



SECRET
RETREATS

JOIN THE SECRET RETREATS COMMUNITY

BOUTIQUE HOTELS-LODGES-CAMPS-VILLAS-CRUISES-TABLES-JOURNEYS



WHO IS **SECRET** **RETREATS?**

Secret Retreats is a curated community of **Boutique Hotels, Lodges, Villas** and **Resorts, Yachts** and **River Boats** located exclusively in **Asia**.

Formed in 2012, the community was created to unite and support select independent and privately owned boutique properties, yachts and river boats that offer **quality hospitality** with a strong **sense of place** while supporting **sustainable** and **responsible tourism** to their destination.

THE FOUNDERS



BRUNO FERRET CO-FOUNDER & EXECUTIVE DIRECTOR

An expert in tour operations within Asia and founder of successful travel company, Les Ateliers du Voyages, that catered to the French market Bruno sold his tour operations in 2009, moved to Bangkok and has developed hotels throughout Asia including Cambodia, Indonesia, Laos and Thailand.



STÉPHANE JUNCA CO-FOUNDER & MANAGING DIRECTOR

A hotel marketing guru whose roles have included overseeing the development of several luxury hotels in China, Marketing Director at Tugu Hotel in Bali and Regional Director of Relais & Châteaux Asia before co-founding Secret Retreats, Stéphane has spent most of his working life in Asia, always on the lookout for discovering new properties and experiences.

SECRET RETREATS' MILESTONES

2012

Secret Retreats was formed to share Asia based independent hospitality experiences to the travelling world.

2013

Launch of the first website and online reservation system (30 members).

2014

Creation of the brands "**Secret Cruises**", "**Secret Villas**" to differentiate the products and provide more focused marketing for the members. 50 properties listed in the collection.

2016

Opening of a franchise office in China and a sales office in Korea.

2017

- Creation of "**Secret Tables**" for independent and sustainable restaurants.
- Launch of an ongoing campaign and fund raising for foundations **supported** by our **members**.

2018

- **Milestone: 100 members**
- Strategic partnership with Alain Ducasse's "**les Collectionneurs**" and Romantik Hotels in Europe.

2019

Partnership with **Travelife** (certification for sustainability)

2020

- Launch of the Gift Certificates Shop (with **affiliate** program): sales of vouchers
- Clean Care Pledge (Covid)

2022

- Launch of **GuestBook** Booking Engine customized for Boutique Hotels
- Appointment of **7 GSAs**

2023

Launch of **Secret Retreats France** exclusively promoting Secret Retreats properties and journeys to French Speaking countries

2024

- **Milestone: 200 members**
- Chef Harmony: A Culinary Gathering in Bali with **22 chefs** cooking for **charity**.
- Integration to Google Hotels

2025

Launch of our in-house DMC.
We now oversee the entire guest journey from boutique stays to curated local experiences—providing a seamless, end-to-end service for agents and travelers

WHERE IS **SECRET** **RETREATS?**

- Bhutan
- Cambodia
- China
- India
- Indonesia
- Japan
- Laos
- Malaysia
- Maldives
- Myanmar
- Mongolia
- Nepal
- Philippines
- Singapore
- South Korea
- Sri Lanka
- Taiwan
- Timor Leste
- Thailand
- Vietnam



CONSCIOUS TRAVEL WITH **SECRET RETREATS**

Supporting **Sustainable** and **Responsible Travel** is a Core Ethos of all Secret Retreats members. With each member property privately owned, and often the home of the owner, Secret Retreats members have a personal interest in preserving their home environment and helping to conserve the **local community**, **culture** and **traditions** that surround and support their business.



SUPPORTED BY SECRET RETREATS MEMBER



THE **SECRET RETREATS** TRAVEL PRODUCTS

A **unique collection** of travel products that share the very **best travel experiences** in Asia with your clients and in a wholly **sustainable** and **responsible** way.

- A curated collection of **Boutique Hotels, Lodges, Villas** and **Resorts**
- A curated collection of **River** and **Sea Cruises**
- Exclusive Travel Itineraries linking our **Asian Destinations**
- Tailor-Made **Asia** Travel **Itineraries**
- Secret Retreats **Gift Certificates**
- Unique experiences, **Secret Tables** and more





SECRET
RETREATS

THE
HOTEL
COLLECTION



THE DNA OF SECRET RETREATS

Independent, privately owned and located in Asia less than **50 keys**
(average for the collection is **18 keys**)

