

experience  
TRAVEL GROUP

ORGANISING  
A  
HOLIDAY  
WITH  
EXPERIENCE  
TRAVEL GROUP







## INTRODUCTION

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We have produced this guide to supplement the planning process with Experience Travel Group (ETG). We appreciate that it's easy to get overwhelmed by information and you've got some big decisions to make, so please feel free to read at your leisure. Hopefully you find this a complement to your proposal too.

## HOW DOES AN EXPERIENCE HOLIDAY WORK?

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An Experience Travel Group holiday is what the travel industry terms a 'tailor-made' holiday: individually created for you rather than an 'off-the-shelf' package. You tell us what you like and don't like, what you're looking for and your budget and we'll match your requirements with our extensive range of curated experiences and carefully selected hotels, villas and lodges.

However, we go much further in this than our more mainstream competitors. We can match your interests very specifically to a guide or an experience and can offer flexibility and options down to the very last details: there might be a magical little local restaurant you could stop off at along the way; you're an early riser - or you like to sleep in; you love visiting temples, in moderation...we simply need to know you. That's why we insist on a proper conversation before we will put together a proposal. It's also why we proudly boast that we've never sold the same holiday twice.

We pride ourselves on curating holidays that are made entirely and exclusively for you. Your trip can be as intrepid as you like, as luxurious as you choose - whatever will make it truly remarkable in your eyes.



# THE CREATIVE PROCESS TOP TIPS

## 1) DON'T HOLD BACK

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Talk to us, and don't hold back. We can't emphasise this enough: tell your travel consultant what you love, but also what you don't. If you have a yearning to do laps in the pool every morning, we want to find you a hotel with a long pool. If humidity really gets to you, then we can time the sightseeing to miss the heat of the day.

## 2) SPEAK UP

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If a particular hotel or experience really excites you, tell your consultant as soon as possible. We can't hold an option on everything we quote for - if every tour operator did that the industry would collapse! However, we can hold aspects of the trip for you with no commitment, for a short period of time, so you won't miss out while you make other decisions.





### 3) NEVER ASSUME

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Don't assume we know everything (although admittedly we do know a lot!) We have our fingers on the pulse of each destination, but if there is a little restaurant or a random hotel promotion you've heard about, just tell us so we can put it all in place for you and get the best value. This is a collaborative process and you're part of it!

### 4) TELL US

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Don't go quiet on us. If you are shopping around and prefer something from another quote you've had, tell us. If you want to book your own flights, tell us. If you fancy switching destinations after seeing 10 quotes already... You know the drill. It really doesn't matter to us; this experience is about you and getting it right.





# ON THE HOLIDAY

A close-up, slightly low-angle shot of a man with a shaved head and a goatee, smiling warmly. He is wearing a light-colored shirt with a vibrant tropical print in shades of green, blue, and orange. The background is softly blurred, showing what appears to be the interior of a vehicle with a red seat and some structural elements.

## GUIDES AND DRIVERS

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A big part of what we do is to connect you to fascinating guides and drivers who will help reveal the fabric of your destination. They add so much to the overall experience of your holiday and often become a lasting memory. They aren't there just to point out monuments or guide you round another temple; they are so much more than that.

Firstly we always try our best to match each client with an appropriate guide. If you've got kids, we can choose a guide who has a great reputation with families. If you've got a particular passion or interest, we can match you with a guide who shares it – for example, we'll pair foodies with guides who have exceptional knowledge of the best eateries. They love to add little personal touches to your trip, whether it's buying your favourite fruit from a local market or scoping out the best spot for a G&T.

Secondly, our guides are always locals and as such have intimate knowledge of the places they take you to. They know how to get under a country's skin, bringing you in touch with local customs and sharing insightful stories. They really help you connect with a country, rather than view it as an outsider. Crucially, they're also very sensitive to the fact that sometimes you'd like your space, so you don't have to worry about feeling awkward or stifled.

More often than not, our clients tell us their guide became an integral part of their trip. One client recalled how their guide halted a stampeding elephant with the palm of his hand; another, how the best part of Siem Reap was singing Cliff Richard songs with their guide in an empty temple near Angkor Wat. Often, they'll stay in touch over Facebook once the trip is over and, occasionally, they remain good friends.

