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Smiling Albino celebrates 10 years of growth and success in Asia

Smiling Albino (SA), a Thailand-based travel outfit founded by Canadians Daniel Fraser and Scott Coates, celebrates 10 years of success and innovation in Asia.

"Ten years ago we set out to design something new and unique to a growing market for tailor-made, active travel," enthuses Fraser. "We started with a single day trip in Bangkok and now host multi-day, cross-country epics in six countries."

SA now offers custom travel for discerning travellers from around the world, including captains of industry, active families, celebrities and CEOs. Itineraries combine multiple activities, boutique accommodations, expert hosts and 24-hour concierge services in Thailand, Nepal, Tibet, Cambodia, Laos and Vietnam.

Itineraries are designed with a by-travellers-for-travellers approach, which has helped the company grow nearly 50% annually since humble beginnings in Bangkok in 2000. "Our mission has always been to deliver the most unique, high-value, high-touch experiences in Asia," says Coates. "Dedication to this creed has led to steady growth in a difficult travel climate. We have actually hired staff and grown this year as the demand for personalized travel remains strong."

Over the years Smiling Albino and its founders have been recognized by industry media and other associations, including numerous rewards and accolades. The company is launching a series of walking trips to further expand its repertoire in early 2010.

About Smiling Albino

Smiling Albino is a team of travel enthusiasts offering custom built experiences in Asia. Our adventures are the result of continuous travel, innovation and refinement. Trips combine multiple activities, charming venues, the finest regional cuisine and passionate hosts. You'll hit the highlight stops, but the real magic is in the hidden corners, insider sights and unique local characters. The signature of our experiences relies on the intimate relationships we've built with a huge network of people throughout the region. We don't just connect the dots...we create them...and deliver unforgettable travel experiences.

Stock photographs available upon request.

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