Passionate about conserving **local Culture** and **traditions**

Employ and practice the **principles** of **responsible sustainable** travel

Warm professional service standard with **strong sense** of **place**

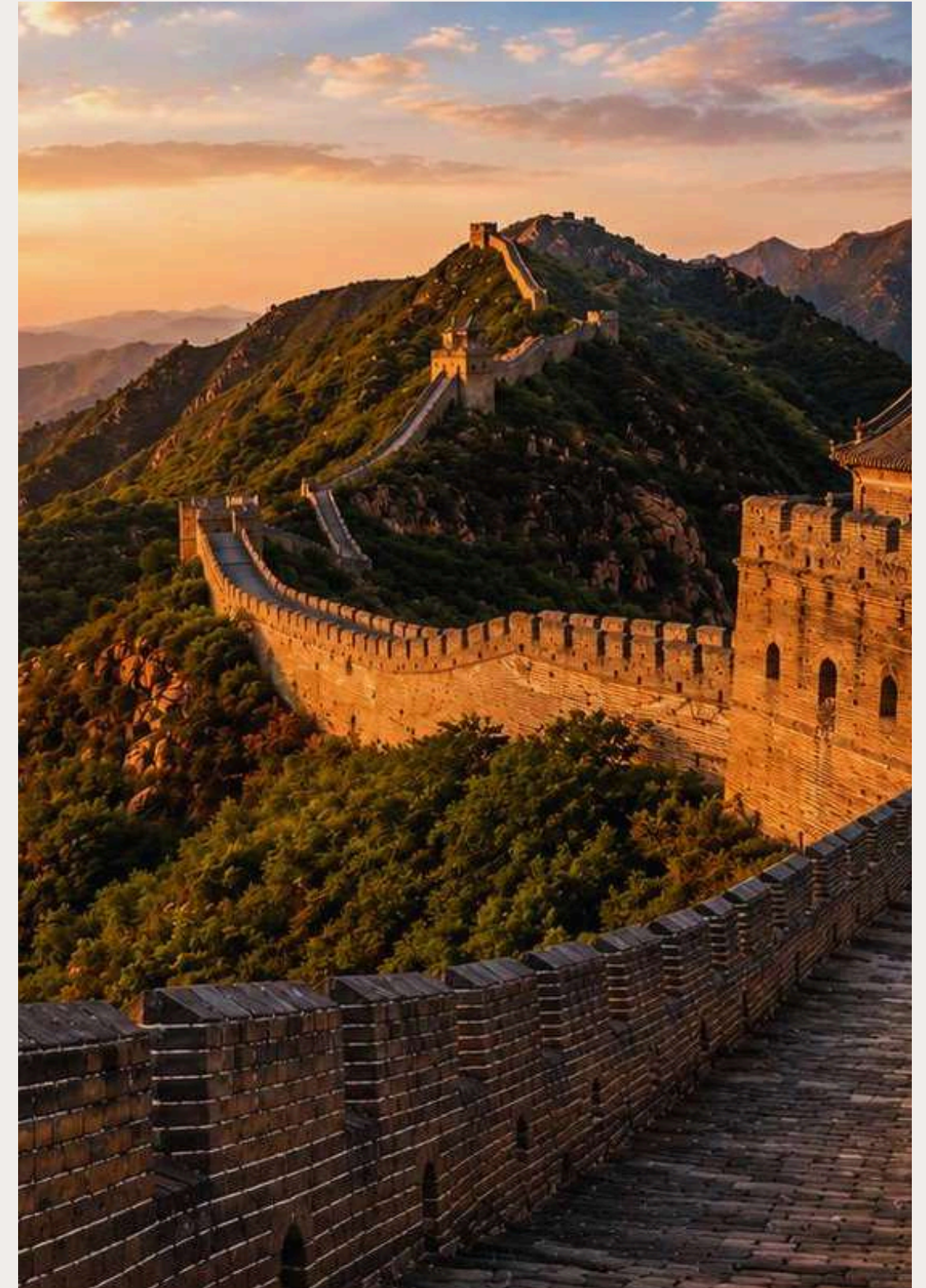
Hosted by an owner or GM keen to share the **best** kept **secrets** of their Home
with Guests



