



ROXYS

TRAVEL PLAN

YOUR EXPERT FOR UNIQUE ADVENTURES



www.roxystravelplan.com



info@roxystravelplan.com



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OUR STORY

Roxy's Travel Plan began long before it became a travel agency. It was born from years of exploring and photographing the world, capturing untold stories, breathtaking landscapes, and the beauty of human connection across Asia and beyond.

Through travel, we discovered more than destinations. Behind every image was emotion, culture, and humanity. Those experiences changed us. The deeper we immersed ourselves in different places, the stronger our desire grew to share them, not just through photographs, but through meaningful journeys that allow others to experience the same sense of wonder and connection.

What started as sharing travel advice with friends and planning trips for family gradually evolved into something greater. Each journey refined our vision: to design experiences rooted in authenticity, shaped by real encounters, and guided by a storyteller's eye for detail.

Today, Roxy's Travel Plan is a German boutique travel agency founded by two passionate explorers who have spent years designing, leading, and documenting journeys across Asia and beyond.


Our work blends travel expertise with visual storytelling to create experiences that are immersive, thoughtful, and deeply connected to each destination.

We go beyond traditional tourism. Every itinerary is personally curated from firsthand experience and built around genuine cultural exchange, from quiet

village encounters to meaningful collaborations with **local artisans, guides, and creators.**

By working closely with trusted local partners, we ensure that each journey respects tradition, supports communities, and embraces sustainable and ethical practices. We believe travel has the power to transform, both the traveler and the places visited.

That belief shapes everything we do: designing journeys that foster connection, celebrate authenticity, and create lasting impact, one carefully crafted experience at a time.



“We travel to connect to people, to culture, and to the quiet moments that remind us how beautifully diverse our world truly is.”

THE FOUNDERS

Long before we founded the company, we were traveling, not simply to see places, but to understand them, and to better understand ourselves and the values that guide us.

Roxy's journey was defined by discipline and dedication. As a professional taekwondo athlete representing Germany on the national team and competing at the Olympic level, her life was shaped by focus, resilience, and performing under pressure. Years of elite sport instilled in her a strong mindset, adaptability, and an unwavering commitment to excellence.

When her athletic career came to an end, she stood at a crossroads. Travel became her next arena, no longer driven by competition, but by curiosity. Through exploring Asia and beyond, she developed a deep appreciation for culture, human connection, and meaningful exchange.



Roxana Nothaft
Co-Founder

Stephan's path began in the world of large-scale construction and infrastructure. As a construction manager leading complex mega-projects across multiple countries, his career demanded precision, responsibility, and constant international mobility. The work was intense, high-pressure, and global. While it provided deep experience in leadership, coordination, and strategic execution, it also led to burnout, a turning point that sparked a profound shift.



