

# **Business Proposal**

## **EXECUTIVE SUMMARY**

Craft Voyage is a tourism start-up dedicated to providing immersive cultural experiences through the exploration of Vietnam's traditional craft villages in Quang Binh. These nine unique villages, rich in craftsmanship and cultural heritage, have remained largely unnoticed by mainstream tourism. Our flexible tour options, which range from half-day experiences, one-day to comprehensive three-day packages, offer tourists hands-on craft and local art workshops, cultural activities, and eco-friendly accommodations. Our tours aim to provide authentic, enriching engagements with Vietnam's long-standing traditions.

Our target audience primarily consists of middle-income travellers from Australia, a market known for its deep appreciation of historical and cultural tourism. By understanding this audience's interests, we are able to tailor our offerings, creating a competitive advantage in the tourism market. Our commitment to sustainable tourism practices further reinforces our dedication to preserving Vietnam's cultural heritage while minimising environmental impact.

Our 5-year goal is to attract 42,000 tourists, generating \$2,336,464 in revenue, with a customer satisfaction rate of 90% or higher. With a scalable business model that includes the integration of Virtual Reality (VR) and a phased expansion to additional craft villages across Vietnam, Craft Voyage is well-positioned for long-term growth and success.

## **PROBLEM**

### **a/ Lack of promotion of craft villages**

Vietnam's traditional craft villages are culturally significant, but they are under-promoted in the country's tourism industry. While millions of tourists flock to major destinations like Ha Long Bay and Ho Chi Minh City, **< 5%** of tours include these villages, despite their potential to offer unique, immersive experiences.

### **b/ Environmental impact - Climate change**

In addition, rapid urbanisation and tourism in Vietnam's larger cities have led to significant environmental issues. Quang Nam alone produces **660 tons** of waste daily, with Hoi An contributing **92 tons, 18-20%** of which is plastic waste. These issues are combined by the overcrowding of popular destinations, which negatively impacts both the environment and local quality of life.

This presents a two-fold problem: preserving the cultural heritage of traditional craft villages and promoting sustainable tourism that reduces environmental harm.

### **c/ Commodification of Vietnamese tours**

Currently, there are tours on the market that provide traditional cultural tours. However, there is a lack of authenticity in the tour's content and this leads to a wrong view of the customers about our culture. As a result, we provide a business model that allows people to explore Vietnam and immerse themselves in our culture via 4 main aspects: craft, history, art and nature.

## BUSINESS OVERVIEW

Craft Voyage is a tourism start-up that aims to connect travellers with the authentic cultural heritage of Vietnam through immersive tours of traditional craft villages in Quang Binh. In an era where modern tourism often overlooks local culture in favour of popularised destinations, Craft Voyage offers an alternative: a deeper, more meaningful exploration of Vietnam's cultural roots.

We focus on preserving the rich craftsmanship and historical legacies of Quang Binh's **9 craft villages**, and **500+ caves** each known for unique artisanal products and deep-rooted traditions. Our tours allow travellers to experience first-hand the making of conical hats, sedge mats, bamboo weaving, and fish sauce production, all while interacting with the local artisans who have kept these traditions alive for generations.

Our business model integrates sustainability, cultural preservation, and innovative technology, such as Virtual Reality (VR), allowing tourists to virtually experience destinations before they even arrive. This modern approach to tourism not only enhances accessibility but also ensures that our tours are memorable and engaging, leaving a lasting impact on visitors.

## OBJECTIVES

We set clear objectives that guide our business and growth strategy:

- **Cultural promotion:** Attract around **1500** tourists to Quang Binh's craft villages in the first year, showcasing their traditions and helping to preserve their cultural significance. By doing so, we not only showcase these villages' rich traditions but also help preserve their cultural significance. Each tour will provide direct economic benefits to local artists and businesses by increasing the demand for handmade products and local services. Based on data from Vietnam's Ministry of Culture, the craft sector contributes roughly **10%** to the GDP in rural areas, and we aim to increase local artists' income by **20%** through Craft Voyage. This will also drive a boost in sales for local businesses such as food suppliers and accommodation providers, contributing an estimated **\$200,000** AUD annually to the local economy.
- **Sustainability:** Partner with eco-friendly resorts and transportation services to **offer low-carbon travel** options via walking and bicycle tours, promoting responsible tourism that reduces environmental impact.
- **Market Focus:** Our focus on the Australian market is a key strategic objective. With an understanding of the strong historical and cultural interests of Australian travellers, we design our tours to appeal to their preference for meaningful, immersive experiences. By positioning the audience in mind, we anticipate strong engagement and loyalty from Australian tourists.
- **Growth and Scalability:** Expand to more craft villages in the short term, with plans to scale across Vietnam by **expanding to more craft villages in other parts** which are Hue, Thanh Hoa, Da Nang... We will also integrate technology such as AI (Artificial Intelligence) and enhance VR experiences for customers to attract customer engagement and operational efficiency.

## 1. VALUE PROPOSITIONS

### Our business in a sentence:

“At Craft Voyage, we offer immersive tours that connect travellers to Quang Binh's rich cultural heritage, combining experiences in traditional **craft** villages, awe-inspiring **caves**, **historical** landmarks, and vibrant **art** workshops to provide a unique and comprehensive journey through Vietnam's natural beauty and timeless traditions.”

### What makes us unique?

What makes Craft Voyage unique is its ability to combine **authentic** cultural immersion with eco-tourism and education, offering personalised tours that showcase Quang Binh's traditional craft villages alongside its **natural** wonders, **historical** landmarks, and vibrant **craft** and **arts** workshops. We integrate **VR technology** into our **pre-tour educational programs**, allowing travellers to engage with these traditions before their visit. Additionally, we are building a **network** with educational institutions in Vietnam to help preserve these timeless crafts and cultures, ensuring both a meaningful **learning experience** and the **sustainability** of Vietnam's rich cultural heritage.

### Traditional craft villages in Quang Binh

At Craft Voyage, we connect travellers to the rich cultural heritage of Quang Binh's traditional craft villages. Our tours provide immersive experiences in **9 distinct villages**, allowing visitors to engage with time-honoured crafts such as sedge mat weaving, conical hat making, forging, bamboo weaving, and fish sauce production.

1. **An Xa** (600 years): Sedge mat weaving
2. **Quy Hau** (100 years): Conical hat making
3. **Tho Ngoa** (551 years): Conical hat making
4. **Mai Hong** (unknown age): Forging and casting
5. **Tho Don** (400 years): Bamboo and rattan weaving

6. **Tan An** (100 years): Rice paper making
7. **Canh Duong** (381 years): Fish sauce production
8. **Bao Ninh** (200 years): Fish sauce production
9. **Nhan Trach** (200 years): Fish sauce production

Each village holds a deep history, with some traditions dating back over **600 years**, showcasing the longevity and significance of these crafts. Our flexible tour options cater to all schedules and preferences, ensuring that every international traveller and even domestic travellers find a meaningful way to connect with Vietnam's cultural roots.

