

ASEV TRAVEL

1995 – 2025

30 YEARS
OF EXPERTISE
IN SOUTHEAST ASIA

A JOURNEY THROUGH TIME: OUR STORY, OUR GROWTH, OUR FUTURE

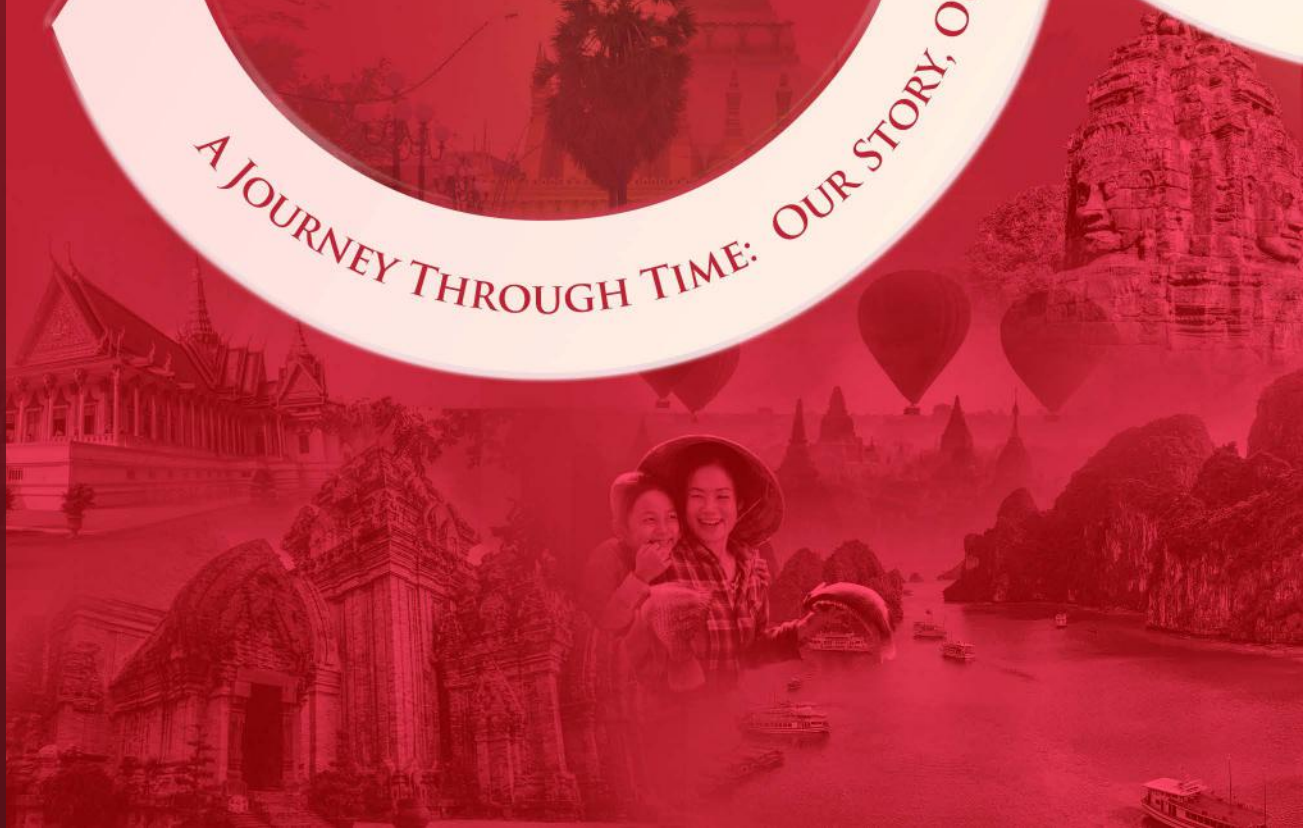






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GENESIS

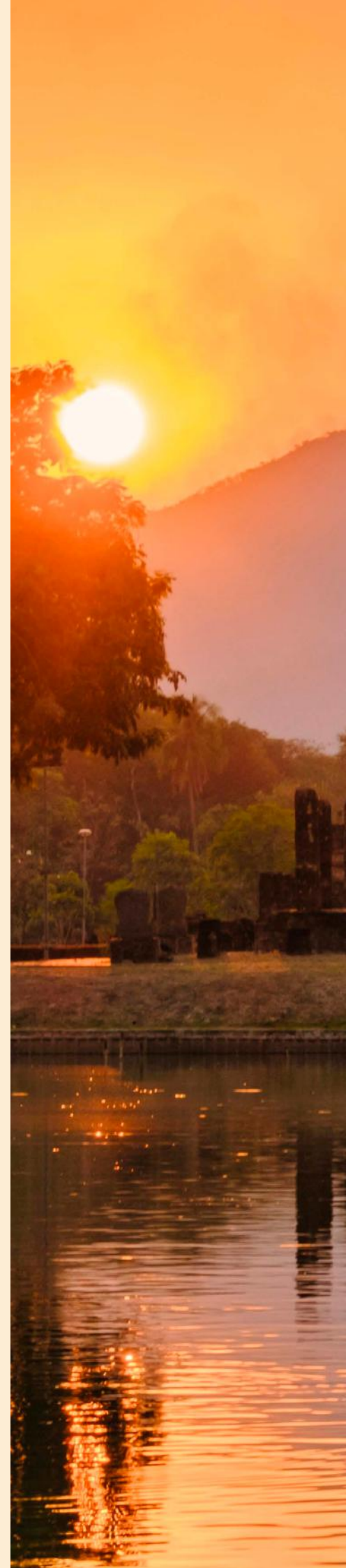
ASEV Travel was founded in 1995 with the primary goal of offering group tours mainly to the French market. The company's mission was to provide high-quality guided tours that allowed travellers to explore and appreciate the rich cultural, historical, and natural beauty of Southeast Asia. At the time, Southeast Asia was becoming an increasingly popular destination, but there was a gap in the market for personalized and culturally sensitive travel services that could cater to the specific needs of French-speaking travellers.

The early years of ASEV Travel were marked by challenges, including establishing a strong customer base and navigating the logistical complexities of organizing tours in a developing region. However, these struggles were met with resilience and innovation, helping to set the foundation for the company's long-term success.

ASEV Travel has always remained a small, yet solid Destination Management company. Its strength lies in its ability to adapt and thrive despite challenges. Even during the COVID pandemic, when the global travel industry faced unprecedented hardships, ASEV Travel managed to survive and bounce back with renewed energy, continuing to provide exceptional travel experiences and grow its reach in the Southeast Asian market.

From its inception, ASEV Travel embraced core values centred around excellence in service, respect for local cultures, and a commitment to building together with local communities. This philosophy shaped every decision the company made, from selecting destinations to designing tours that went beyond the typical tourist experience.

The first destinations offered by ASEV Travel were Thailand and Laos, along with Mekong River cruises, where travellers could immerse themselves in the local culture, history, and stunning landscapes. These initial trips laid the foundation for ASEV Travel's reputation as a reliable and authentic travel provider.





MESSAGE FROM FRANÇOIS FOULON

**GENERAL
MANAGER**



At ASEV Travel, we pride ourselves on being more than just a travel company; we are a bridge between cultures, connecting travellers to the beauty and authenticity of Southeast Asia. The journey from our humble beginnings to becoming a recognized leader in multi-destination travel has been an exciting one. We are proud of the milestones we've achieved and the sustainability efforts we've made, and we continue to work toward offering even more innovative solutions for our partners and travellers.

Today, I am proud to lead a company that has consistently weathered adversity and continues to thrive. Looking ahead, we remain committed to further enhancing the experience for all who travel with us, ensuring that ASEV Travel remains a trusted name in the industry for years to come.





