

COMPANY PROFILE · MMXXVI

Curating *amazing* journeys.

A destination management company headquartered in Dubai, operating across Southeast Asia and West Asia — for clients who expect their travel partner to do more than book flights.

TRAWELL **DMC**
CURATING AMAZING

DUBAI · BANGKOK · KL · SINGAPORE
HONG KONG · HANOI · MANILA

FOUNDER'S NOTE · 01

Twenty years, one *obsession*: getting it right.

Over the past two decades I've had the privilege of managing some of the most recognised names in MICE — shaping incentive programmes, cycle meetings and destination conferences for global brands across pharma, technology, automotive, financial services and FMCG. Trawell DMC is the distillation of everything those years taught me.

We do fewer things, in fewer places, for fewer clients — and we do them with an intensity that only comes from deep regional roots. Every programme we run is authored in-house, negotiated in-house, and executed by our own people on the ground.

What's next is equally deliberate. We're investing in AI-driven solutions — smarter itinerary automation, dynamic cost intelligence, delegate-experience personalisation — and a forthcoming Bid-to-Book platform that will let our partners move from RFP to confirmed booking with transparency and speed. The craft stays human. The tooling gets smarter.



COMING NEXT

AI-driven itinerary intelligence & the Trawell Bid-to-Book platform — faster, fairer, smarter MICE procurement.

ON THE ROADMAP

AI

AI-driven itineraries & cost intelligence

B2B

Bid-to-Book platform · coming soon

Trawell DMC

FOUNDER & MANAGING DIRECTOR — AL BARSHA, DUBAI

— ABOUT · 02

A destination management company — with *a conscience.*

Trawell DMC is an established destination management company headquartered in Dubai's Al Barsha district, with operating desks across Southeast Asia and West Asia. We specialise in MICE — Meetings, Incentives, Conferences & Exhibitions — alongside curated FIT and group leisure programmes.

Our portfolio is deliberately narrow and deeply specialised. Rather than selling the world, we have chosen seven destinations where we know the hoteliers by first name, the transport operators by phone number, and the weather patterns by instinct. That specificity is what lets us deliver the kind of operationally flawless, culturally rich programmes that keep clients coming back year after year.

Our work spans Fortune 500 incentive programmes, technology conferences, pharma cycle meetings, wedding celebrations, high-end honeymoons and multi-generational family journeys. The brief changes; our standard does

not. TRAWELL DMC · CURATING AMAZING

7
DESTINATIONS
OPERATED END-
TO-END

500+
MICE GROUPS
DELIVERED

150K+
HAPPY
TRAVELLERS
CURATED

24/7
ON-GROUND
OPERATIONS
DESK

— EXPERTISE · 03

Two disciplines. *One standard.*

Whether we're moving 800 delegates through a three-day conference or crafting a ten-day private journey for a single couple, the same obsessive attention to detail is applied. Two departments, one operational backbone.



01 — MICE

Business that feels like a reward

Meetings, incentives, conferences and exhibitions — produced end-to-end across seven destinations. Venue sourcing, delegate handling, ground mobility, AV, gala production and on-site programme direction.



02 — FIT & GROUPS

Private journeys, precisely yours

Free Independent Travellers, honeymoons, multi-generational family trips, weddings abroad and themed group tours — each itinerary handwritten, never templated.

MICE · 04

Meetings. Incentives. *Conferences. Exhibitions.*

Four disciplines, one full-stack production team. From a twelve-person board retreat to a 2,000-pax annual sales convention, every detail runs through one accountable programme director.

01

Meetings

Boardroom briefings, off-site strategy days and senior leadership retreats — staged in landmark venues with whisper-quiet logistics behind the scenes.

02

Incentives

Reward journeys engineered to astonish. From helicopter transfers to private-island closings, every touchpoint is a story your top performers will retell for years.

03

Conferences

Full-stack conference production — venue sourcing, delegate handling, AV, ground mobility, tiered catering and a dedicated on-site control-room team.

04

Exhibitions

Booth builds, pre-show buyer programmes, delegate hosting and post-show leisure extensions — we turn exhibitions into complete commercial journeys.

— FIT & GROUPS · 05

Handwritten *holidays — never* from a template.

05

01

Bespoke Leisure

Tailor-made journeys for discerning travellers who want their trip to feel handwritten, not printed off a shelf.

02

Honeymoons

Private villas, sunset sailings, and the kind of quiet luxury that lets two people actually hear each other again.

03

Family & Multi-Gen

Thoughtful pacing, kid-rated experiences and grandparent-friendly logistics — so every generation travels well.