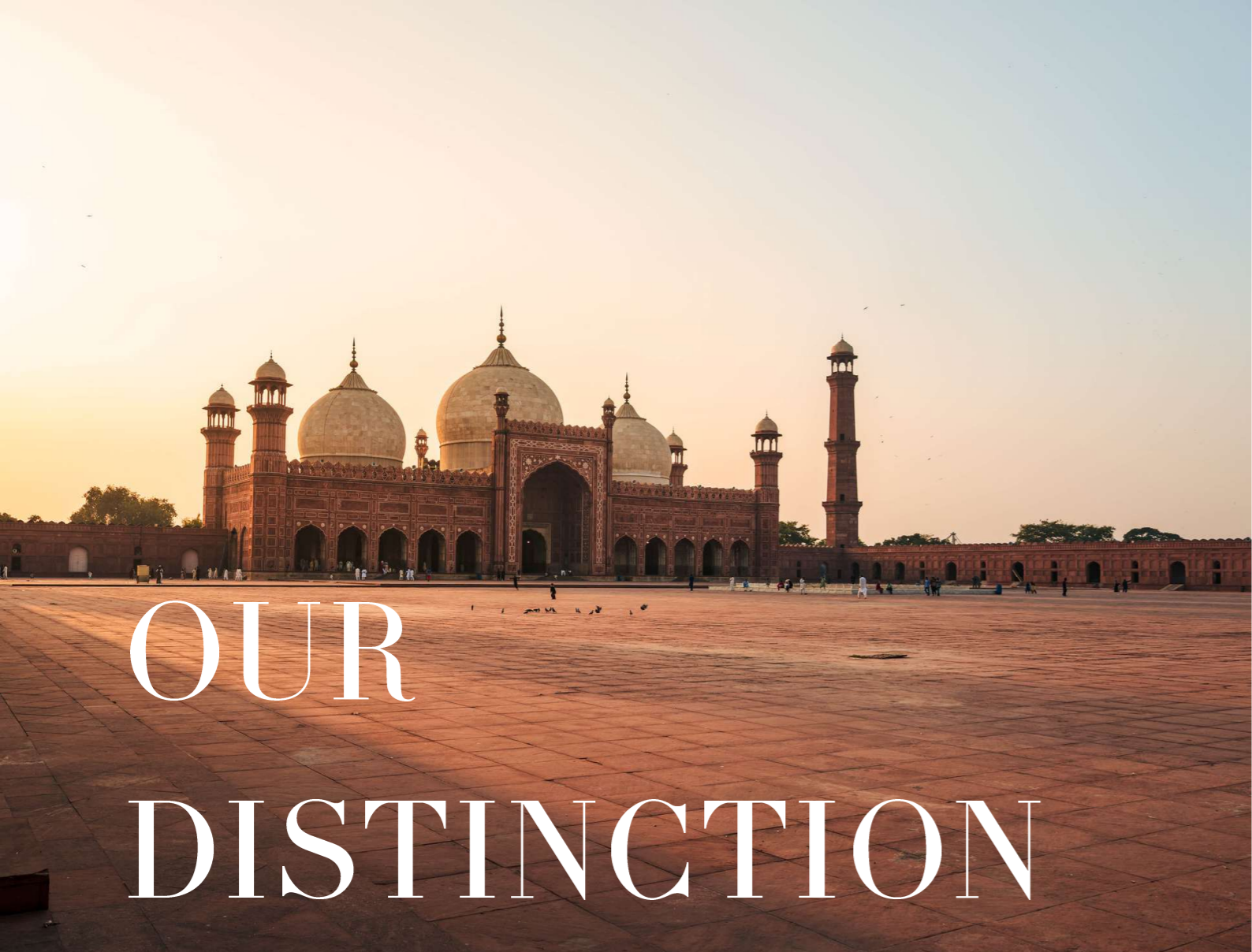
Stephan Cabibel
Co-Founder

He stepped away from the corporate world and chose a different path: to travel slowly, intentionally, and with purpose. What began as a personal reset evolved into a deeper exploration of cultures, communities, and human connection beyond boardrooms and building sites.

Our individual turning points led us toward the same vision. Our professional pasts shaped how we work today: with accountability, resilience, and a deep respect for people and places.

“Every journey should tell a true story, rooted in culture, guided by connection, and shaped by responsibility, leaving a positive imprint on both traveler and destination”





OUR DISTINCTION

BUILT DIFFERENTLY

There are thousands of boutique travel agencies in Europe. Many offer the same destinations, work with the same suppliers, and rely on the same stock imagery to tell their story. WE CHOSE A DIFFERENT PATH.

Before any destination becomes part of our portfolio, we have explored it ourselves, not as tourists, but with curiosity, depth, and intention. We invest time on the ground, build direct relationships, and understand the cultural, operational, and human realities behind every experience.

Every image you see was taken by Stephan during our own journeys. Nothing is staged. Nothing is purchased from a database. What we present is what we have lived.

Every itinerary is designed from scratch. No templates. No recycled programs. No mass-market shortcuts. This is not a marketing promise. It is our operating model.

We combine firsthand exploration, strategic structure, and creative vision to craft journeys that are personal, intentional, and commercially reliable.

Because true differentiation is not about what you say, it is about how you work.