CHINA

KUMMING



ASEV

LAOS

LUANG PRABANG



ASEV

MYANMAR

YANGOON



ASEV

THAILAND

BANGKOK



ASEV

CAMBODIA

SIEM REAP



ASEV

VIETNAM

HO CHI MINH



ASEV

SINGAPORE



30
years

7
destinations

1
team



Timeline of Company Milestones

2 Expansion to Laos (Luang Prabang)

ASEV Travel broadened its offerings by opening a new destination in Laos, specifically in Luang Prabang, a lesser-known gem of Southeast Asia, providing travellers with unique and authentic experiences in an undeveloped yet captivating region.

1 1995 Foundation of ASEV Travel

ASEV Travel was established with the goal of offering personalized travel experiences in Southeast Asia. The company's first office was opened in Chiang Mai, Thailand, marking the beginning of its journey.

3 Establishment of Office in Yangon (Myanmar)

ASEV Travel expanded further by opening an office in Yangon, Myanmar, deepening its presence in the region.

4 Introduction of Cambodia (Siem Reap)

ASEV Travel continued its growth by adding Cambodia to its portfolio. This expansion allowed travellers to explore the iconic Angkor Wat and other hidden treasures of the country.

5 Office Expansion to Mandalay (Myanmar)

ASEV Travel continued to strengthen its position in Myanmar with the opening of a new office in Mandalay.

6 2018

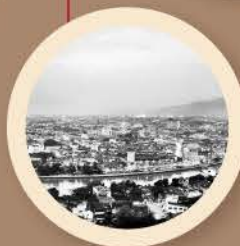
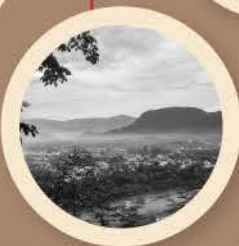
Establishment of Official Headquarters in Ho Chi Minh, Vietnam

ASEV Travel officially opened its headquarters in Ho Chi Minh, Vietnam, marking a new chapter in the company's evolution and positioning itself for even greater regional influence.

2013

2016

6



7 2018–2020

International Market Expansion

ASEV Travel began its expansion into new international markets, notably North European countries and China, further diversifying its reach. During this period, the company also launched a new business development department. Additionally, Laos became the first ASEV destination to earn the Travelife Partner status, a certification renewed in 2024.

8 2020–2022

Impact of COVID-19

- The global pandemic halted ASEV Travel's operations, forcing a pause on market developments and expansion plans.
- The Chiang Mai office was closed due to the challenges in operating in the country
- In Myanmar, political unrest led to the closure of the Mandalay office.
- The Yangon office remained operational until February 2021, after which it was also closed.

Despite the challenges, the management's strong leadership ensured that all employees from remaining offices retained their positions during this difficult period.

9 2023

Resurgence and New Beginnings

Starting in 2023 and continuing into the present, ASEV Travel entered a new phase of growth by opening new representative offices in Bangkok (Thailand) and Yunnan (China) reinforcing its presence across key strategic hubs in Southeast Asia. In parallel, ASEV Vietnam achieved Travelife Partner certification, marking an important step in ASEV's commitment to sustainability and responsible tourism across the region.

10 2024

Further Expansion and Travelife Certification

ASEV Travel continued its growth trajectory by opening a representative office in Singapore. The company also achieved Travelife Partner certification for ASEV Cambodia.

11 2025

Introduction of MICE Services

ASEV Travel expanded its offerings into the MICE (Meetings, Incentives, Conferences, and Events) market, broadening its portfolio to cater to corporate clients and large group travel.

ASEV TRAVEL



PARTNER TESTIMONIALS >

While we respect the confidentiality of our client relationships, we've had the privilege of receiving positive feedback from our long-term partners, many of whom remain loyal to ASEV Travel because of our unwavering commitment to quality, personalized service, and expertise in Southeast Asia. Here are some anonymized highlights of what our partners have shared with us:

"ASEV Travel consistently exceeds expectations with their exceptional service and attention to detail. They are our go-to partner for bespoke travel experiences in Southeast Asia."