### **Natural Wonders of Quang Binh: Caves**

In addition to craft villages, Quang Binh is home to some of the most spectacular cave systems in the world (**the land of 500+ caves**), offering unique opportunities for eco-tourism. Visitors can explore these awe-inspiring natural wonders through our tours:

1. **Phong Nha Cave**
2. **Paradise Cave**
3. **Tien Son Cave**
4. **Tu Lan Cave System**
5. **Hang Toi (Dark Cave)**

These caves are part of Quang Binh's **Phong Nha-Ke Bang National Park**, a **UNESCO World Heritage Site**, known for its limestone karst landscapes. By incorporating cave tours into our packages, we provide a blend of natural beauty and adventure, making our services even more diverse.

## **Historical and Cultural Sites in Quang Binh**

Quang Binh is not only rich in natural beauty but also has a strong historical and cultural significance. Our tours offer visitors the chance to learn about Vietnam's history through visits to iconic historical sites, such as:

1. **Dong Loc T-Junction:** A historic intersection where a pivotal battle took place during the Vietnam War (Ngã 3 Đồng Lộc).
2. **Mother Suot Statue:** A tribute to the heroic contributions of a local woman who helped ferry soldiers during the war.
3. **Quang Binh Quan:** A 17th-century citadel, built to protect the region from invaders.
4. **Ho Chi Minh Trail:** A critical supply route during the Vietnam War.
5. **Dong Hoi Citadel:** An ancient citadel showcasing Quang Binh's strategic historical importance.
6. **Ly Trach Flower Garden:** A tranquil garden renowned for its vibrant flowers, offering visitors a peaceful retreat and stunning photo opportunities in Quang Binh's natural landscape.

These historical sites not only provide educational value but also deepen the connection travellers have with Vietnam's storied past as an agricultural country, adding an extra layer of richness to their experience.

## **Art workshops**

From the **Minh Hoa folk songs**, the **Ca trù** of **Quang Trach**, to the sounds of **Tuong drums** in **Phu Trach** and **Hung Trach**, the powerful **Sea Shanties** of **Nhan Trach** and **Bao Ninh**, the melodies of **Ca Hue** from the ancient village of **Quang Xa**, and the heartfelt **Ho khoan** of **Le Thuy**... These traditional forms of music reflect the rich cultural heritage of Quang Binh, encompassing various emotions, from the joys and struggles of daily life to the deep spiritual and communal bonds shared by the people. Each style represents a unique aspect of the region's history and traditions, preserved and passed down through generations.

By combining the **craft villages, art, caves, and historical sites**, we offer a truly unique and comprehensive experience that immerses visitors in the beauty and culture of Vietnam.

## 2. PRODUCTS AND SERVICES

### Product Offering

We offer a range of tour options designed to accommodate various preferences and schedules, ensuring that travellers can enjoy a unique, memorable experience. Each tour emphasises authentic cultural engagement, ensuring a personalised experience.

1. **Half-Day Tour:** For visitors short on time, this tour offers a deep dive into one specific craft village, allowing for a focused experience. Guests can witness artisans at work, participate in traditional craft-making, and explore the rich history of the village. The tour's duration ranges from 3 to 7 hours, which makes it flexible for our customers.

#### 4 options:

- **Craft Tour (Duration: 3 hours)**

Our Craft Tour offers travellers a hands-on experience with Vietnam's traditional crafts. Over the course of three hours, you'll be guided through the intricate process of making authentic craft products, followed by a fun, interactive group challenge to test your skills. End the tour with a delightful lunch prepared using natural ingredients from the village, providing a true taste of local cuisine.

- **Historical Tour (Duration: 4 hours)**

Step back in time with our Historical Tour, which takes you to Quang Binh's most iconic cultural and historical landmarks. Over four hours, you'll visit the famous Ho Chi Minh Square and Me Suot Statue, as well as explore Quang Binh Quan and the vibrant Dong Hoi market. Enjoy a culturally immersive experience as you learn about the history of these sites and conclude with a local-style lunch.

- **Local Art Tour (Duration: 4 hours)**

Immerse yourself in Quang Binh's rich artistic traditions with our Local Art Tour. During this four-hour journey, you'll witness captivating performances by local artisans and have the chance to learn traditional art techniques. Participate in an interactive Q&A session and a hands-on workshop before capturing memories with the artisans in a beautiful setting. A relaxing dinner at the resort rounds off this unforgettable artistic experience.

- **Cave Tour (Duration: 7 hours)**

For adventure seekers, our Cave Tour offers a full-day exploration of Quang Binh's renowned cave systems. Over seven hours, you'll explore the breathtaking Paradise Cave, learn about its geological formations, and even kayak within the cave. This tour combines adventure with education, providing both a thrilling and informative experience. Conclude your day by indulging in the local cuisine near the caves.

2. **One-Day Tour:** This option allows for a broader exploration, combining visits to two or more villages. Guests will enjoy a more diverse range of activities, from craft demonstrations to local dining experiences, all within a single day.

### **Craft Day Tour (Duration: Full Day)**

Our Craft Day Tour provides a complete, immersive experience into Quang Binh's traditional crafts, with hands-on participation in craft-making activities, group challenges, and a delicious lunch featuring local ingredients. In the afternoon, travellers can enjoy a thrilling adventure at the local sand dunes with activities like sand sliding and dune buggy rides, followed by traditional games. End the day with a buffet dinner featuring authentic Vietnamese cuisine and an optional night market tour near the resort.

### **Cultural Day Tour (Duration: Full Day)**

Delve into the rich historical and cultural heritage of Quang Binh with our Cultural Day Tour. Begin by exploring key historical landmarks, including Ho Chi Minh Square, the Me Suot Statue,

and Quang Binh Quan, before enjoying the vibrant atmosphere of Dong Hoi market, where you can experience local cuisine. In the afternoon, participate in an interactive village tour, engage with artisans, and enjoy live performances, making this tour a truly unique cultural immersion. Conclude your day with a traditional dinner back at the resort.

### **Nature Day Tour (Duration: Full Day)**

For nature lovers, our Nature Day Tour offers a picturesque journey through Quang Binh's natural beauty. Begin by exploring the serene Ly Trach flower garden, followed by a visit to local markets for a traditional Vietnamese breakfast. In the afternoon, venture into the breathtaking Paradise Cave, where you'll learn about its geological wonders and even have the chance to kayak within the cave. The day wraps up with a delightful dinner, allowing you to savour the regional cuisine before returning to the resort.