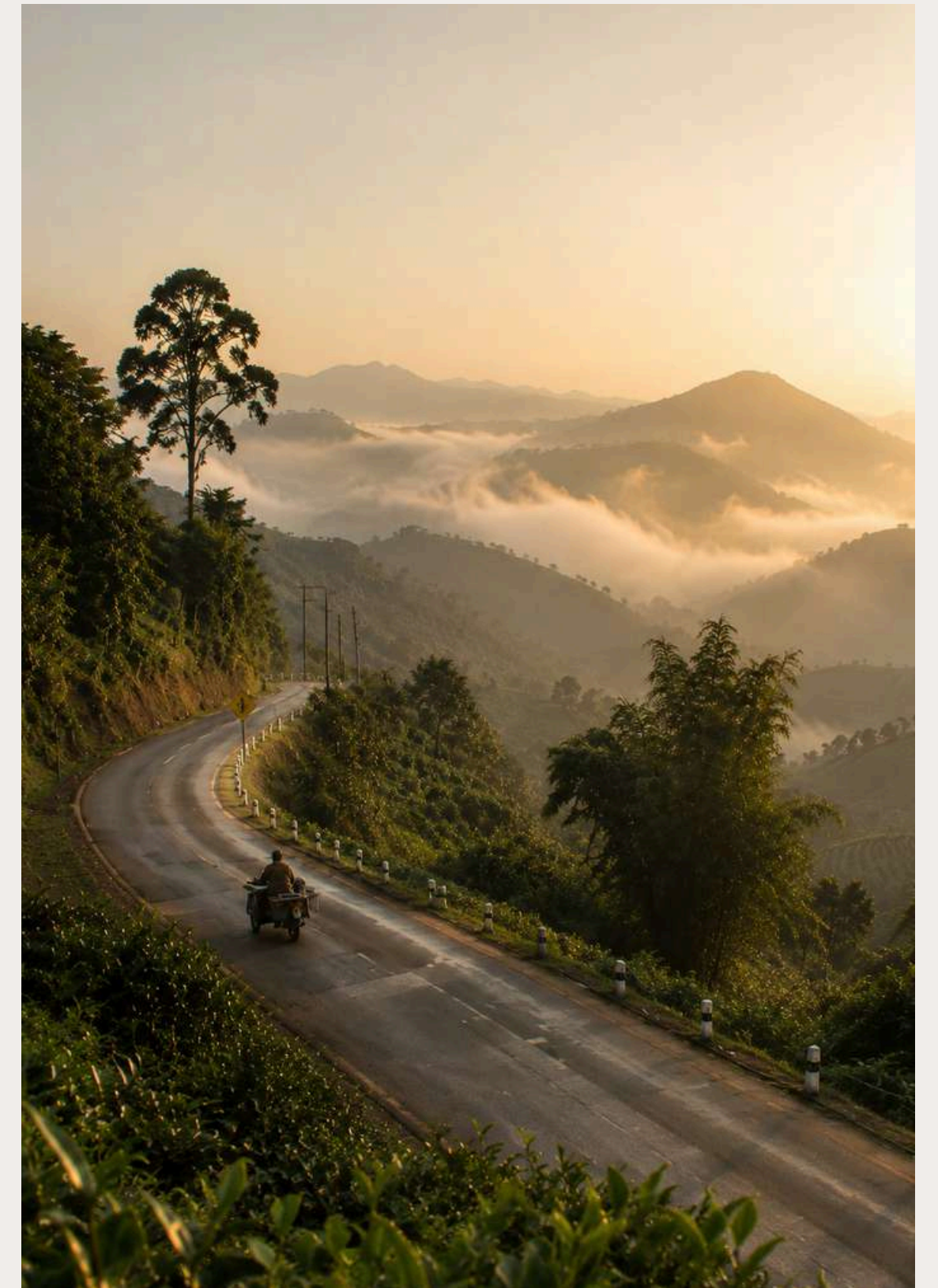
SECRET RETREATS AT THE BEACH



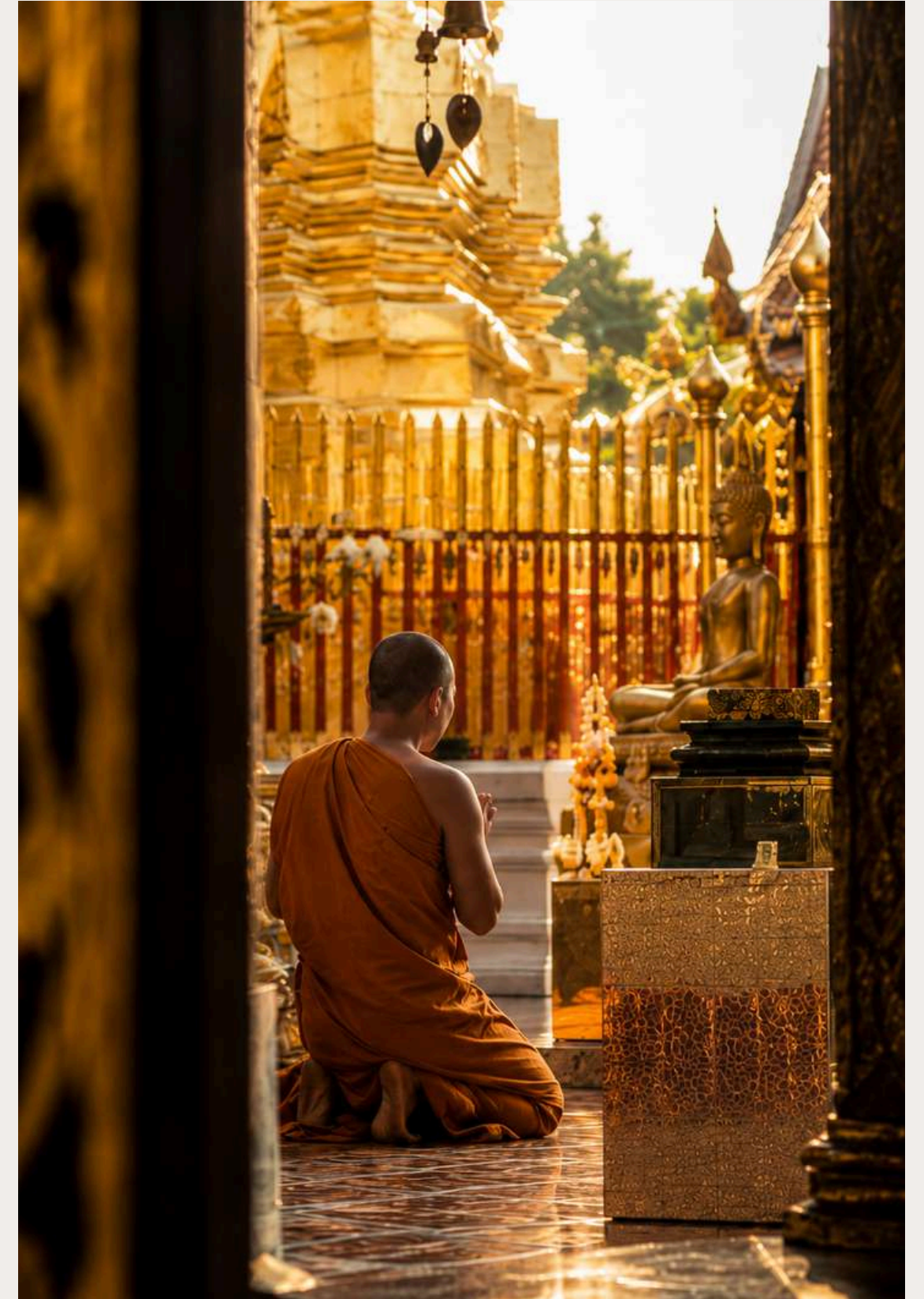
SECRET RETREATS IN THE MOUNTAINS