## A SHARED EXPERIENCE

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Sometimes we will include a 'shared' rather than a 'private' experience on your holiday. This generally isn't a matter of saving money, but because we feel it adds another dimension to your trip and warrants a more social experience. For example, this could be doing the Saigon Vespa tour which involves whizzing through the streets of Saigon, stopping for food and drinks along the way and ending up in a jazz club. It's great to share this experience with like-minded travellers.

Most of our shared experiences can also be booked privately if you are part of a group or a family who would prefer to keep to yourselves.

## TRANSPORT AND VEHICLES

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Depending on which country you visit with us, we'll provide a top quality vehicle with air conditioning, plenty of space and room for luggage. We don't want you to be squashed in as comfort is of the utmost importance on any journey.

We very rarely book shared vehicle journeys, unless we have to, and it will be outlined in your itinerary if we do. It will never be to save money, but because of circumstance – for instance, if it's the only way to get you from A to B in a remote corner of Asia.

On your travel itinerary will be tips on how to get the most out of your transport arrangements in-country, be it on an overnight train, a boat down the Mekong or a sea plane in the Maldives.

A man wearing a brown cap and a blue long-sleeved shirt is sitting on the edge of a boat, looking out towards the right. The boat has blue and white painted sections. The background is a blurred view of water and other boats.

## A DAY IN THE LIFE OF AN ETG HOLIDAY

### WHAT'S IT LIKE?

*No ETG holiday is the same: every single day is completely unique and that's why we love travel and its endless possibilities. But, saying this, if you've never been on a privately-guided holiday before or want to know what it's like to travel with us then here's an insight into what to expect!*

*Let's imagine you arrive by flight into Hanoi airport. It's 2pm and you're heading through to arrivals - what happens over the next 24 hours or so?*

#### ARRIVAL

You see a signboard with your name on, held by a friendly guide. After the introductions, they check whether you need anything (money/water/toilet) whilst they contact the driver to get the car brought round.

#### ON THE WAY TO YOUR HOTEL

Hop in the car and take the 45-minute journey to your hotel. On the way your guide introduces you to Hanoi, points out local landmarks and highlights anything important to note about your stay. If you're full of questions they're happy to answer them.

#### ARRANGEMENTS

You mention that you really want to try some local food tonight and have heard about a restaurant called Home you'd love to try. The guide knows it well and thinks it's a great idea - they call and makes a reservation for 7.30 pm.

#### PRIVATE WALKING TOUR

You get to your hotel and have a quick freshen up, ready for your walking tour of Hanoi at around 4.30 pm (it was going to be 4pm but you pushed it back to have a little swim first!) With your guide you explore at your pace and, as you are interested in architecture, they focus on showing you the wide variety of styles in this city as they help you begin to feel oriented.

#### SUNSET DRINK AND DINNER

You fancy a drink before dinner so the guide suggests a nice spot to watch the sunset over the lake. You discuss what time you want to start your cycling tour in the morning and then they say goodnight so you can have dinner and enjoy the rest of your evening.

#### RURAL CYCLE TRIP

After breakfast you meet your guide out front with your bikes and helmets, ready for your leisurely cycle exploring the banks of the red river and seeing a refreshingly different side of the capital. You've hardly seen any other tourists and although you haven't box-ticked any of Hanoi's 'must-sees' you feel content because you know you've just been let in on a little secret side of Hanoi which many other tourists never get to experience.



# OUR COMMITMENT TO YOU

*We all have a different idea of what makes a holiday special, but here are four reasons to book with ETG*

## **We will really listen to you**

An often-underestimated quality in people is the ability to listen and understand. It's particularly important when you're spending thousands of pounds on a holiday.

We've handpicked our team of travel consultants to make sure they really listen to your needs and offer the best, personalised holiday experience possible.

## **We know what we're talking about**

Experience Travel Group was founded on a rich knowledge of Sri Lanka; the need to know a destination inside out before we sell a holiday there is at the company's core. We now offer trips to over 11 countries in Asia and have expanded further by joining forces with other true experts. Our in-country contacts go back a long time with us too and we've been able to recruit and retain fabulous guides and on-the-ground support.

## **We offer exclusive experiences**

Given our expert knowledge and contacts, we've been able to handcraft a portfolio of signature experiences for ETG travellers. These are unique and exclusive to our company and they combine insider twists on the main highlights, journeys of discovery to hidden gems, and beautiful rural adventures. They give you a nuanced take on your chosen destination and are carefully designed to dodge the crowds, experience day-to-day life in the countryside and try traditional dishes at the best eateries in town. Of course, these tours are also liberally sprinkled with relaxation and refreshment, be it pool time, a massage or a cocktail in a heritage hotel.