3. **Three-Day Package Tour:** The full Craft Voyage experience. Over three days, guests will visit craft villages, engage in local art activities, and enjoy local attractions such as historical sites and natural wonders with nearby outdoor performances of local artisans. This option offers the most immersive cultural experience, with opportunities for deeper engagement with the artisans and their crafts.

### **3-Day Immersive Cultural and Nature Tour**

Discover the best of Quang Binh's culture, history, and natural beauty with our all-inclusive 3-day tour. Perfectly crafted for travellers looking for a deep, immersive experience, this tour covers everything from traditional craft villages to scenic caves, historical landmarks, and vibrant local markets. With comfortable accommodation, all meals, transport, and guided tours provided, you'll explore Quang Binh's diverse offerings with ease.

- **Day 1: Craft and Sand Dunes Adventure**

Start with a walking tour to explore local crafts, where you'll engage in hands-on craft-making experiences. Enjoy a village-style lunch before heading to the scenic sand dunes for an afternoon of adventure with activities such as sand sliding and dune buggy

riding. End the day with a buffet dinner featuring traditional Vietnamese cuisine and an optional night market tour.

- **Day 2: Cultural Exploration and Artisan Performances**

Wake up to the serene sunrise on the beach and visit the morning seafood market, followed by a delicious breakfast. The day includes visits to historical landmarks like Ho Chi Minh Square and Quang Binh Quan, alongside a tour of the bustling Dong Hoi market. In the afternoon, experience local culture through an artisan village tour, complete with live performances and interactive activities, finishing the day with a hearty dinner.

- **Day 3: Nature and Cave Expedition**

Explore Quang Binh's stunning natural beauty with a morning visit to the Ly Trach flower garden, followed by a visit to the renowned Paradise Cave. Learn about the cave's history, enjoy a kayak trip, and take in the breathtaking landscapes. The day concludes with dinner near the cave before returning to the resort.

## Prices

**Half-day tour:** **from \$40 to \$60.** This includes lunch, bottled water and the tour guide with detailed trip planner.

**1-day tour:** **from \$60 to \$100.** This includes lunch, bottled water and the tour guide with a detailed trip planner.

**3-day tour:** **\$429 per person.** Includes accommodation, meals, a tour guide, transport services, and tours to villages (all services are covered, offering a comprehensive experience) with a detailed trip planner.

## Craft Voyage 3-Day Tour: Details about the Quality Immersive Cultural Journey in Quang Binh

- **Craft Workshops:** Tourists engage in hands-on activities such as making **conical hats, weaving sedge mats**, and **making fish sauce**. These workshops provide travellers with a memorable experience while supporting local artisans.
- **Eco-Friendly Accommodations:** For the **3-day tour**, we partner with eco-resorts that prioritise sustainability, offering comfortable stays with an average star rating of **4.5 stars** and nightly rates between **80-100 AUD per person**.
- **Personalised Souvenirs:** Travellers leave with **custom-made souvenirs** from the workshops, creating lasting memories of their trip.
- **Interactive Games:** Tourists can explore the villages through an **interactive game** that promotes eco-friendly walking tours and reduces the carbon footprint.
- **Comprehensive Tours:** Our **3-day tour** covers everything from **transportation to meals, accommodation, and activities**, ensuring a seamless and enjoyable travel experience.

### 3. CUSTOMER SEGMENTS

We cater to a broad range of travellers, with a focus on those seeking authentic cultural experiences:

- **Australian millennials aged 25 to 60**, with annual incomes ranging from **\$50,000 to \$150,000** AUD, especially those in finance, IT, healthcare, and engineering. This tech-savvy group made up **23%** of outbound travellers from Australia in 2022 and highly values unique, immersive cultural experiences with a focus on sustainability. According to GlobalData, **82%** of Australian millennials prioritise eco-conscious travel, making them an ideal market for our cultural tours that highlight local heritage, hands-on activities, and sustainable practices. Their preference for premium, personalised experiences positions them as a key segment for Craft Voyage.
- Our **retiree segment**, aged **60 and above**, consists of individuals with higher disposable income, often prioritising cultural enrichment, comfort, and convenience in their travels. This group seeks immersive experiences with a focus on local culture, arts, and history. According to the 2022 Australian Bureau of Statistics, older Australians (**65+**) have increased their international travel spending by **30%** over the past decade. They prefer guided, all-inclusive tours that focus on safety and relaxation and are increasingly drawn to sustainable and responsible tourism. Their willingness to invest in high-quality, enriching travel experiences makes them a valuable market for our tours.
- **Solo Travellers and Backpackers.**

This segment, typically aged **18 to 35**, seeks budget-friendly, flexible travel options. Solo travellers and backpackers prioritise authentic cultural experiences while staying within tight budgets. According to Tourism Research Australia, solo travel is particularly popular among millennials and Gen Z, focusing on shorter tours like half-day or one-day options. These travellers are drawn to Vietnam's craft heritage and prefer flexible itineraries. Booking.com reports that **40%** of global solo travellers choose destinations based on affordability and culture. Heavily relying on digital platforms for planning and bookings, these travellers are attracted to local experiences like hands-on craft workshops, offering cultural immersion at an accessible price.

- **Families and Group Travellers**

We aim to cater to Australian families by offering inclusive, child-friendly tours that focus on educational and engaging experiences. These tours will include hands-on craft-making and cultural explorations tailored for both parents and children. With a growing trend in educational travel, our packages are designed for longer stays, blending relaxation with cultural learning. According to the Tourism & Transport Forum Australia, **30%** of Australian family vacations involve educational and cultural activities, making our tours ideal for families seeking both fun and knowledge. Our tours provide value by offering convenience, flexibility, and immersive experiences in Vietnam's rich cultural heritage.

- **Collaborations with Tour Providers:** We aim to establish strategic partnerships with tour providers in major cities such as Hanoi, Hoi An, and Hue. By integrating our cultural tours into larger travel packages, we can reach mainstream tourist traffic already drawn to these popular destinations. This collaboration will drive more visitors to Quang Binh's craft villages, offering a diverse and unique cultural experience beyond typical tourist paths. By leveraging the customer base of established tour operators, we can enhance visibility through bundled packages, making it convenient for families, solo travellers, and groups to explore the traditional craft heritage of Quang Binh. This approach aligns with the trend of multi-destination travel and helps expose lesser-known cultural gems.