04

Special Interest

Culinary, wellness, golf, photography, diving — themed itineraries built around what your client genuinely loves.

DESTINATION · 01

UNITED ARAB EMIRATES

Dubai

Icon of ambition.

The gateway to the Arabian Peninsula — where gilded skylines meet golden dunes. Our Dubai programmes move effortlessly from boardroom to desert, blending five-star hospitality with bespoke cultural encounters that leave delegates genuinely moved.

01

PROGRAMME HIGHLIGHTS

- Burj Khalifa & Dubai Frame private access
- Desert safari gala dinners under the stars
- Yacht charters along the Dubai Marina
- DWTC & Madinat Jumeirah conference venues

4.5M+
BUSINESS VISITORS / YR

700+
HOTELS & RESORTS

24/7
LOCAL OPS DESK

DESTINATION · 02

KINGDOM OF THAILAND

Thailand

The Land of Smiles.

From Bangkok's kinetic night markets to Phuket's turquoise bays, Thailand is our most versatile stage. We design incentive journeys that weave temple-side breakfasts, muay thai gala dinners, and longtail-boat island escapes into one unforgettable narrative.

02

PROGRAMME HIGHLIGHTS

- CSR temple visits & elephant sanctuaries
- Riverside conference venues in Bangkok
- Beachside gala nights in Krabi & Phuket
- Thai cooking & muay thai team-building

40M+
ANNUAL ARRIVALS

5 Cities
OPERATED HUBS

150+
PARTNER HOTELS



DESTINATION · 03

TRULY ASIA

Malaysia

Cultures in harmony.

Kuala Lumpur's skyline, Langkawi's limestone cliffs, Borneo's rainforest canopy — Malaysia offers MICE planners an exceptional canvas. Our Malaysian itineraries balance world-class convention centres with genuine Peranakan, Malay, and Bornean cultural depth.

03

PROGRAMME HIGHLIGHTS

- KLCC Convention Centre programmes
- Langkawi island incentives & cable car
- Batu Caves & heritage street food trails
- Borneo wildlife & rainforest retreats

3

KEY OPERATIONAL CITIES

500+

VETTED SUPPLIERS

Halal

CERTIFIED CATERING

DESTINATION · 04

THE LION CITY

Singapore

Future, perfectly planned.

Singapore is Asia's most efficient MICE destination — and we've mastered it. From Marina Bay Sands general sessions to Gardens by the Bay dome dinners, we orchestrate flawlessly-timed programmes that honour the city's obsession with precision.

04

PROGRAMME HIGHLIGHTS

- Marina Bay Sands & Suntec venues
- Gardens by the Bay themed galas
- Sentosa island team-building days
- Hawker centre culinary experiences

#1
ASIA MICE CITY

300+
RATED VENUES

English
FIRST-LANGUAGE OPS

DESTINATION · 05

PEARL OF THE ORIENT

Hong Kong

Where East greets West.

Vertical, vibrant and ceaselessly cinematic — Hong Kong rewards groups who want the biggest skyline of their lives. Our programmes blend harbour cruises, Victoria Peak cocktails and Michelin dim sum with polished corporate venues.

05

PROGRAMME HIGHLIGHTS

- Victoria Harbour junk-boat galas
- Convention & Exhibition Centre (HKCEC)
- Peak Tram & Sky Terrace receptions
- Tai O & Lantau cultural day-trips

4

LANGUAGE LOCAL GUIDES

60+

PREMIER HOTELS

2h

AIRPORT TO BALLROOM

— DESTINATION · 06

TIMELESS CHARM

Vietnam

Old soul, new energy.

Ha Long's emerald bay, Hoi An's lantern-lit lanes, Saigon's buzzing rooftops — Vietnam is emerging as Asia's most story-rich incentive destination. We craft seven-day narratives that move coastally, culturally and culinarily with Vietnamese hospitality.

06

PROGRAMME HIGHLIGHTS

- Ha Long Bay overnight junk cruises
- Hoi An lantern festival group evenings
- Saigon rooftop cocktail receptions
- Mekong Delta private sampan journeys