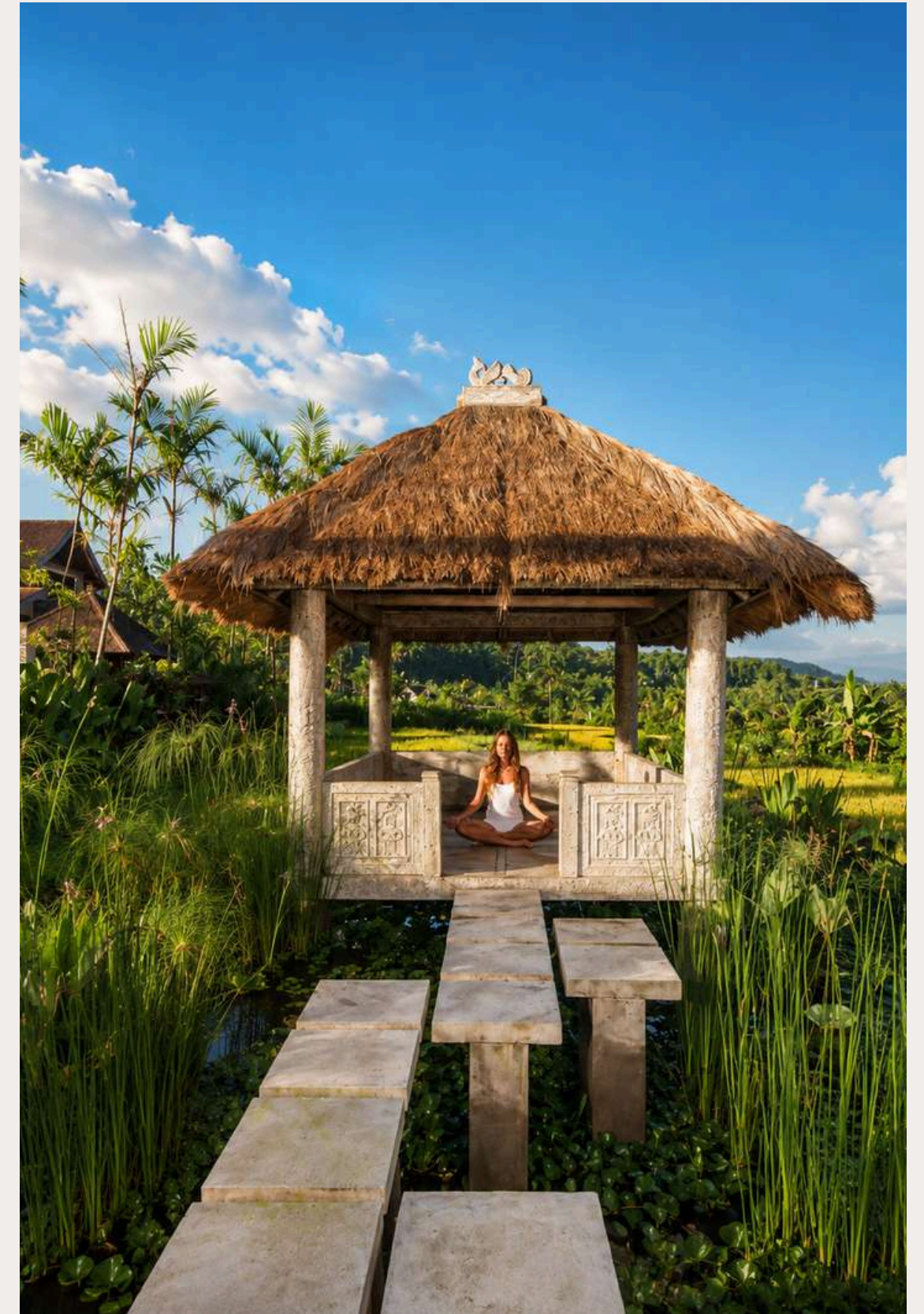
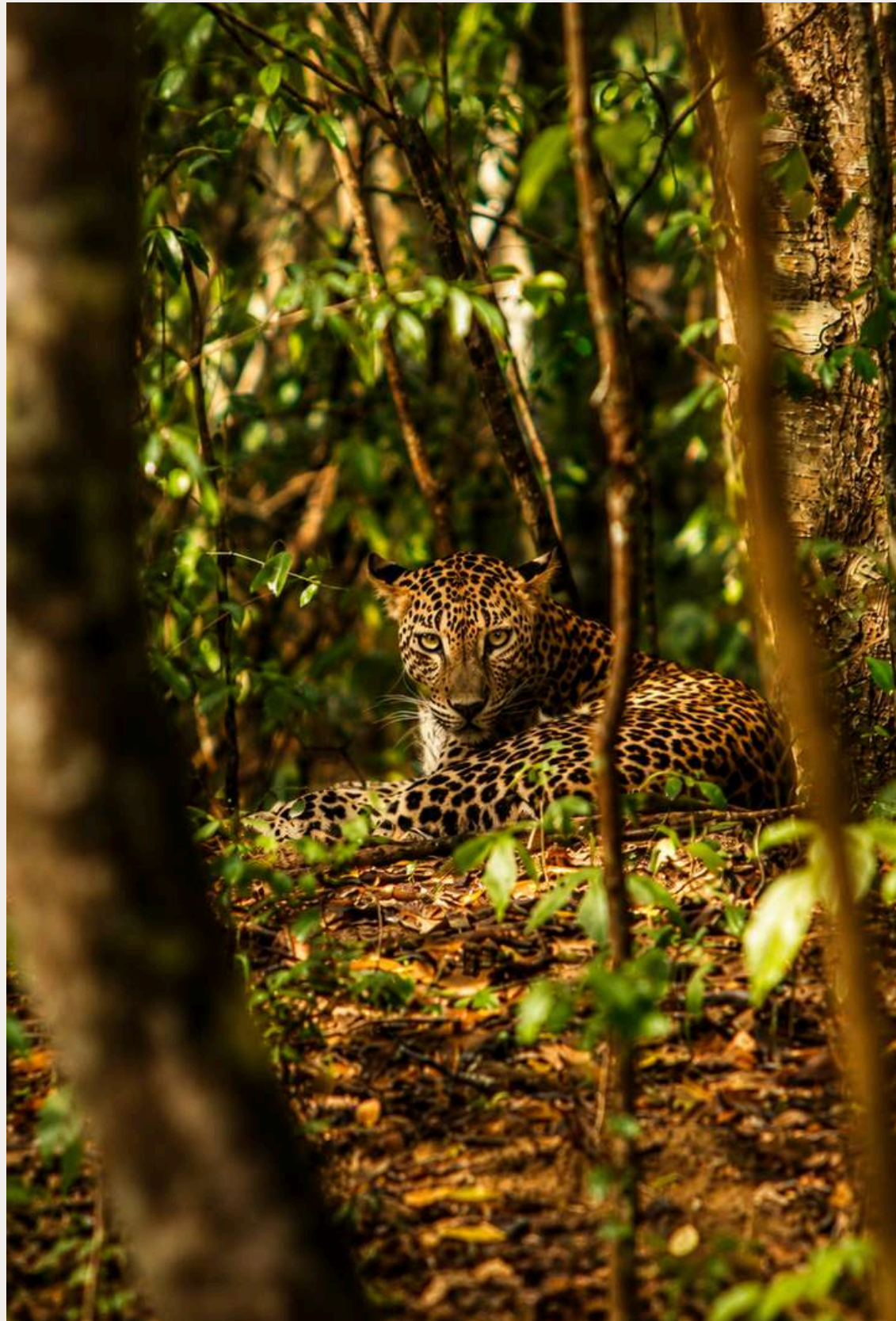
SECRET RETREATS OFF THE BEATEN PATH