## 4. OPPORTUNITIES TO SCALE-UP

### Expansion Across Craft Villages

Vietnam boasts **2,000** craft villages, providing significant opportunities for scaling beyond Quang Binh. Starting with the **9** traditional craft villages in Quang Binh, we can expand to cultural hotspots like Hue, Thanh Hoa, Da Nang,.. creating a broad, interconnected tourism network.

### Rising Demand for Cultural Tourism

The global tourism market is growing at a rate of **7% annually**, with **20% of travellers** seeking immersive, cultural experiences. By combining authentic Vietnamese culture with modern tools like Virtual Reality, we align perfectly with this rising demand.

### Cultural Preservation as a Market Opportunity

As globalisation erodes traditional cultures, there is an increasing desire to reconnect with heritage. Similar to Australia's investment in cultural preservation, we touch into a unique market by preserving and promoting Vietnamese craft traditions to both domestic and international audiences.

### Building a national network of Craft Tourism

Our long-term vision involves connecting craft villages across Vietnam and establishing ourselves as a pioneer in **sustainable craft tourism**. We will connect with domestic schools, educational institutions and the government to promote and encourage Vietnamese people to learn about our cultures. By doing so, we maintain jobs for locals, ensure **sustainable economic growth**, and at the same time practise cultural preservation via education. This creates a national network that not only promotes cultural heritage but also offers sustainable growth potential across multiple provinces.

## 5. LIMITATIONS

We recognise that entering the niche market of cultural and craft tourism presents challenges:

- **Niche Market**

Craft tourism is still a niche market, with limited competition but also a smaller immediate audience. However, with a great passion to preserve our cultures and craft villages, we position Craft Voyage as a pioneer with the potential to shape and lead the growth of this untapped segment.

- **Risk of commodification**

Data from the Vietnam National Administration of Tourism indicates that many tourists are drawn to craft villages more as commercial stops than as culturally immersive experiences. This puts pressure on businesses like Craft Voyage to balance authenticity with commercial viability. We plan to focus on preserving and highlighting the true essence of craft villages, at the same time ensuring sustainable growth by balancing cultural integrity with commercial viability.

- **There are low and peak tourism seasons of the year**

International tourists mostly come to Vietnam from October to February. As a result, our business model has to work on how to deal with the low season situations with an aim of maintaining the sustainable economic benefits for the locals. Understanding this issue, our strategy is to build a system that can spontaneously provide tours to educate students/domestic tourists about our cultures and sustain jobs for local residents.

- **Cultural Awareness Gap**

Many potential customers, particularly international travellers, may lack awareness of the value and significance of Vietnam's craft villages. This requires extensive marketing efforts and educational campaigns to raise awareness and generate interest. Understanding this, we will build a network with government, schools and other tour providers in big cities to attract more attention not only from international tourists, but also domestic visitors.

## 5. CONCLUSION

This project aims to revolutionise Vietnam's tourism landscape by highlighting the hidden gems of its craft villages. Craft Voyage not only provides an authentic and immersive experience but also focuses on cultural preservation and sustainable travel. By tapping into an under-explored market, we offer a unique value proposition for international and domestic tourists, especially Australians, seeking meaningful travel experiences. Our commitment to eco-friendly practices and community engagement ensures that this project will foster long-lasting benefits for both travellers and local artisans, making a positive impact on Vietnam's cultural heritage and tourism sector.

**Link to the Canva slides (incl some videos): [Canva link](#)**

**Link to the Excel file (Financial projections worksheet): [Cost forecast.xlsx](#)**

**Link to the trip planner: [Trip Planner](#)**

## APPENDIX

### Certification and Quality Assurance

In our effort to ensure the highest level of reliability and trustworthiness for our customers, we plan to obtain the **Vietnam Tourism Occupational Skills Standards (VTOS)** certification. This certification is recognized across the tourism industry in Vietnam as a mark of quality and professionalism. By acquiring this certification, we aim to demonstrate that our tours adhere to stringent industry standards, providing our customers with the assurance that they are choosing a credible and well-established service provider.

The one-off cost of approximately **\$1,500** for the VTOS certification is a valuable investment for us. It not only sets us apart from competitors but also reinforces our commitment to delivering safe, high-quality, and culturally authentic experiences. For our customers, this certification offers peace of mind, ensuring that they can trust the services we provide and feel confident in choosing our tours over others in the market. It acts as a guarantee that our operations are managed by a skilled and well-trained team, dedicated to offering exceptional and reliable experiences.

### MARKET ANALYSIS

Vietnam's tourism industry is rapidly growing, but the market for traditional craft villages remains **overlooked**. This project is filling this gap by offering immersive cultural experiences and promoting sustainable tourism.

#### Market Trends:

- **Demand for Sustainable Tourism:** As environmental concerns rise, more travellers seek eco-friendly travel options. The growth of services such as Xanh SM, Vietnam's second-largest ride-hailing service, demonstrates the increasing preference for **green** transportation.
- **Hands-On Cultural Experiences:** **72%** of surveyed travellers expressed interest in engaging with local crafts, and **56%** prefer simple and inclusive travel tours. We meet this demand with our focus on hands-on cultural experiences.

- **Family and Solo Travel:** Families, especially those with middle to high incomes, seek enriching experiences for their children. We offer safe, educational, and interactive activities that cater to this market.



## Market competition

### IntroTravel

**HIGHLIGHTS**



Offering steaming bowls of spicy Pho, lush green rice fields, and the emerald green waters of Halong Bay, Vietnam is the gift that just keeps on giving, and we couldn't love it any more. That's why we created Vietnam Intro, a 9 day adventure that takes you from north to south, including Hanoi, Ha Long Bay & Hoi An. Oh, and did we mention you'll be doing all this with a knowledgeable group leader, plus an instant crew of new mates? The trip of a lifetime just got even better...

**WHAT'S INCLUDED**

 <b>8 NIGHTS ACCOM</b> Hotels, overnight boats, local homestays & more! You'll stay in incredible locations during Vietnam Intro.	 <b>9 DAYS OF EPIC ACTIVITIES</b> Immerse yourself in the culture and food of Vietnam, experience the stunning natural wonder of Ha Long Bay & much more!	 <b>AIRPORT PICKUP</b> We'll be there to greet you at the airport after your long flight and take you to our accommodation.	 <b>AWESOME GROUP LEADER</b> You'll get an awesome group leader from the moment you step off the plane to provide 24/7 support during & after your trip, alongside knowledgeable local guides.	 <b>11 MEALS</b> 7 Breakfasts, 3 Lunches & 1 Dinner	 <b>100% CARBON NEUTRAL</b> We accurately measure the CO2 emissions of your tour and 100% offset them through planting the required amount of trees.
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[Check it out here](#) [See the full list](#)

**★★★★★**  
Vietnam Intro - 9 Day has an average rating of 4.9/5 based on 1,430 customer reviews.  
*"As Intro Travel say 'there's nothing like it! I honestly had the best time on the Intro Vietnam tour in February!...". - Hannah Sharman*  
[Read more here](#)

**Advantage:** IntroTravel emphasises Vietnamese cuisine, which is a strong cultural aspect and appeals to food enthusiasts. They provide diverse accommodations, including hotels, overnight boats, and homestays, offering a mix of comfort and local experiences. The tour is 100% carbon neutral, aligning with eco-conscious travellers' values.

