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## **Intrepid Thailand signs up UK tour operator**

Intrepid Thailand is expecting interest in its services will increase over the coming year as travel companies look for good value ways to enter new markets or offer new products.

"With the travel industry keeping a watchful eye on current economic conditions, we believe the appeal of our destination management services will increase. We offer travel companies the opportunity to establish themselves in new regions or with new products, without having to commit large sums of money," said Carl Needham, General Manager of Intrepid Thailand.

Mr Needham's comments come as Intrepid Thailand announces a partnership with UK-based travel company, Families Worldwide to operate its family adventure holidays in Thailand from 2009.

Intrepid Thailand is a destination management company fully owned by one the world's leading adventure trip operators, Intrepid Travel. It will operate two adventure holidays for Families Worldwide in 2009 - a 10 day River Kwai and Hilltrobes trip, visiting Bangkok, Kanchanaburi, Ayuthaya, Chiang Mai and hill villages and a 10 day Rainforests and Islands trip visiting Bangkok, Khao Sok and east or west coast islands (Kho Lanta or Kho Pangan) depending on season. The trips will be sold and branded as Families Worldwide holidays and have a maximum group size of 20 passengers.

In addition Families Worldwide, in conjunction with Intrepid, will offer a range of side trips that can be added to extend holidays; Cambodia, Ko Samet, Ayuthaya/Kanchanaburi and a Bangkok Homestay.

This is an important win for Intrepid Thailand with the addition to its growing client list that includes Expedia and Gullivers Travel Associates. Intrepid Thailand operates half and one day urban adventures for both of these companies.

In addition, Intrepid Thailand's overheads are relatively low as they pay local prices for office space, etc. This means it can keep its quotes highly competitive. It estimates that its costs are generally 20 per cent lower than companies based outside Thailand.

Intrepid Thailand also has the advantage of being locally-based, meaning it can negotiate strong relationships with suppliers on behalf of its clients.

Intrepid Travel has identified destination management as a key growth area for its business. In 2000 it embarked on a global vertical integration strategy, establishing operations companies in many of the countries that it travels to. It has given it a competitive edge through improved local knowledge, increased efficiencies, economies of scale and an expanded product offering. It has destination management companies in Thailand, Cambodia, Vietnam, India, Africa and Morocco.

Families Worldwide is a tour operator specialising in family adventure travel overseas. It provides escorted adventure and activity holidays as tours or tailor-made itineraries for families travelling with children.

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### **About Intrepid Travel Pty Ltd.**

With over 19 years of experience, Intrepid Travel is one of the world's leading small group adventure tour operators. Intrepid takes around 80,000 travellers to over 90 countries worldwide, each and every year. Intrepid trips are designed to go off the beaten track, meet the locals and travel in an unconventional way, joining locals on their transport, in their markets and even in their homes. Intrepid employs close to a thousand employees in nearly 20 countries worldwide.