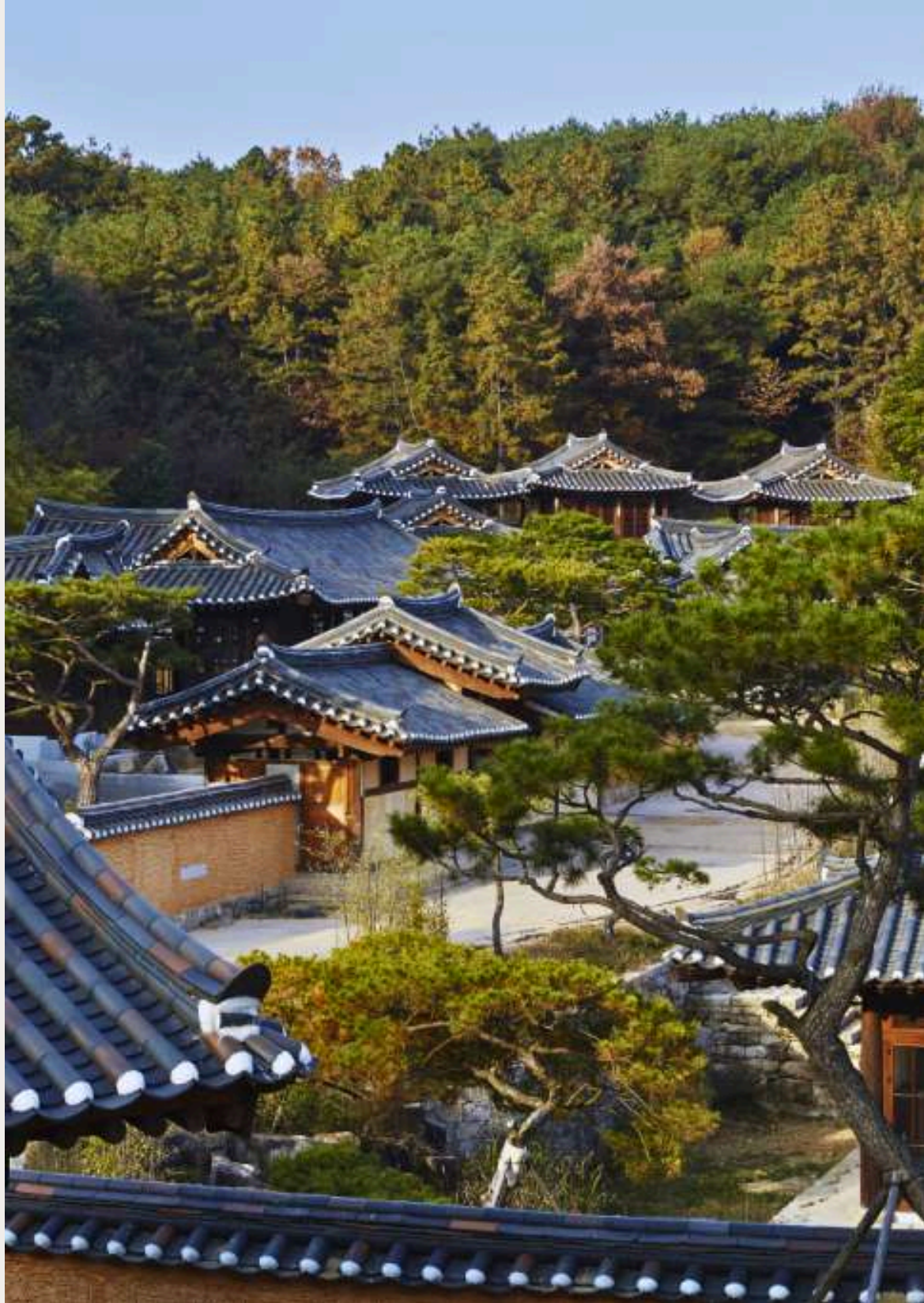
SECRET RETREATS IMMERSSED IN LOCAL CULTURE