**Disadvantage:** The cultural depth seems limited compared to what is possible in a more focused, immersive tour. **Less focus** on the detailed cultural and artisanal experiences, which might not resonate as much with tourists seeking a deeper connection to Vietnamese traditions. Highlights major tourist destinations like Ha Long Bay and Hoi An, potentially overlooking more authentic, lesser-known experiences.

Other tours:

- Focus on well-known tourist spots, offering limited exposure to authentic cultural experiences and lesser-known destinations like craft villages.
- Busy itineraries and higher costs may not appeal to those seeking a more relaxed, immersive, and budget-friendly cultural journey.

- Long, packed itineraries can leave travellers, especially families with children, feeling exhausted and overwhelmed, reducing the enjoyment of the trip.

						
<b>VIETNAM INTRO</b>	<b>VIETNAM INTRO</b>	<b>VIETNAM EXPERIENCE</b>	<b>VIETNAM EXPERIENCE</b>			
9 DAYS HANOI → HOI AN	12 DAYS HANOI → HO CHI MINH	12 DAYS HANOI → HOI AN	15 DAYS HANOI → HO CHI MINH CITY			
See the best of Vietnam in just 9 days - Explore Hanoi, Ha Long Bay, Ninh Binh, Hoi An, Ho Chi Minh City, Mekong Delta & Cu Chi Tunnels in 12 days! Banh Mi and egg coffee, anyone?	Get ready for 12 days of Vietnam's premium experiences - with upgraded accom, extra activities and meals, and an exclusive stay in Sapa!	See the premium highlights of Vietnam in 15 days - all with upgraded accom, extra activities and meals! Plus, an exclusive experience in Sapa - one you won't want to miss.	FROM \$1499	FROM \$1999	FROM \$2299	FROM \$2899
<a href="#">VIEW TRIP</a>	<a href="#">VIEW TRIP</a>	<a href="#">VIEW TRIP</a>	<a href="#">VIEW TRIP</a>			

## OPPORTUNITIES

We are uniquely positioned to take advantage of several opportunities:

- **Sustainable Tourism Growth:** As **74%** of Australian travellers prioritise eco-friendly options, our focus on green transportation and eco-accommodations meets this demand (Australian Trade and Investment Commission 2024).
- **Under-exploited Market:** While major tourist destinations in Vietnam receive significant attention, traditional craft villages remain largely unknown (**only 5-7%**). This project brings a unique way to explore these hidden gems, appealing to both local and international tourists (VOV World 2019).
- **Educational and Cultural Travel:** Families and solo travellers are increasingly seeking authentic, educational travel experiences. We offer interactive activities that provide deep cultural immersion, which is especially attractive to eco-conscious travellers.

- **Underrepresentation of Cultural Tours:** Currently, only **17%** of international visitors and a relatively small % of domestic travellers participate in cultural tours that promote Indigenous Australian heritage, despite over **185** Indigenous tourism offerings across Australia (Tourism Australia 2024).



This **gap** presents a significant opportunity to promote underrepresented cultural experiences that align with growing interest in authentic, educational travel.

- **Potential for Growth in Indigenous Tourism:** Interest in Aboriginal and Torres Strait Islander experiences has been growing steadily, with a **6% annual increase** in participation from international tourists (Tourism Australia 2024). This reflects the scalability potential of such tours as more travellers seek immersive and culturally significant experiences, especially as part of their eco-friendly travel preferences.
- **Over-commercialised Destinations:** In contrast, mainstream attractions like the **Sydney Opera House** attract over 8 million visitors, and the **Great Barrier Reef** attracts 2.5 million visitors annually (Afar 2024). By promoting cultural and traditional values, there is an opportunity to focus on some visited sites to **less-explored and culturally rich destinations**, providing a more balanced and diverse tourism landscape.

- **Appeal to Eco-conscious and Educational travellers:** With growing interest in **sustainable and educational tourism**, cultural tours offering Indigenous experiences present an underdeveloped market. These tours align well with the needs of eco-conscious tourists seeking deeper cultural immersion, helping to expand Australia's tourism offerings beyond just modern attractions (Afar 2024).

## BUSINESS DEVELOPMENT STRATEGIES

Our strategy for growth involves strong local partnerships, targeted marketing, and scalability.

- **Partnerships:** We collaborate with local artisans, eco-friendly resorts, and travel agencies to ensure a sustainable and culturally enriching travel experience.



- **Marketing Channels:** We'll use social media (Instagram, TikTok, Facebook, etc..) to tell the stories of Vietnam's craft villages and promote eco-tourism. Our website will be SEO-optimised to capture searches for cultural and sustainable tourism.
- **Loyalty Programs:** We will offer returning customers a **10% discount** on future trips or a referral discount, fostering repeat business and word-of-mouth marketing.

- **Scaling Strategy:** In the next 5 years, we plan to expand to additional craft villages, and in the long term, we will explore replicating this model in other regions of Vietnam. We also plan to incorporate AI and VR technologies to enhance customer personalisation and engagement (as a virtual tour for tourists).

## **Introduction to VR Technology at Craft Voyage**

At Craft Voyage, we are pioneering VR integration in our cultural and eco-tours. Our website will offer 360-degree virtual tours of craft villages, historical sites, and natural landscapes. Users can navigate key points, access detailed information, and watch short videos on the cultural significance of each area. This immersive experience allows potential tourists to "travel" from home, increasing accessibility and engagement before booking.

With the global VR market expected to reach \$22 billion by 2025, tourism is set to benefit significantly. In fact, 68% of global travellers are interested in using VR to preview destinations. Incorporating this technology positions Craft Voyage at the forefront of a growing trend, attracting tech-savvy tourists and enhancing user interaction.

## **Enhancing Australian Tourism Practices**

This VR model aligns with Australia's focus on tourism innovation. A 2023 report by Tourism Australia found that 70% of Australian travellers are more likely to book a tour if they can interact with it online, and 45% are interested in VR tours. By adopting similar technology, Australian tourism can make its offerings more immersive and engaging for global audiences. Craft Voyage's VR tours will appeal to Australian travellers, helping them connect with Vietnam's rich cultural heritage before arriving, while also setting a precedent for Australian operators to incorporate VR into their own offerings.