 **French Tour Operator**

TRAVELLER TESTIMONIALS >

We are grateful for the positive feedback from the travelers who have experienced ASEV Travel's services. While we don't disclose specific names, here are some of the sentiments shared by those who have traveled with us to our customer service representative:

"Thanks to ASEV Travel, our tour in Southeast Asia was nothing short of extraordinary. From the moment we arrived, everything was taken care of – we truly felt like VIPs every step of the way."

 **Anonymous**

EMPLOYEE TESTIMONIALS >

Our team is a cornerstone of ASEV Travel's success. The dedication, passion, and hard work of our employees are reflected in the positive experiences our clients and partners have. Here's what some of our long-standing employees have to say about working with ASEV Travel:

"I'm proud to work for a company that values local culture and sustainability as much as ASEV Travel. It's inspiring to be part of a team that is truly making a positive impact in the region."

 **Operations Manager, Vietnam**

TESTIMONIALS



"ASEV's ability to adapt to changing market demands and provide customized itineraries has been key to our successful partnership. We highly recommend them to our clients."

 **Corporate Partner**

"We trust ASEVTravel with our clients because of their professionalism and deep local knowledge. They offer the perfect balance between authentic cultural experiences and seamless logistical execution."

 **Group Tour Travel Agency**

"The attention to detail, professionalism, and personal touch of ASEVTravel made our experience unforgettable. We look forward to many more trips together!"

 **Anonymous**

Working with ASEVTravel has allowed me to grow both professionally and personally. I appreciate how we always strive to innovate and create memorable experiences for our clients.

 **Senior Guide, Laos**



“ ”

INNOVATIONS OVER THE YEARS

TECHNOLOGY INNOVATIONS

ASEV Travel has always kept a keen eye on emerging trends and innovations that can enhance the travel experience. While there is still some catching up to do, we are excited about the upcoming steps to integrate cutting-edge technologies into our services. Our goal is to stay ahead of the curve and continue offering innovative solutions that meet the evolving needs of our partners and travellers. Here's a look at some of the technological innovations ASEV Travel is introducing:



B2B PRO AGENT HUB

ASEV Travel recognizes the growing importance of technology in facilitating business transactions, communication, and content sharing. In 2025, we are excited to launch the **ASEV B2B Pro Agent Hub**, a fully accessible platform designed specifically for our partners.

This streamlined and user-friendly portal will provide travel agents and tour operators with real-time access to detailed product information, customizable itineraries, up-to-date marketing materials, and a curated destination photo gallery.

By centralizing these resources in one intuitive interface, the platform aims to simplify operations, enhance collaboration, and empower our partners to efficiently create and promote tailor-made travel experiences.



SELF-GUIDED TOURS AND DIGITAL EXPERIENCES

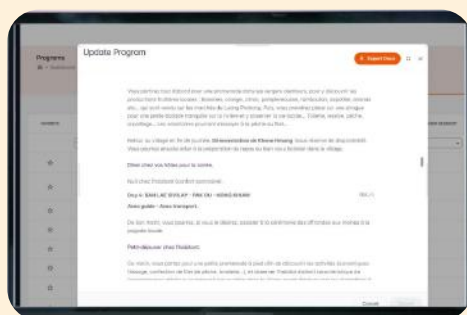
To meet emerging traveler expectations, the company is considering the introduction of an audio guide solution via Smart Guide Software, in response to the growing demand for more independent travel experiences. This solution would allow travelers to explore destinations at their own pace while still benefiting from expert insights. With the integration of interactive audio guides and smart tour technologies, travelers could access rich content about key sites they visit, enhancing their journey without the need for a guide at all times.