SECRET RETREATS SURROUNDED BY NATURE



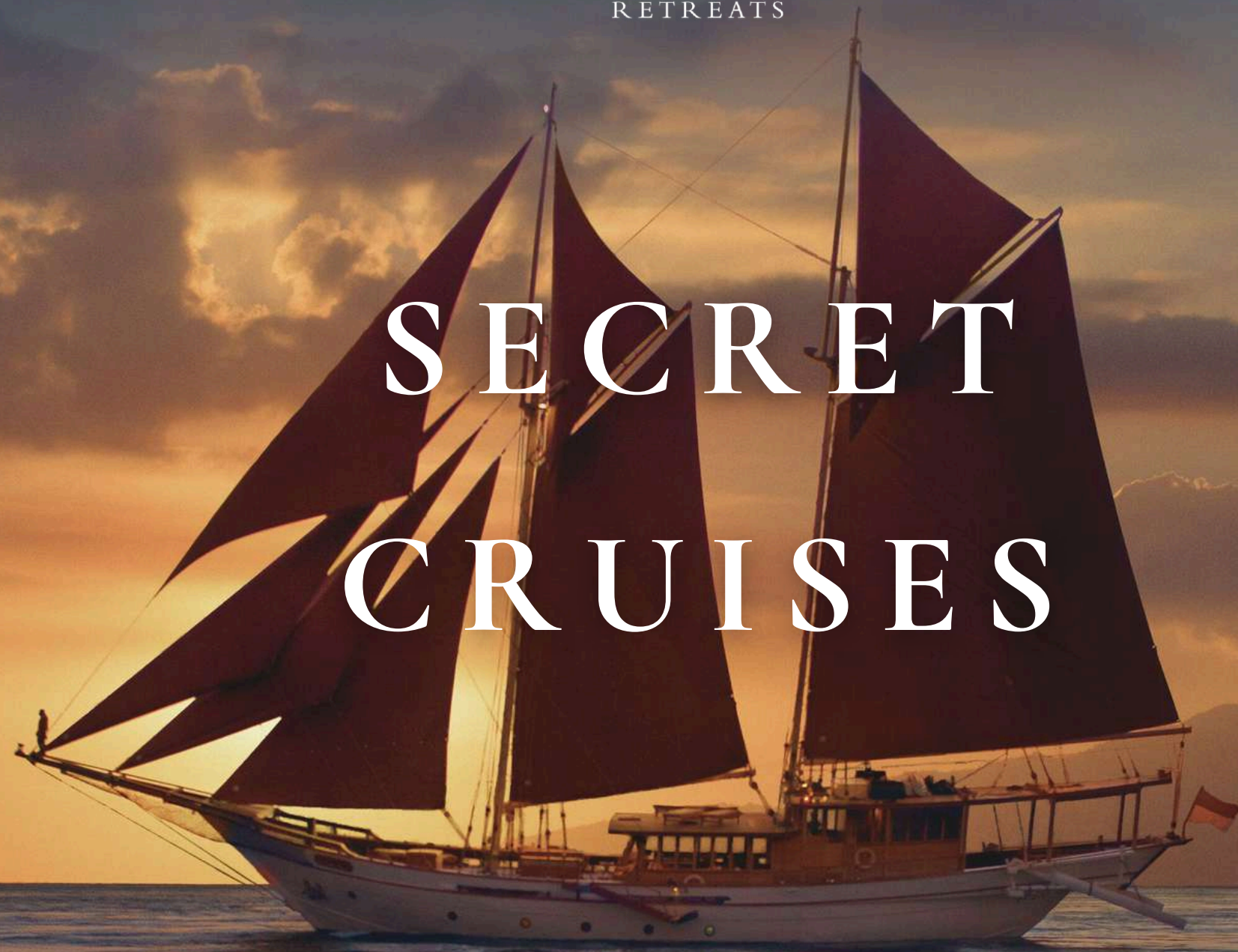
SECRET RETREATS IN THE CITY





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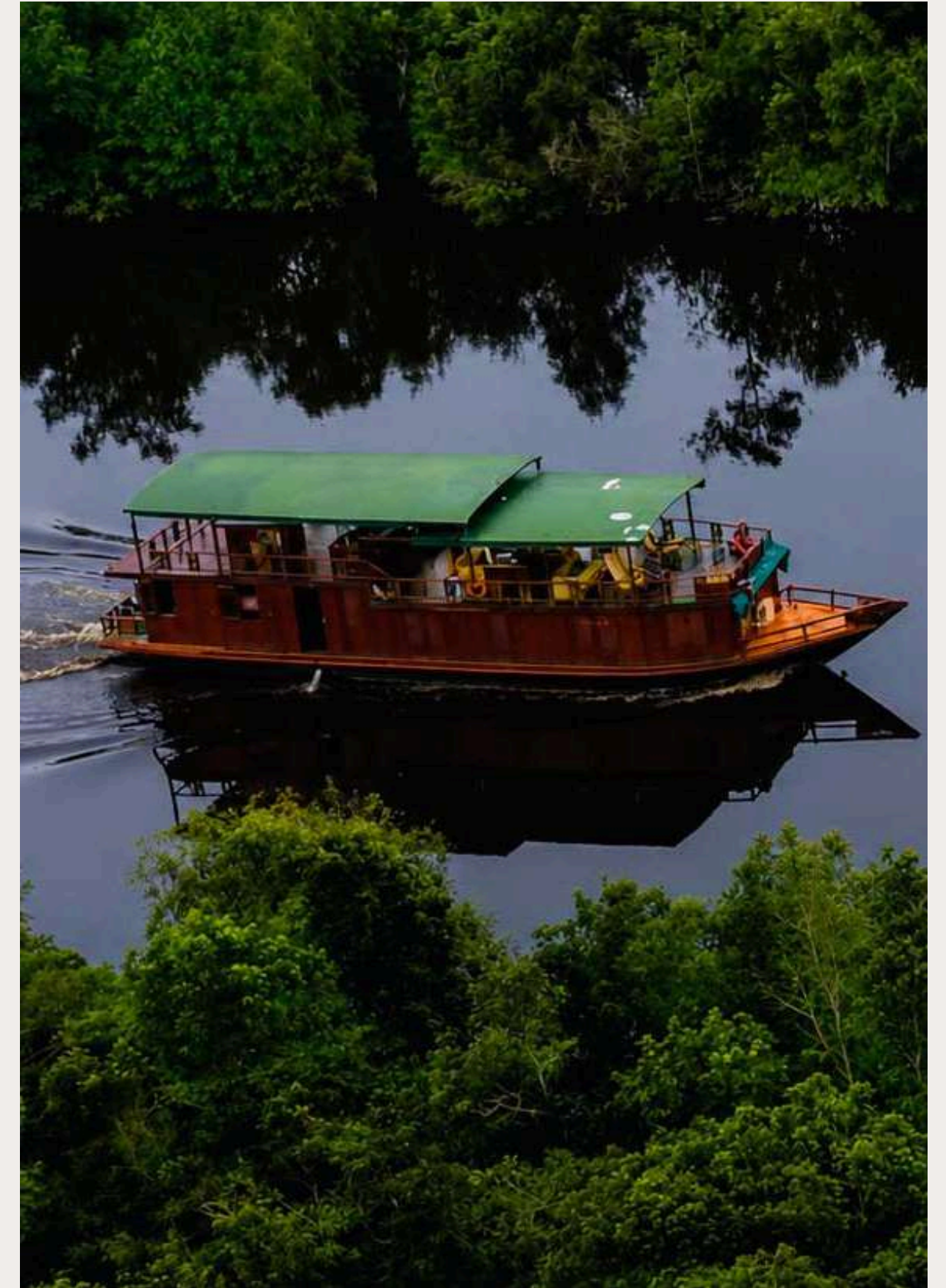
SECRET CRUISES



