



TRAVEL INDOCHINA UNVEILS GLOBAL REBRAND FOCUSING ON INSIDER EXPERIENCES

Specialist tour operator rebrands to 'Insider Journeys' to reflect its unique experiences



9th February 2015 – After 21 years operating as Travel Indochina, the leading Asia specialist has announced its decision to rebrand and, effective immediately, will operate under the name of [“Insider Journeys”](#). The rebrand is designed to better reflect the company’s ‘Insider’ knowledge and expertise in connecting people to special insider experiences on its experiential ‘Journeys’ throughout Asia.

Managing director and co-founder, Paul Hole, says the change reflects the experience-based nature of its touring and the operator’s success in growing beyond Indochina to 11 destinations in Asia.

“In recent years we have expanded well beyond the Indochina region into much of Asia, including Burma, Japan, China, India, Sri Lanka and Bhutan. With 21 years’ experience operating genuinely small group tours, our expertise in helping travellers immerse in Asian culture through unscripted interaction with the local people and their customs is second to none. We now feel we have ‘come of age’ and the time is right to transform our image to capture the notion of richer, more intimate travel experiences in the style of travel we offer.”

The operator’s new image will be supported by the line *“Imagine the stories”*, recognising that travel is as much about creating memories and stories to share afterwards as it is about the experience along the way. This is underpinned by the philosophy that customers should feel like travellers on a journey of discovery, rather than tourists observing through a bus window.

“I am exceptionally proud of the company we have built over the past two decades and hugely excited that our new image will give people a better understanding of our sense of discovery and enriching insider insights, so they can share in the journey with us and return home with stories to tell of unexpected encounters and memorable moments,” adds Hole.

The rebrand will enable the company to capitalise on the increasing demand for experiential holidays and open up new destination and travel experiences for its customers.

A new refreshed consumer website - www.insiderjourneys.co.uk - showcases 11 different countries and [new video footage](#) reveals the company’s story and ability to help travellers discover the ‘real’ Asia by weaving through the world’s largest continent as an insider.

The new image is reflected across all aspects of the business, including a rebranded Asia Small Group Journeys brochure, featuring more exclusive experiences in itineraries to make trips more personal and create unique memories for customers travelling in groups of just 16 people or less. Among the Insider Experiences available, guests can share lunch with Buddhist nuns in Burma; enjoy a hands-on rice farming experience in Laos; and witness sunrise over Cambodia’s Angkor Wat, entering via the lesser-used eastern entrance for a more intimate experience away from the crowds.

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Editor’s notes:

Insider Journeys has been operating small group journeys, tailor-made travel and river cruises to the ‘real’ Asia for 21 years, formerly under the name Travel Indochina. Today, the company features the widest range of itineraries and departures to [Vietnam](#), [Cambodia](#) and [Laos](#) than any other tour operator in the UK, as well as a large variety of journeys to [Thailand](#), [Burma](#), [China and Tibet](#), [India](#), [Japan](#), [Bhutan](#), [Mongolia](#) and [Sri Lanka](#). Unlike many other travel companies, Insider Journeys limits its group size to a maximum of 16 people. These smaller groups enable travellers to gain the best from both worlds – greater access to the local culture and Insider Experiences, and plenty of opportunity for independent exploration.

For more information on Insider Journeys, please visit www.insiderjourneys.co.uk or telephone 01865 268 940.

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