This flexible approach is ideal for those who prefer a more autonomous

travel experience, with the ability to connect with a guide only at key moments or locations. If released, this service will be available in the near future, with plans for it to be a key offering by 2026, providing travelers with the flexibility to enjoy Southeast Asia on their own terms while still maintaining access to in-depth information when needed.



ERP INTEGRATION



To improve operational efficiency and service quality, ASEV Travel is currently working toward the implementation of an ERP (Enterprise Resource Planning) system.

This digital infrastructure upgrade will enable smoother coordination across departments, better data management, and faster response times to partner and client needs. It represents an important milestone in ASEV's long-term digital strategy and commitment to professional excellence.



SUSTAINABLE AND CULTURAL INITIATIVES

At ASEV Travel, sustainability is at the heart of everything we do. We are committed to making a positive impact on the environment, local communities, and the cultures we engage with. This commitment is reflected not only in our business practices but also in the unique travel experiences we offer.



SUSTAINABLE TRAVEL TOUR PACKAGES



ASEV Travel strives to offer tour packages that stand out for their commitment to sustainability. Our partnerships with local hotels, restaurants, activities, and suppliers all reflect our dedication to responsible tourism. These selected experiences carry a **designated sustainability** logo,

marking them as aligned with our core values of reducing environmental impact and promoting cultural preservation. This logo serves as a trusted indicator for travellers seeking authentic, eco-friendly, and culturally respectful experiences.



NEW SUSTAINABLE COORDINATOR AND TRAVELIFE CERTIFICATION

In 2023, ASEV Travel welcomed a new **Sustainable Coordinator** to the team, whose primary goal is to strengthen our sustainable practices across all destinations. Through this added expertise, ASEV aims to elevate each destination of its portfolio to achieve **Travelife Certified status** — a leading sustainability certification for the tourism industry. This marks a significant step in ensuring that all of ASEV's destinations meet global standards of sustainable management, responsible practices, and environmental care.

Our aim is to integrate sustainability into every aspect of the traveller's experience using the circular economy approach by saving resources internally in our office to scanning through our supply chain and maximising our routes as a long vision, from eco-conscious accommodation options to low-impact activities, while supporting local economies and preserving the beauty of the regions visited. By the end 2025, **Vietnam is expected to be the first ASEV destination to achieve Travelife Certification, with Laos and Cambodia following in 2026.**



Seamless Multi-Destination Tours:

A Unique Strength

Our extensive presence in the region enables us to create **well-balanced itineraries** that maximize experiences while ensuring smooth logistics. ASEV Travel's **expertly crafted combo tours** offer travellers:



- A single point of contact for all destinations, simplifying coordination and communication.



- A balanced approach to travel themes, integrating relaxation, adventure, gastronomy, and immersive local encounters.



- A richer travel experience, combining cultural, historical, and natural highlights across multiple countries in one trip.



- Sustainability benefits, as multi-country tours optimize transportation and reduce overall carbon emissions compared to separate trips.

"With our deep local expertise and on-the-ground teams, ASEV Travel ensures a hassle-free experience, handling all cross-border logistics and streamlining the journey from start to finish."



MICE:

A Fresh Perspective with Expert Insight



ASEV Travel officially entered the **MICE** sector early 2025, bringing a **new, dynamic perspective** to corporate and incentive travel. While we are in the early stages of this development, we leverage our deep knowledge of the region and our commitment to **high-quality, innovative experiences** to create tailored solutions for corporate clients.

We launched our **MICE operations in Vietnam** and are expanding across **Southeast Asia**, with a primary focus on **Vietnam and Cambodia**. Our MICE services include:



- **Creative and immersive event planning**, with unique venues and cultural integration.



- **Logistical excellence**, ensuring smooth execution of conferences, incentive trips, and business events.



- **Sustainability-focused corporate travel**, incorporating responsible tourism initiatives and eco-conscious experiences.

With a fresh approach and regional expertise, ASEV Travel is poised to bring new energy to MICE travel while maintaining the **exceptional service and seamless coordination** that define our brand.

