

TRAILS OF INDOCHINA

Artisans of bespoke journeys to Southeast Asia & beyond

COMPANY PROFILE

For travel advisors and retail partners

Updated October 2026

WHY PARTNER WITH US

Trails of Indochina began in 1999 as a boutique tour operator in Ho Chi Minh City, built around a simple idea: that travel done properly means going past the surface of a destination and into its culture, its people and its stories. That idea has since grown into a full-service Destination Management Company with over 250 professionals working across Southeast Asia and beyond. In 2027, we will open a regional office in Japan, extending our expertise into Japan, South Korea and Bhutan alongside our long-standing coverage of Vietnam, Cambodia, Laos, Thailand and Indonesia.

For you as a travel advisor, that growth matters less as a headline and more as a practical guarantee: whichever destination your client wants, you are working with one partner who has people on the ground who genuinely know it, rather than a subcontracted patchwork you have to manage yourself.

What this means for your client

- **Proposals built around them, not a template.** Every itinerary is tailored to the traveller's interests, pace and budget, drawing on a portfolio of themed experiences rather than a fixed brochure route.
- **Access most operators cannot offer.** Local relationships built over 25 years open doors to experiences, guides and venues that a smaller or newer operator simply cannot reach.
- **Support that continues once they land.** 24/7 in-destination care means your client is never without a contact, and you are never the only person they can call if something needs attention.

OUR FOUNDERS AND TEAM



Our Founder

John Tue Nguyen, our Founder and CEO, built Trails of Indochina out of a genuine love of travel and a belief that it could connect people across cultures. His vision was never just about moving travelers from place to place: it was about fostering real understanding, enriching lives, and creating positive change in the communities the company touches along the way.

That philosophy still shapes how the company runs today. John leads with a culture of innovation, authenticity and excellence, and his philanthropic work outside the business focuses on preserving cultural heritage and empowering local communities. Under his leadership, Trails of Indochina has grown from a single-city operation into a company with a legacy of discovery, but the founding instinct, that travel should mean something, has not changed.

Our Team

Our team is as diverse as the destinations we celebrate. We have people based across Southeast Asia, in Vietnam, Thailand, Cambodia, Laos, Indonesia, Singapore, Malaysia, Bhutan, China, South Korea and Japan, alongside colleagues in the UK, Australia, New Zealand, the US, Brazil, Mexico, Spain and Portugal. That mix gives us a genuinely global perspective delivered with local expertise on the ground.

We think of ourselves as more than travel executors. Our team members are storytellers, explorers and cultural ambassadors, and each one brings their own specialist knowledge to the table. For you as an advisor, that means the people building your client's proposal are not working from a script: they know the destination personally, which is what lets us design something your client will actually remember.

HOW WE WORK WITH YOU

Our approach is built on three things: expertise, trust and seamless execution. In practice, for a travel advisor, that comes down to being fast to respond, easy to reach, and reliable once your client is actually in the destination.

Working with us

- **A dedicated specialist.** You get a single point of contact who follows your client's trip from first enquiry through to their return home, so you are never re-explaining the brief to a new person.
- **Fast, detailed proposals.** We know you are often responding to a client while the enquiry is still warm, so we aim to turn around thorough, ready-to-send itineraries quickly rather than leaving you waiting.
- **24/7 support, everywhere we operate.** Night-shift reservations teams and on-ground customer care staff are available around the clock in every destination, so your client always has someone to call.
- **Consistently trained guides.** Our guides are trained and mentored to the same high standard across the region, so quality does not vary depending on which country your client is in.
- **Comprehensive insurance.** We carry coverage up to $2,000,000 per occurrence, giving both you and your client real peace of mind.

A simple process

- Send us your client's brief, however rough or detailed it is.
- We come back with a tailored, ready-to-send proposal.
- We refine it together until it is exactly right for your client.
- Your client travels, supported 24/7 by our on-ground teams.

OUR DESTINATIONS



With centralised management and our own regional offices in every principal destination, we ensure clear communication and consistent service from the moment you send a brief to the moment your client comes home. Our principal offices sit across Vietnam, Cambodia, Laos, Thailand, Indonesia and Japan (2027), with affiliate coverage extending our reach further into South Korea, Bhutan, Singapore, Malaysia, the Philippines, China, Taiwan, Hong Kong, Nepal and Sri Lanka.

Principal offices

- Vietnam | Ho Chi Minh City, Hue, Hanoi
- Cambodia | Siem Reap, Phnom Penh
- Laos | Luang Prabang
- Thailand | Bangkok, Chiang Mai
- Indonesia | Bali
- Japan (2027)

Affiliated offices

South Korea, Bhutan, Singapore, Malaysia, Philippines, China, Taiwan, Hong Kong, Nepal, Sri Lanka

OUR EXPERTISE

Every journey we build is researched and designed to deliver something genuinely memorable, rather than a generic run through the highlights. That starts with matching the trip to what your client actually cares about. Our themed travel portfolio covers:

Active · Art & Handicraft · Culture & History · Culinary · Family · Philanthropy · Photography · Romance · Slow Journey · Wellness

When you send us a brief, naming which of these themes matters most to your client (or which combination) helps us build a proposal that lands on the first draft rather than needing several rounds of revision.



A SELECTION OF WOW MOMENTS



















A SELECTION OF POSITIVE IMPACT EXPERIENCES



















OUR VALUES

At Trails of Indochina, our values are not just guiding principles, they are commitments we live by every day, and they shape how we work with you as much as how we work with your clients.

People come first

Every guest is at the heart of what we do. We listen, adapt and go the extra mile to create experiences that genuinely matter to them.

Authenticity

True connections come from authentic experiences. We go deep into every destination to bring its heart and soul to the traveler, rather than skimming the surface.

Innovation

Travel is constantly changing, and so are we. We embrace fresh ideas rather than relying on the same itineraries year after year.

Culturally responsible

We are committed to preserving the cultures and communities we engage with, fostering respect and understanding of local people and their traditions.

Passion for excellence

Excellence is not a goal for us, it is the standard. From the finest detail to the grandest experience, we work to exceed expectations.

Integrity

Trust is earned through honesty, transparency and accountability. We build partnerships that stand the test of time, with our team, our supplier partners and our client partners alike.

LET'S WORK TOGETHER

We are continually refining our offerings to meet the highest international standards, training our teams to handle every request with expertise and care, and building exclusive experiences that help your proposals stand out in a crowded inbox. Sustainability runs through all of it, from supporting local communities to preserving cultural heritage and protecting the environments our travelers pass through. Whether you are new to selling Southeast Asia or a long-time partner who already knows the region well, we would like to be the DMC that makes your next client brief easy to say yes to. Together, we can help your clients discover the beauty, heritage and stories that make this part of the world so distinctive.

Get in touch

- Request a proposal: hello@trailsofindochina.com
- Join an upcoming agent webinar
- Ask about a familiarisation trip

Head Office

2/27 Quach Van Tuan, Bay Hien Ward, Ho Chi Minh City, Vietnam

(84-28) 3535 0455

www.trailsofindochina.com

facebook.com/trailsofindochina

@trailsofindochina

linkedin.com/company/trails-of-indochina