3
REGIONAL HUBS

200+
CURATED EXPERIENCES

USD \$
VALUE DESTINATION

DESTINATION · 07

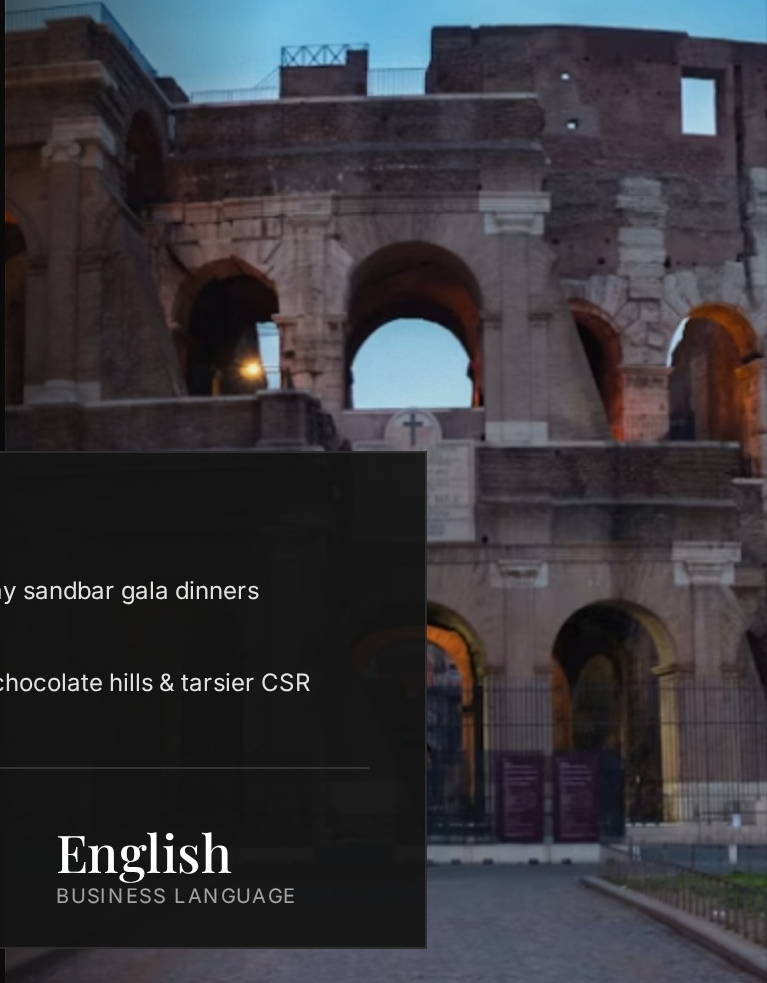
IT'S MORE FUN

Philippines

7,641 islands of welcome.

No country on earth does warmth like the Philippines. From Palawan's limestone cathedrals to Boracay's powdered beaches, our Filipino programmes pair castaway-island incentives with world-class Manila conference infrastructure.

07



PROGRAMME HIGHLIGHTS

- El Nido & Palawan private island charters
- Boracay sandbar gala dinners
- Manila ICC & Marriott conference campus
- Bohol chocolate hills & tarsier CSR days

7,641
ISLANDS EXPLORED

2
OPERATIONAL CITIES

English
BUSINESS LANGUAGE

WHY TRAWELL DMC · 06

Six reasons clients stay with us *year after year.*

01

Locally rooted, regionally connected

Our team lives in the cities we sell. Decisions are made on the ground — not in a distant head office.

03

Negotiated rate integrity

Volume-backed contracts with partner hotels, airlines and venues — passed through to you transparently.

05

Experience design, not booking

We don't fulfil itineraries, we author them. Every Trawell DMC programme has a narrative arc.

02

One accountable partner

Seven destinations. One contract. One point of contact. One invoice. One team that picks up the phone.

04

Crisis-proof operations

Dedicated 24/7 operations desk, redundant supplier matrices, and senior escalation paths on every programme.

06

Invisible excellence

Our work is at its best when it feels effortless to your delegates — and entirely reassuring to you.

LET'S BEGIN · 07

A brief is a beginning. Let's write yours.

GLOBAL OFFICES

HEAD OFFICE

DUBAI (HQ)

Al Barsha, Dubai, United Arab Emirates

Al Barsha, Dubai, United Arab Emirates

Emirates

EMAIL

SINGAPORE

10 Marina Boulevard, #22-01
Marina Bay Financial Centre,
Singapore 018983

BUSINESS BAY

Office 1204, The Exchange Tower,
Business Bay, Dubai, UAE

SPEAK TO US

THAILAND

88/8 Silom Road, Bangrak,
Bangkok 10500, Thailand

+91 52 452 6313

+971 58 179 9090

+91 77359 19191

MALAYSIA

Level 18, Menara Prestige,
1 Jalan Pinang, KLCC,
Kuala Lumpur 50450, Malaysia

VIETNAM

12th Floor, Saigon Centre Tower 1,
65 Le Loi Street, Ben Nghe Ward,
Ho Chi Minh City, Vietnam

PHILIPPINES

32/F Yuchengco Tower,
RCBC Plaza, Ayala Avenue,
Makati City, Manila 1226

trawelldmc.com