SECRET RETREATS WILDLIFE RIVER CRUISES



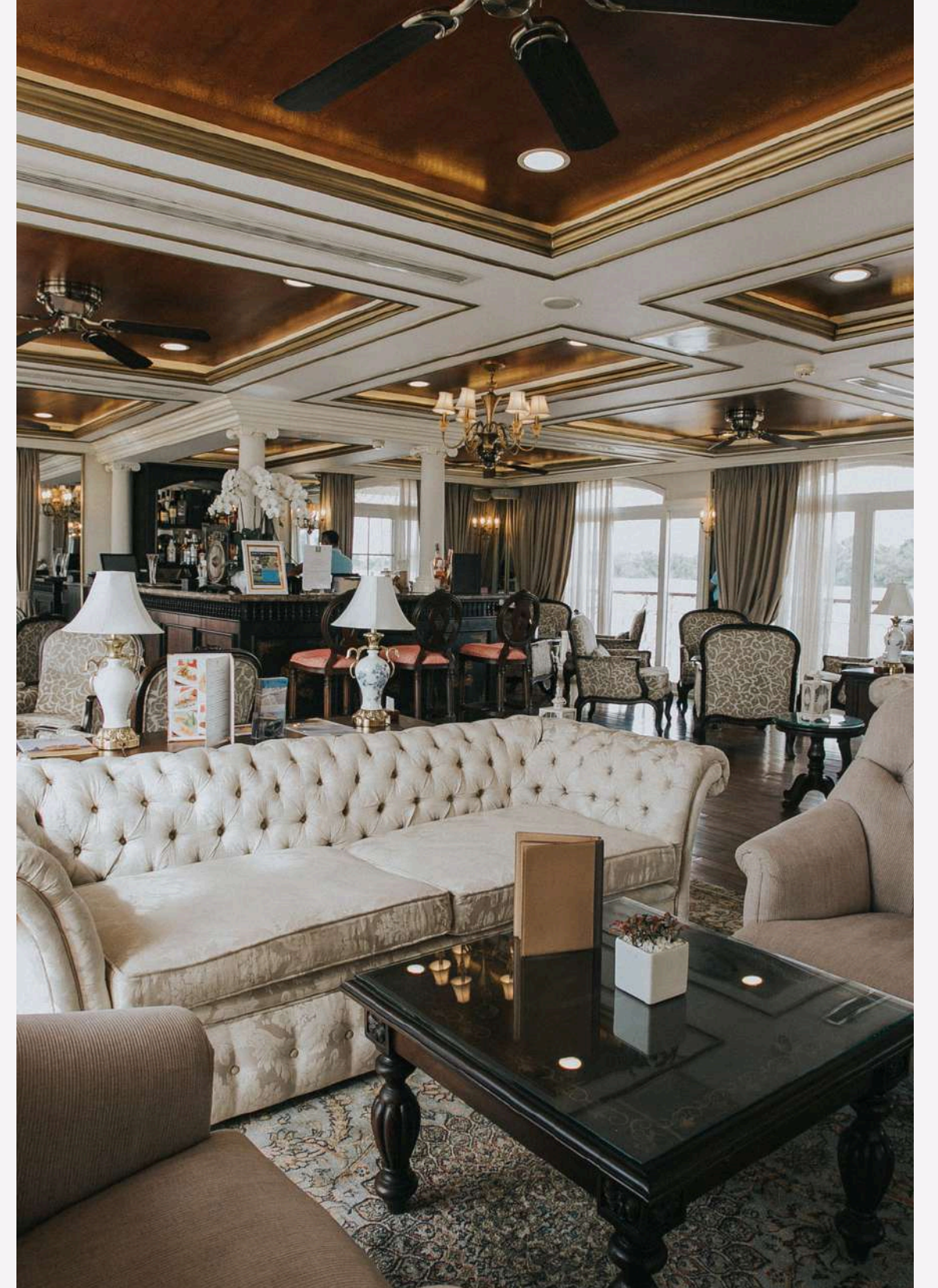
SECRET RETREATS CULTURAL RIVER CRUISES



SECRET RETREATS PRIVATE CHARTERS



SECRET RETREATS JOIN-IN CABIN CRUISES





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TABLES





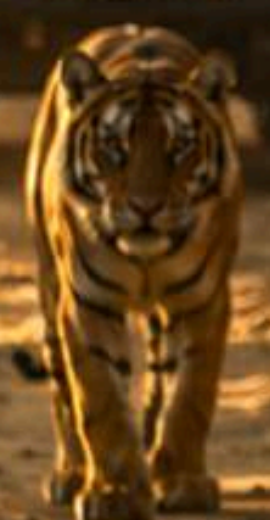
Sharing our favourite Secret Tables across Asia with your guests, through dining experiences and dishes from the most exciting and **creative young Chefs in Asia** today.

Over 40 Creative and Exciting Dining Experiences Await You Across Asia.



SECRET
RETREATS

SECRET
JOURNEYS



JOURNEYS TO THE HEART OF ASIA

Comprehensive... More than **150 Travel Itineraries** that journey between the Secret
Retreats Destinations across Asia.



Hokkaido



Kerala

Accessible... Sortable by *country and theme*, including *Romance, Gourmet, Cruise, Wellness, Family, Dive, Culture and Nature*.



Zanskar



Lanna Kingdom

Thematic...

A journey to celebrate every *occasion*, and a *journey* designed to enjoy the best of each of *Asia's destinations*.



Flexible... Ready-Made and Tailor-Made Itineraries
from 2- to 14-nights, adaptable for *solo travelers, couples, families and groups.*



Raja Ampat



Maldives

Unique...Built on *local knowledge*

each Journey shares *unique* experiences in a *gentle rhythm* with time to *discover* and time to *relax*.



Papua



Wa Ale Private Island

Personalized... Designed in cooperation

with our teams on the ground, *journeys* are easily adapted to *suit individual guests* when required.



Luxury Tent Villa



Mongolia Desert Adventure



SECRET
RETREATS

GIFT CERTIFICATES

MAHARAJAS' EXPRESS

THE GIFT CERTIFICATES

Give the gift of travel. With our **Travel Gift Voucher**, your loved ones can choose their dream destination and create unforgettable memories.



THE **BENEFITS** TO BE **A MEMBER**

Join the Community Secret Retreats and you join the most exclusive curated collection of quality boutique experiences that share with the traveller a home away from home complete with the **essence** and **spirit of Asia**. We are an association of *independently owned* boutique hotels, villas, lodges, cruises, camps and restaurants located across Asia.

- Representation, Marketing and Communication
- Online Sales and Reservations
- Offline Sales and Concierge Services
- A Community of Shared Experiences
- Expertise and Support

I. REPRESENTATION, MARKETING AND COMMUNICATION

Secret Retreats is a curated collection representing unique **Asia located properties**.

By **association**, each member benefits from the image of quality and authenticity of the brand as **specialists of Asia**.