DESTINATIONS OVER THE YEARS



THE EARLY DAYS AND YEAR BY YEAR EXPANSION:

From its beginnings in Thailand and Laos in the mid-1990s, ASEV Travel has gradually expanded its reach across Southeast Asia.

With the addition of key destinations such as Myanmar, Cambodia, and Vietnam, and more recently with representative offices in China and Singapore, ASEV has built a solid regional network. This growth enables the company to offer travelers and partners seamless, multi-country experiences with a single point of contact and deep local expertise.

LOOKING AHEAD –

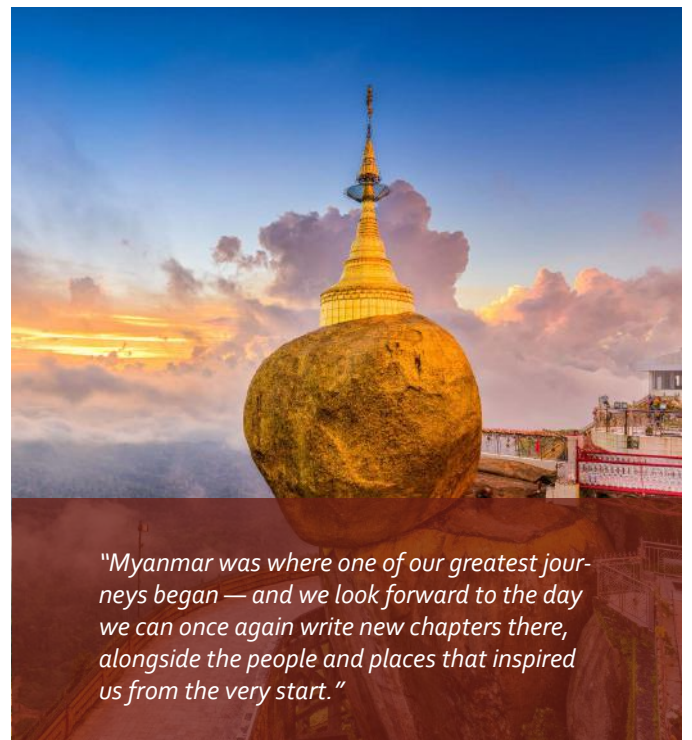
REOPENING MYANMAR:

ASEV Travel remains focused on the potential reopening of Myanmar. In 2019, Myanmar was one of ASEV's most popular destinations, known for its cultural heritage and breathtaking landscapes. Importantly, Myanmar holds a special place in ASEV's history, as it was the **first country where ASEV organized a FAM trip in June 2016**, a pivotal step that helped establish strong relationships with local partners and showcase the country's incredible potential.



Alongside our dedicated team on the ground, we are actively working to overcome the challenges and resume tourism in the region. We believe that it is time for Myanmar and its people to once again share their warm hospitality with the world. Tourism has the potential to create a ripple effect, generating income for local families and businesses while also supporting the long-term sustainability of the country's tourism industry.

As a DMC committed to sustainability and responsible tourism, ASEV Travel continues to monitor the situation and take thoughtful steps toward reintroducing Myanmar as a travel destination. We remain optimistic that soon, we will once again be able to bring travellers to experience Myanmar's enchanting beauty while also supporting the communities that depend on the tourism industry.



"Myanmar was where one of our greatest journeys began — and we look forward to the day we can once again write new chapters there, alongside the people and places that inspired us from the very start."

DEVELOPMENT OF EACH COUNTRY

VIETNAM



CAMBODIA



LAOS





THAILAND



CHINA



SINGAPORE



MYANMAR

VIETNAM

The land of Dragons

By entering Vietnam in 2018, the company seized the opportunity to bring a fresh perspective to the market and introduce new offerings to the destination. It focused on showcasing Vietnam's lesser-known facets, helping transform it into one of the most popular and fastest-growing destinations in ASEV's portfolio.