## **EXPANSION**

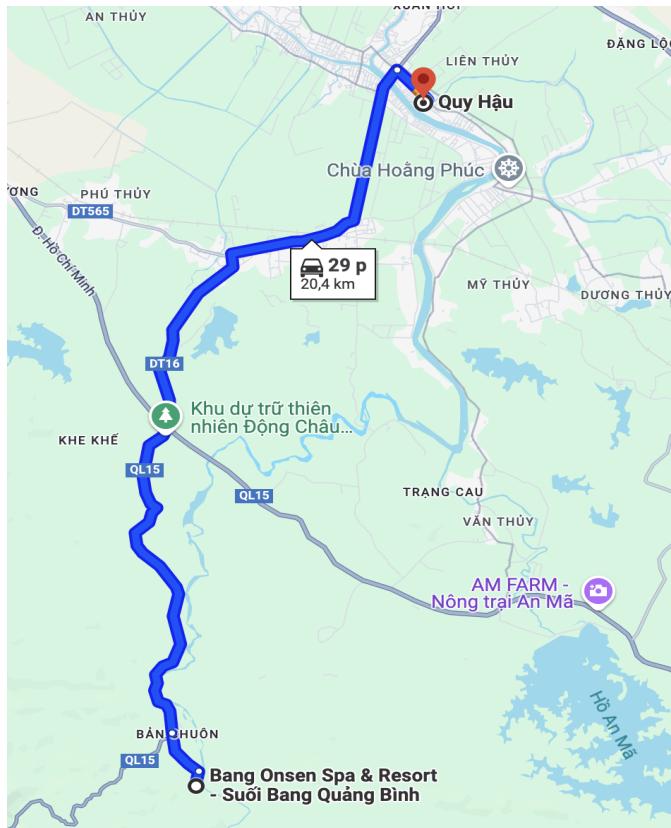
In the first **1-3 years**, we will expand to 5 villages in Quang Binh (selected from 9 craft villages: An Xa, Quy Hau, Tho Ngoa, Mai Hong, Tho Don, Tan An, Canh Duong, Bao Ninh, and Nhan Trach), offering diverse craft experiences. From **year 3 to year 5**, we plan to grow into the **central region** of

Vietnam, targeting provinces like Quang Nam, Quang Ngai, Hue, and Quang Tri. **By year 10**, our goal is to scale the business model nationwide, promoting craft villages across Vietnam. This expansion aims to enhance authentic experiences for tourists and increase travel flow to the central region, which remains underexplored in Vietnam's tourism landscape.

Some targeted destinations include **An Xa** (known for **Sedge mat** production) and **Quy Hau** (famous for **Conical hats**), in partnership with the **Bang Osen Quang Binh**, offering multiple services for a well-rounded cultural experience.



**Bang Osen services**



**Quy Hau**

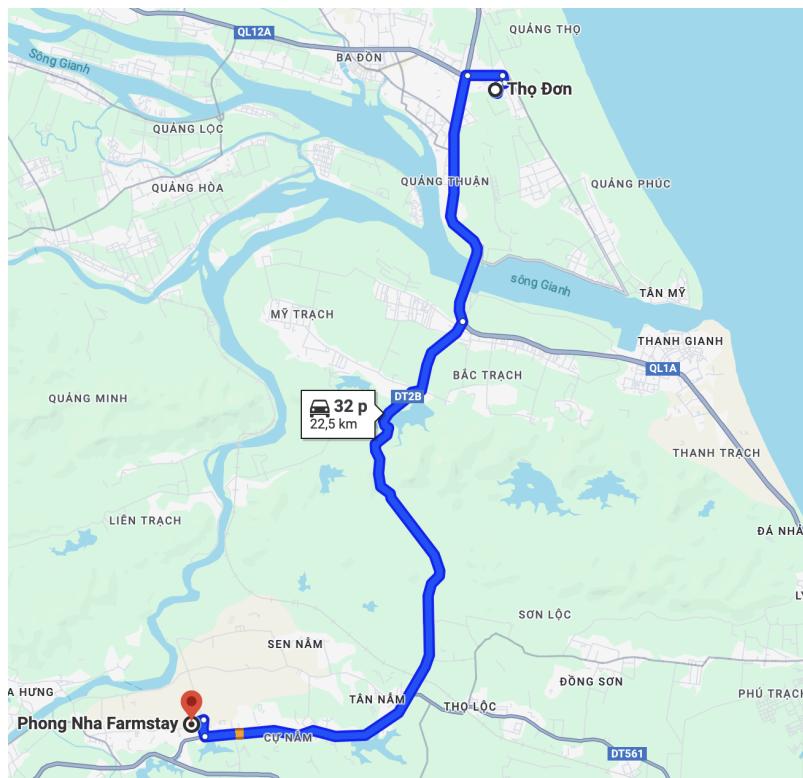


**An Xa**

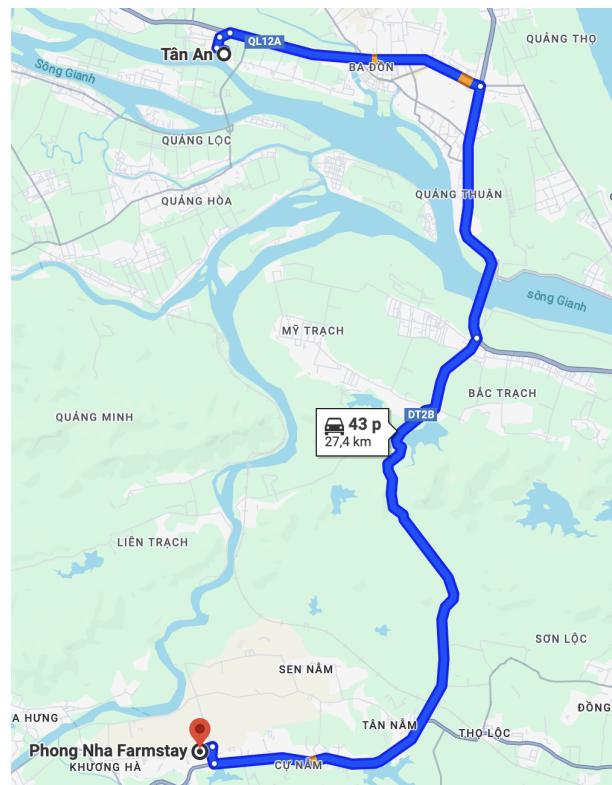
The close proximity of **An Xa** (Sedge mat village) and **Quy Hau** (Conical hat village) to each other offers a unique opportunity for future combined tours. This will allow tourists to explore multiple traditional crafts in a single journey, enhancing their cultural experience and making these destinations more accessible and interconnected.