- **Website** : main window to the World constantly optimized for rankings to win the organic search, by using the currently best recommended practice of employing information funnels and the creation of multiple landing pages: this gives each of our members multiple routes to be discovered.
- **Participation** to selected **Travel Fairs** and the organization of **road shows**
(Further East, New York Times Travel Show...)
- **Partnerships** with other brands (credit card companies, concierge services - Aspire Lifestyles the market leader in B2B concierge services worldwide- banks, airlines...)
- Sales of **Gift Certificates** through our online shop and partner distribution channels.
- **Social Media** Active Facebook, Instagram, LinkedIn, and YouTube accounts, with daily posts and ads campaigns (with an average reach of 6 million views per month).
- **Media** : A dedicated PR team.
 - Database of 150,000 clients (**weekly newsletters and EDM**)
 - Database of 4,000 journalists
 - Pitches, Press Releases, Media Enquiries and Vetting, Blog, weekly newsletters
 - Media trips

2. ONLINE SALES AND RESERVATIONS

Secret Retreats provides a complete central reservation solution inclusive of

- **GuestBook** Booking Engine
- **Channel Manager**
- Boutique **PMS** and **CRM**
- **Technical Assistance** 7 days a week

Total revenue generated by Secret Retreats	USD 1,950,000
Number of nights sold via SR	6,050
Average room rate across all SR members (room + breakfast only)	USD 322
Yearly traffic on Secret Retreats website (unique visitors)	1,500,000

Period
1 Jan -31 Dec 2025

Booking Engine Benefits

- **Save time & manpower:** the inventory is managed and updated automatically through connection to the Channel Manager.
- **24/7 seamless connectivity:** bookings possible round the clock in just 2 clicks.
- **More sales connections:** Secret Retreats has connected all its concierges, appointed travel agents.
- **Extra upsell:** book more than rooms, also pre-book and pre-pay extra services and experiences.
- **Personal Touch:** manage your guest contact pre stay.
- **Easy use: user friendly** for guests and backend administration.
- **Helpdesk:** technical and strategic support from Secret Retreats Team.

3. OFFLINE SALES AND CONCIERGE SERVICES

In addition to online, Secret Retreats also acts

- as *Travel Trade Partner* with
 - a platform to connect travel agents and property members
 - a system for members to build packages and offers
 - targeted EDM to a database of 6,000 agents
 - 7 GSA around the world
- as a *Travel Agent* with:
 - a in-house licensed DMC department focusing on B2B clients and a dedicated team of 4 people
 - a reservation support via a **concierge** team for B2C enquiries (7 languages 7 days a week)
 - a production of itineraries : “**Secret Journeys**”

Our Journeys offer well-planned itineraries unveiling the essence of each destination through the insight and knowledge of our local hosts.

- Experience Asia through the **eyes of the locals**.
- We share our homes through our **crafted itineraries**
- **Curated** by your hosts in each destination
- Uniquely Asian experiences beyond the typical touristic packaged trip
- A gateway to the real Asia, the Asia that is our home.

Secret Retreats also offers a secured **online payment gateway** to safely manage online payments with the assurance of full **3DS PCI** compliance and accounts in **7 currencies** in **7 parts** of the World.

A group of six people are seated around a long wooden table in an outdoor dining area. The setting is a restaurant or cafe with a view of a lake and mountains at sunset. The scene is illuminated by warm, golden light from the setting sun and several hanging lanterns. The people are engaged in conversation and eating. A chef in a white uniform and hat is seated on the left. The table is set with plates, glasses, and a centerpiece of flowers. The background shows a large body of water and distant mountains under a hazy sky.

4. A COMMUNITY OF SHARED EXPERIENCES

A fellowship of like-minded people

Annual Member Gathering and **annual performance** reviews.

Staff **exchange program** / Chef exchange or cooperation.

Regular staff training about **SR values**.

Intranet **exchange forum** (for properties to swap rooms, invite Chefs , share practices, list of suppliers...).





A quality label and affiliation

Emotional value to be part of a brand and make that brand yours.

Specialized and recognized for the **charm and the character** of its properties.

Offering uniquely Asian experiences and sharing moments with guests.

Focused on Asia only.

A **differentiation** for your property to stand out from your competitive set.

A community to stand by you

Cross promotion between members - a fantastic way to engage with your fellow hoteliers' guests who are after all YOUR potential guests too.

To **protect** its members (competition, online reviews, industry developments and maximising trends).

To assist and **advise** about new technology development, services, or sales strategy and share best practices to help with managing your property.

To implement **shared resources** and acquire tools and services (CRS, CRM, PR...) that as a standalone property a member could not afford.

To **cross promote** and **upsell** between **properties** and **destinations**.

Reflection of **quality** from the strength of the shared brands.



5. EXPERTISE AND SUPPORT

Solutions and assistance to members:

- **Advice** and consulting for rate strategy and distribution
- Technical **assistance** with booking engine and channel manager (helpdesk)
- **Expertise** in specific fields: environment, energy saving, video, photography, storytelling...
- Social media platforms **analysis**
- Sustainability experts and measuring tools
- Mentoring and audit
- Live translation (in case of emergency) for Chinese speaking guests (WeChat)
- Exchange of quality suppliers contacts and selection of produce grown by members of the community: organic, sustainable and quality
- Share **best practices** and success stories of fellow members
- Assistance with management of OTAs, online channels and channel manager
- Website design and optimization



ASIA'S BEST KEPT SECRETS

The Secret Retreats Difference is in the Service.

In **sharing their homes** with your clients, our **community of hoteliers** are providing a home from home in Asia. Warm, personalized service with fine attention to detail, supported by the Secret Retreats Travel Team, ensures a **quality stay** for your clients and **peace of mind** for you.

Keep it **Local**, Keep it **Sustainable**, Keep it **Unique**,
But Don't Keep it a **Secret!**



CONTACT

 www.secret-retreats.com

Facebook : SecretRetreatsAsia

Instagram : secretretreats

YouTube : SecretRetreats

Linkedin : company/secret-retreats

Blog : secret-retreats.com/blog

Tik - Tok : secret.retreats



SECRET
RETREATS

“ONCE A YEAR GO SOME PLACE
YOU’VE NEVER BEEN BEFORE”

- DALAI LAMA -