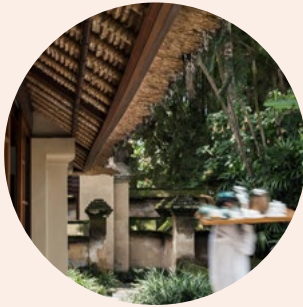
## **There are no hidden costs**

A final quote for an ETG trip will be inclusive of accommodation, guides, transport and experiences, with no hidden costs. International flights can be included, (although if you prefer to book your own that's fine too) and room board is flexible – we know where pre-booking a meal is a good idea, be it at a local restaurant, on a food tour or if you're staying somewhere very remote, and where it's fun to keep your options open. Your personalised itinerary details everything that's been arranged: your private transfers, the room types and the excursions you've chosen – so your holiday will be what you expect and what you've paid for. We provide expert guidance on tipping and the cost of meals in local restaurants, which will give you confidence when you're travelling.





GOOD TO  
KNOW



## 24 HOUR SUPPORT

Just a friendly reminder that whilst you are on holiday (or even before you go) someone is available to chat on the phone at any time of day, 365 days a year. Of course we hope you'll never have any problems on your trip, but they do sometimes occur and being able to speak to someone in-country or one of us in the U.K. enables us to respond rapidly and find a solution for you.



## FINANCIAL SECURITY

For your peace of mind we are a fully bonded ATOL agent. If your itinerary includes flights booked by us, it constitutes a package and is protected by the ATOL scheme. We are also a member of ABTA and all our bookings which are not covered by ATOL come under the protection of ABTA. In other words, your money is 100% protected.



## BUT DON'T JUST TAKE OUR WORD FOR IT.....

We're delighted to have a pool of very happy customers who have said that if we've ever got any prospective clients who want to talk to them, they are willing to oblige. So if you feel like you'd like to chat to someone with first-hand experience of ETG, we'll set something up (where possible of course!) See some of our independent reviews [here](#)





## VISA INFORMATION

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Visa requirements seem to change as often as the British weather; for the most up-to-date information please visit our website:

<http://info.experiencetravelgroup.com/visa-information>

Here you'll also be able to link directly to the Foreign and Commonwealth website where you can read the latest official travel advice for each of our destinations.

Our travel consultants are always up to speed so, if you are unsure about anything, just ask.

## HEALTH ADVICE

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It's really important to check the vaccinations and health requirements for the destinations of your holiday. We recommend two websites which are comprehensive resources to give you an idea before booking.

<http://www.fitfortravel.nhs.uk/home.aspx>  
<https://www.masta-travel-health.com/>

## INSURANCE

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People often don't realise that it's important to be protected with travel insurance cover from the moment they book a holiday. There are many providers, but we've partnered up with Campbell Irvine to offer the best travel insurance policy on the market.

We do earn a small commission but, much more importantly, we believe they offer very comprehensive insurance cover. (There are cheaper products on the market and even some free policies provided by banks, but they may not offer adequate cover.)

To arrange a policy with Campbell Irvine please call them on 0844 826 2722 and quote 'Experience Travel Group'. Or visit: [campbellirvinedirect.com/experiencetravelgroup](http://campbellirvinedirect.com/experiencetravelgroup)



# experience

TRAVEL GROUP

## BOUTIQUE EXPERIENCE-BASED HOLIDAYS MADE FOR YOU

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Experience Travel Group offer boutique travel for modern explorers. With ETG, you get an entirely bespoke holiday that enables you to get under a country's skin, see the highlights in a unique way and have experiences you didn't think possible. Our guides and signature local experiences will bring the region to life and our expert consultants will ensure you find the very best hotels so that you can relax and enjoy that much-needed break.

Ultimately, we really listen to what you want in a holiday and we are there to help every step of the way. No two travellers are the same, so no two ETG holidays are the same.

Curious to find out more? Give us a call for a complimentary consultation with a specialist. We're always happy to talk travel.

CALL US AT **0207 924 7133**  
to arrange a consultation

## TRAVEL CURIOUS



Experience Travel Group is a UK specialist  
in tailor-made holidays to Asia. Full financial protection.

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