### **Tho Don (Bamboo and rattan weaving)**

Tho Don, located 22.5 km from Phong Nha Farmstay, is renowned for its traditional bamboo and rattan weaving, where artisans create intricate baskets and mats using locally sourced materials. Visitors can experience the cultural richness firsthand by participating in weaving workshops with local craftspeople. This eco-friendly craft, based on **renewable resources**, not only preserves cultural heritage but also promotes sustainability. As Craft Voyage expands, **Tho Don** serves as a model for promoting authentic cultural immersion and environmentally conscious tourism in other Vietnamese craft villages.



## Tan An



Located 27.5 km from Phong Nha Farmstay, Tan An is famous for its traditional rice paper-making craft. Visitors can witness the meticulous process of rice paper production, where local artisans spread thin layers of rice batter on bamboo mats to dry in the sun, creating a staple used in many Vietnamese dishes. This hands-on experience allows tourists to engage in an essential part of Vietnamese culinary culture, promoting a deeper appreciation for the craftsmanship involved. As part of Craft Voyage's expansion, Tan An exemplifies how traditional food production can offer both cultural enrichment and sustainable tourism opportunities, further supporting local artisans and preserving this important type of craft.



## VISION

- **Cultural Awareness & Appreciation:** To shift the mindset of international tourists, particularly Australians, by promoting authentic cultural tourism that highlights the rich heritage and traditions of Vietnam's craft villages. Our goal is to inspire travellers to explore beyond mainstream attractions and discover the true essence of Vietnam's culture, avoiding **surface-level** travel experiences (superficial experiences).
- **Sustainable & Responsible Travel:** To become a potential competitor in sustainable tourism by offering eco-friendly, immersive experiences that respect local communities and minimise environmental impact, creating a model for responsible travel mindset.

- **Global Recognition:** To build international awareness and recognition of Vietnam's cultural heritage, positioning Craft Voyage as a bridge between local traditions and global tourists seeking meaningful, culturally rich travel experiences.
- **Tourism Transformation:** To redefine cultural tourism by demonstrating the value of **slow travel** and personal connections, showing tourists that cultural preservation and authentic experiences can coexist with modern travel expectations.

## FINANCE

We have multiple revenue streams and a sustainable financial plan.

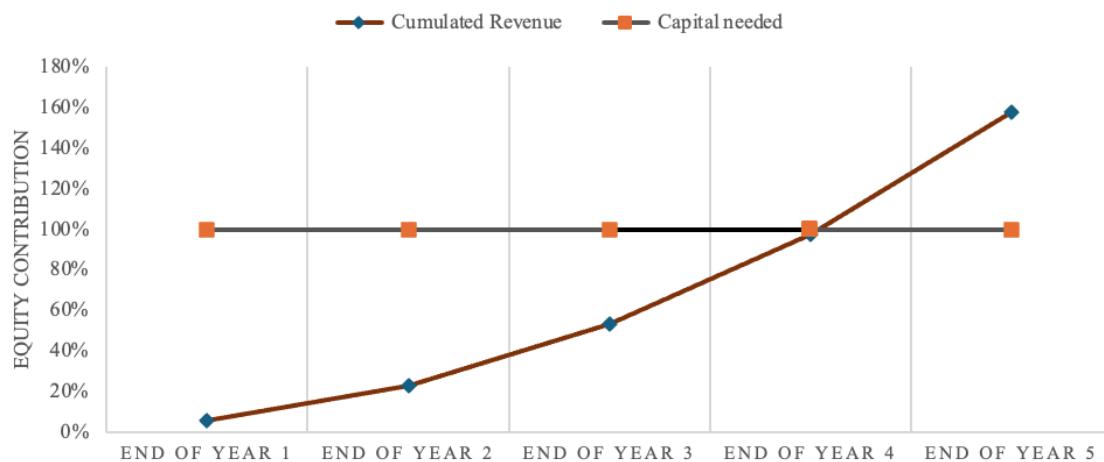
### Revenue Sources:

- **Tour Sales:** Direct revenue from selling travel tours, covering accommodations, transport, meals, and activities.
- **Commissions:** Commissions earned from partner resorts, eco-friendly taxis (Xanh SM), and food stores.
- **Subscription Model:** We offer a subscription service for frequent travellers, providing exclusive discounts and early access to new tours.

### Financial Overview (Years 1-5):

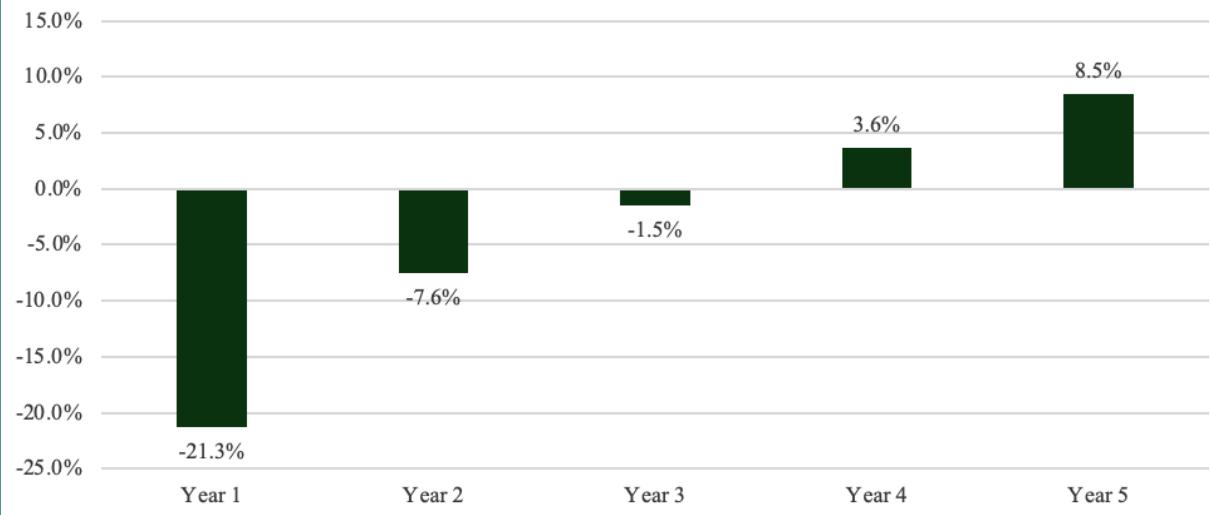
- **Initial Investment:** \$1,483,600
- **Net Present Value (NPV):** \$18,938
- **Internal Rate of Return (IRR):** 20%.
- **Break-even Point:** By the end of year 4.

