DMC Khiri Travel Announces Eight New Creative Exploration Itineraries in Asia for Product Managers





New creative itineraries by Khiri Travel fight ‘overtourism’ by taking visitors beyond the congested attractions of Asia

Ahead of the World Travel Market in London, Khiri Travel has announced its “Asia Creative Series” – eight new travel routes in Southeast Asia designed to inspire tour operator product managers.

Willem Niemeijer, the founder of Khiri Travel, said the new Asia Creative Series varies from 10 to 21 days and immerses guests in deeply rewarding, often cross-border, travel experiences in Thailand, Myanmar, Indonesia, Vietnam, Sri Lanka, Laos and Cambodia.

For example, there is a 10-day trip through lesser-seen Sri Lanka, starting in Anamaduwa, ending in Kotugoda; or see the best of remote Indochina on a 16-day discovery trip from Luang Prabang to Hanoi.

The biggest trip is a 21-day odyssey around the Lesser Sunda Islands of Indonesia, starting in Bali and ending in Gili Meno.

The series also delivers in-depth experiences on circular trips starting and finishing in Bangkok and Yangon. Vietnam, Bali and Myanmar are fully represented too.

“The itineraries have been designed as inspiration for product managers,” says Niemeijer. “The trips are in-depth and visit the must-see highlights. However, the emphasis is on people and locations that are largely untouched by tourism.”

He added: “While these tours go very local, almost all overnights are possible in comfortable, or even luxury accommodations, making these tours accessible for a broad selection of travellers.”

Each itinerary has been encapsulated in a series of PDFs and high quality slimline brochures for easy sharing with clients. The brochures will be available at the Khiri Travel booth (AS603) at WTM London.

‘Overtourism’ is a vexing issue, says Niemeijer. “As tourism is booming in Asia, pressure is mounting on sustainability and capacity at certain places. Khiri wants to encourage visitor dispersal to where tourism visitation is limited,” he says.

Khiri Travel will be at WTM London to promote its Asia Creative Series and update the travel trade on its latest DMC product news and services from Asia.

Niemeijer will address a panel on World Responsible Tourism Day, 8 November at WTM entitled, “Securing Commercial Advantage: Marketing Responsible Tourism.” It takes place 15:30 – 16:45 at the WTM Responsible Tourism Theatre, AF580.

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About Khiri Travel
Since 1993, Khiri Travel has won awards and earned a reputation as a destination management company dedicated to working with select tour operators to provide quality leisure travel experiences across Asia. With 16 offices in Thailand, Laos, Myanmar, Vietnam, Cambodia, Indonesia, Sri Lanka and the Maldives, Khiri Travel's entrepreneurial associates craft innovative itineraries that reflect their passion for authentic, local and sustainable experiences. Visit khiri.com.

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