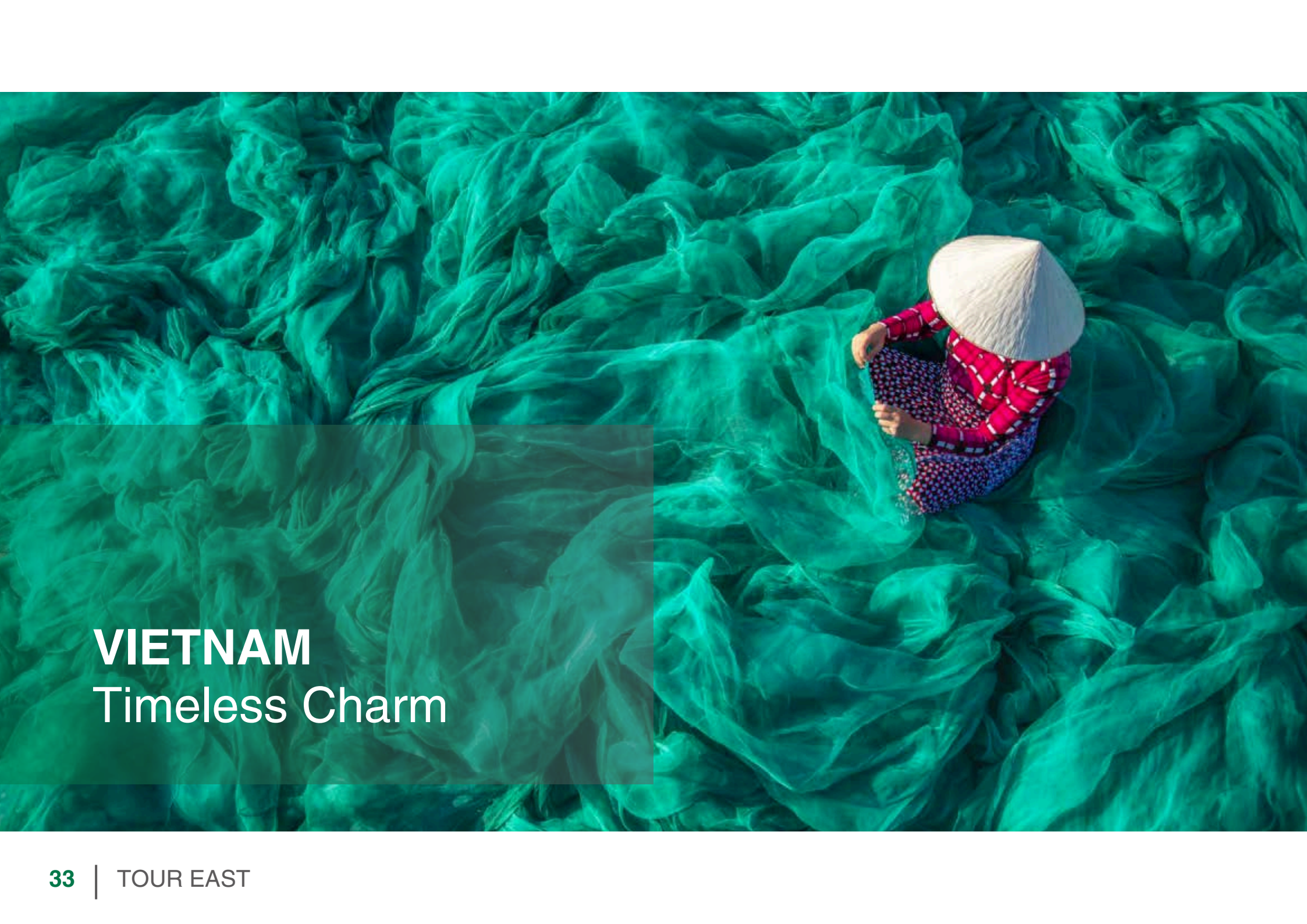
Pad Thai, Thailand's iconic stir-fried noodle dish, delights with a harmonious blend of flavors. The combination of rice noodles, tofu or shrimp, peanuts, lime, and tamarind sauce epitomizes Thai culinary mastery.



TOP FESTIVAL

## SONGKRAN WATER FESTIVAL

Songkran, Thailand's New Year celebration in April, transforms streets into a vibrant water war. Locals and tourists joyfully participate in water fights, parades, and cultural ceremonies, making it a lively and unforgettable experience.



**VIETNAM**  
Timeless Charm

# Connect & Discover

Nguyen Huu Huy  
Planning Department  
TOUR EAST VIETNAM



Vietnam has reinvented itself as Southeast Asia's most exciting tourist destination and is a hotspot for foodies, beachgoers and thrill-seekers alike. With its head office in Ho Chi Minh, Tour East Vietnam boasts wholly owned regional offices in Da Nang and Hanoi. A team of passionate travellers that love to show others the beauty of this country, Tour East Vietnam takes great pride in providing the most exceptional travel experiences and personalised services for leisure and MICE travellers.



## HA LONG BAY

Ha Long Bay's emerald waters are dotted with limestone karsts, creating a surreal seascape. Cruising among these majestic formations, exploring caves, and experiencing local life on floating villages make it a top destination.



## PHO GA

Pho Ga, Vietnamese chicken noodle soup, captivates with fragrant broth, tender chicken, and fresh herbs. This culinary masterpiece symbolizes Vietnam's rich gastronomic heritage, inviting travelers to savor authentic flavors.