## REVENUE TO INVESTED CAPITAL RATIO



- **Profitability:** Expected to generate positive profits from year 3.

## ANNUAL RETURN ON INVESTMENT



	<b>year 1</b>	<b>year 2</b>	<b>year 3</b>	<b>year 4</b>	<b>year 5</b>
<b>NPV</b>	<b>18,937.99</b>	(23,897.08)	(19,889.43)	(5,750.63)	18,176.07
<b>IRR</b>	20%				
<b>Retained earnings = Profit after tax</b>		(23,897.08)	(21,480.59)	(6,707.53)	22,896.61
<b>Total</b>	<b>year 1</b>	<b>year 2</b>	<b>year 3</b>	<b>year 4</b>	<b>year 5</b>
<b>Capital needed</b>	\$ 1,483,598.48	\$ 112,234.85	\$ 283,775.76	\$ 457,121.21	\$ 630,466.67
<b>Cost</b>	\$ 2,287,410.61	112,234.85	283,775.76	457,121.21	630,466.67
<b>Revenue flow</b>	<b>year 1</b>	<b>year 2</b>	<b>year 3</b>	<b>year 4</b>	<b>year 5</b>
<b>Total 5-year revenue</b>	\$ 2,336,464.03	82,363.50	256,925.03	448,736.79	659,087.43
<b>Profit flow</b>	<b>year 1</b>	<b>year 2</b>	<b>year 3</b>	<b>year 4</b>	<b>year 5</b>
<b>Profit before tax</b>		194,598.35	540,700.78	905,858.01	1,289,554.09
<b>MOIC</b>	3.12 Exponential factor	1.00		2.00	3.00
					4.00

	<b>year 1</b>	<b>year 2</b>	<b>year 3</b>	<b>year 4</b>	<b>year 5</b>
<b>Revenue</b>	82,363.50	256,925.03	448,736.79	659,087.43	889,351.28
<b>Capital needed</b>	1,483,598.48	1,483,598.48	1,483,598.48	1,483,598.48	1,483,598.48

Representative data for visualisation

<b>Revenue to invested capital ratio</b>	<b>End of Year 1</b>	<b>End of Year 2</b>	<b>End of Year 3</b>	<b>End of Year 4</b>	<b>End of Year 5</b>
Cumulated Revenue	6%	23%	53%	98%	157%
Capital needed	100%	100%	100%	100%	100%

<b>Return on investment</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
<b>ROI per year</b>	-21.3%	-7.6%	-1.5%	3.6%	8.5%

	<b>End of Year 1</b>	<b>End of Year 2</b>	<b>End of Year 3</b>	<b>End of Year 4</b>	<b>End of Year 5</b>
<b>ROI</b>	-21.3%	-7.6%	-1.5%	3.6%	8.5%
<b>Cost</b>	(112,234.85)	(283,775.76)	(457,121.21)	(630,466.67)	(803,812.12)
<b>Revenue</b>	82,363.50	256,925.03	448,736.79	659,087.43	889,351.28
<b>Profit after tax</b>	(23,897.08)	(21,480.59)	(6,707.53)	22,896.61	68,431.33

## Sample Tour Overview

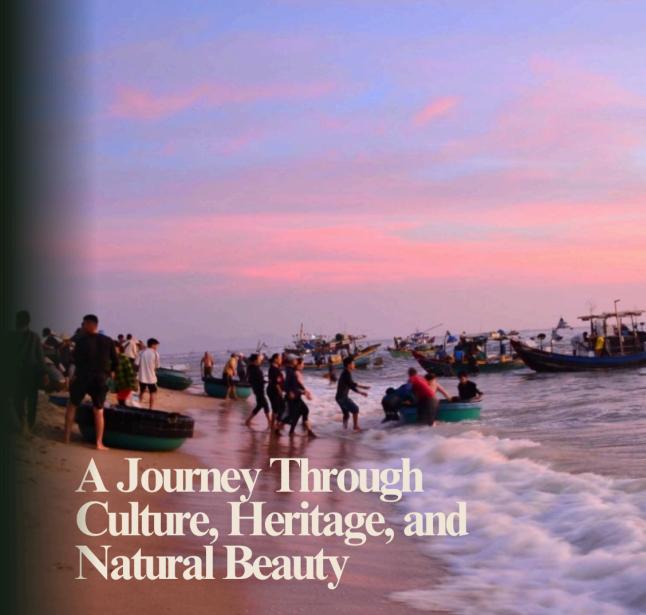
Our sample tour highlights the **Nhan Trach craft village** and is paired with a stay at the luxurious **5-star Sea Star Resort**. With over **30+ nearby food stores** and a range of outdoor activities around the beach both within and around the resort, this destination offers truly immersive and enriching fishing experiences.





# TOUR OVERVIEW

**Nhan Trach Beach:** Where tradition meets nature. Experience the daily life of local fishermen as they return with their catch, and immerse yourself in the vibrant community spirit against the backdrop of stunning coastal beauty. A perfect blend of culture, heritage, and natural charm awaits you!!



**A Journey Through  
Culture, Heritage, and  
Natural Beauty**

The tour includes 3 days of immersive experiences, featuring visits to craft villages, scenic hikes, local cuisine, and cultural activities, ensuring a rich and diverse journey for all participants.

## Cuisine



Indulge in the rich flavors of Vietnamese cuisine (in Quang Binh), featuring fresh ingredients and traditional recipes. From savory soups to delicate rice cakes, every meal is a culinary journey that reflects the heart of Vietnam.



Quang Binh cuisine offers a unique blend of flavors that reflect the region's cultural heritage. Enjoy local specialties such as **cháo canh** (a flavorful noodle soup) and **bánh bột lọc** (tapioca dumplings filled with shrimp and pork), and **bánh khoái** (a crispy savory pancake). Each dish is crafted with

fresh ingredients, ensuring a delightful culinary experience that captures the essence of Vietnamese cuisine.



# Accommodation

Enjoy your stay at **5★** eco-conscious resorts, designed to offer both comfort and sustainability. Our accommodations ensure a high-quality experience while supporting environmental preservation.

● ● ● ●

Stay in luxurious **5-star** eco-conscious resorts, where sustainability meets comfort. Our accommodations, averaging a **4.5-star** rating, offer premium amenities while prioritising environmental preservation, ensuring a guilt-free and relaxing experience.