In 2024, ASEV also organized a successful FAM trip, further solidifying its presence in the market. In addition to its tourism initiatives, ASEV is working alongside local NGOs such as KOTO and Les Enfants du Dragon, supporting youth education and employment programs.





02

CAMBODIA

The land of Time



ASEV was among the first companies to promote the wonders of Angkor Wat beyond the usual tourist trail. By focusing on lesser-known gems and helping to develop the local tourism infrastructure, ASEV has played a key role in diversifying Cambodia's offerings.

The company continues to support local initiatives through partnerships with NGOs such as the Angkor Hospital for Children and APOPO. Today, Cambodia is one of ASEV's leading destinations in terms of traveler numbers.

LAOS

The land of a Million Elephants



By introducing Laos to a wider audience, the company helped elevate the country's presence on the global tourism stage. With a focus on sustainability, ASEV has contributed to the development of destinations like the Mekong region around Pakbeng and the Nam Ngum Lake in Vientiane district. Laos continues to **spark the greatest curiosity among ASEV's partners**, standing out for its unspoiled landscapes, rich cultural heritage, and warm hospitality.

In fact, Laos was the site of ASEV's **second organized FAM trip in June 2017**, confirming the strong appeal this destination holds for our partners. Through collaborations with NGOs like Mekong Elephant Park, Xonphao, and ASAS, ASEV actively supports local conservation and community development.

04

THAILAND

The land of Smiles

As its founding destination, Thailand continues to hold a meaningful place in ASEV's regional portfolio. Through its representative office, and with deep roots in Northern Thailand, the company offers selective, high-quality programs that highlight lesser-known areas and immersive local experiences.

From nature-rich regions to discreet island retreats, Thailand complements ASEV's multi-country itineraries with diversity, depth, and authenticity.

05

CHINA

The land of Contrasts

(YUNNAN/LAOS COMBO TOURS)
– EXPANDED SCOPE



The agency's portfolio now includes unique combo tours between Yunnan, China, and Laos, taking advantage of the newly established railway connections. This combination of destinations, still largely unseen in the market, provides travelers with the opportunity to experience the cultural richness and diversity of both regions. It's a great asset for ASEV to stand out, offering a unique and seamless travel experience that sets the company apart from others in the industry.

In addition to cross-border itineraries, ASEV Travel is also developing **full-length itineraries within China** as a standalone destination. Drawing from the cultural depth and geographical diversity of Yunnan and beyond, these future programs will offer immersive, multi-day experiences rooted in local discovery and authenticity—extending ASEV's signature style into a new, exciting market.



o6

SINGAPORE

The Lion city

ASEV's new representative office in Singapore has positioned the company as an ideal operator for transit tours. The compact and diverse offerings of Singapore make it a perfect destination for short stays, and ASEV's programs in the city cater to travellers looking for efficient yet enriching stopover experiences.

Closing notes

As we celebrate our 30th anniversary, we reflect on the journey that has shaped ASEV Travel into what it is today. From humble beginnings to becoming a renowned DMC in Southeast Asia's travel industry, our commitment to authenticity, sustainability, and exceptional service remains unwavering.

As we look to the future, we are excited to continue building on our legacy, embracing new opportunities, and creating unforgettable experiences for travellers and partners alike. Thank you for being a part of our story.



THANK YOU

As we celebrate 3 decades of journeys, partnerships, and shared memories, we extend our deepest gratitude to all those who have been part of ASEV Travel's story.

To our partners and collaborators: thank you for trusting us, inspiring us, and growing alongside us.

To our travelers: thank you for your curiosity, your passion for discovery, and your belief in authentic experiences.

To our teams, past and present: thank you for your dedication, your resilience, and your spirit.

Together, we have built something lasting — and together, we look forward to shaping the next chapters of ASEV Travel, with the same passion, innovation, and heart that have defined us since the beginning.

Here's to new horizons, new friendships, and new adventures!

The ASEV Travel Team



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