## TET NGUYEN DAN (LUNAR NEW YEAR)

Tet, Vietnam's Lunar New Year, is a festive extravaganza marked by colorful parades, family reunions, and vibrant decorations. Traditional rituals, fireworks, and delicious feasts celebrate renewal, making Tet a cultural highlight for tourists.

Our corporate headquarters teams are based in Singapore and Bangkok. The sales and marketing division manages the global sales network, launches new products and services, manages key clients, coordinates events and trade-related shows and exhibitions, and provides digital marketing and trade media communications.



**Kei Satoh**

Head of International Market  
Vice President  
Head of TET Division



**Dominic Ong**

Head of Asia Market,  
Managing Director, General  
Manager - Tour East Singapore



**Monthathip  
Kitkanchana**

Director of Sales -  
Tour East Group,  
International Market



**Dennis Law**

Executive Officer - Asia Market



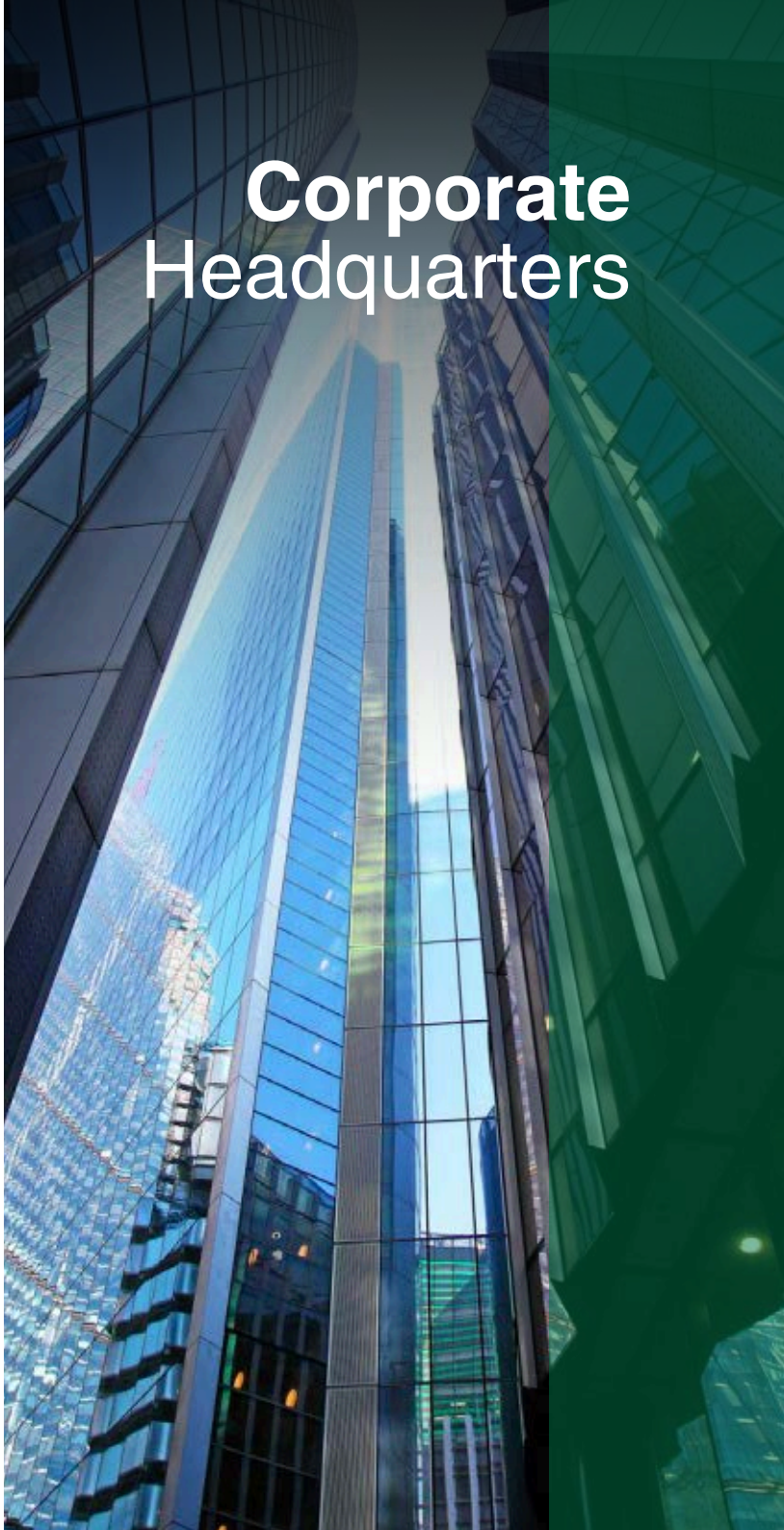
**Peter Weibel**

Director of Business Planning  
and Marketing



**Jittima Srivoranart**

Manager Biz Tech Development

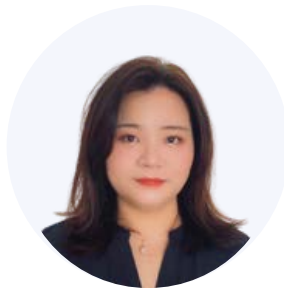


# Corporate Headquarters

# Global Sales Offices

Our global sales offices span strategic locations worldwide and play a pivotal role in driving our company's success.

With dedicated teams stationed in key regions, our global presence ensures a seamless connection to our diverse clientele. Together, our global teams are the driving force behind the expansion of our brand and the cultivation of strong, lasting relationships with clients worldwide.



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OPERATION COUNTRY



SALES OFFICE

# Our Offices at a Glance

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Seosomun-ro, Jung-gu, Seoul,  
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## **LAOS\***

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## **MYANMAR\***

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