01. WE ONLY SELL WHAT WE HAVE PERSONALLY LIVED

Before any destination enters our portfolio, we have been there ourselves. Not on a press trip. Not from a brochure. We walked the route, stayed in the hotels, hired the guides. If we haven't experienced it, it doesn't exist in our offer.



03. WE DESIGN ITINERARIES FROM ZERO. EVERY TIME

No templates. No group departures. No catalogue.

We build every journey around one traveler's story, curiosity, and rhythm. The itinerary is the product, and it is made entirely and personally by us.



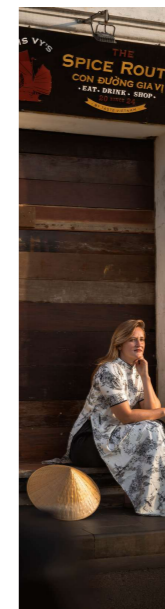
05. WE STAY SMALL - BECAUSE QUALITY DOESN'T SCALE

You will always speak directly with the people who designed your journey. We have no sales team, no call centre. We have two founders who care deeply about every trip, and who have personally been where they're sending you.



02. STEPHAN IS A FOUNDER NOT A HIRED PHOTOGRAPHER

10+ years shooting for Four Seasons, Marriott, and Accor across Asia. Every image in our portfolio was taken by him on our own journeys. Our visuals are not marketing material. They are evidence of where we've actually been.



04. WE TRAVEL AS PARTNERS, NOT AS CUSTOMERS

Our barter model lets us experience destinations as collaborators. Stephan brings professional photography; our partners provide authentic access. The relationships this creates open doors that no commission-based booking ever could.



06. WE BRIDGE EUROPE TO ASIA WITH PRECISION

We know the German, French, and Swiss traveler, their values, their pace, their expectations. We match that demand with handpicked destinations across Asia that deliver exactly what this audience is looking for: depth, ethics, and meaning.

OUR DESTINATIONS

SOUTH EAST ASIA

Cambodia - Indonesia - Laos - Malaysia - Borneo -
Philippine - Singapore - Thailand - Vietnam

SOUTH ASIA

Maldives - Nepal - Pakistan - Sri Lanka

CENTRAL ASIA

Kazakhstan - Kyrgyzstan - Tajikistan - Uzbekistan

EAST ASIA

Hong Kong - Mongolia

NEW HORIZONS

China - India - South Korea - Japan - Bhutan

“A destination is not a place on
a map, it is a story waiting to be
lived.”

OUR SERVICES

CUSTOM MADE

We mainly design custom-made itineraries built around each client's interests, rhythm, and style of travel.



While we understand that in the age of social media few places remain truly "hidden," we intentionally seek out regions, communities, and experiences that are less exposed and not defined by mass tourism.

From culturally rich neighborhoods and lesser-known landscapes to meaningful local encounters, every detail is carefully selected to create an experience that feels personal, immersive, and considered, rather than crowded or standardized.

Drawing on our firsthand exploration and trusted local partnerships, we guide travelers away from over-commercialized circuits whenever possible, prioritizing authenticity, respect, and depth.

SIGNATURE TOURS

In addition to tailor-made journeys, we offer a collection of Signature Tours inspired by the highlights of our extended travels across Asia.

These itineraries reflect the routes, regions, and experiences that have most deeply resonated with us. However, as a boutique agency, flexibility remains central to our approach. Every element within a Signature Tour can be modified, refined, or restructured to suit individual client expectations.

Our Signature Tours serve as both inspiration and foundation, a clear and tangible way to demonstrate what is possible within each destination before developing a fully bespoke itinerary.



PHOTO WORKSHOP

Led by co-founder and professional photographer Stephan Cabibel, our Photography Workshops combine travel with hands-on visual storytelling. Designed for small groups, they offer practical guidance, creative development, and immersive shooting opportunities in culturally rich destinations.



“Our visuals are not marketing material. They are evidence of where we've actually been”

“They do not come to us for catalogue travel

They come because they follow our adventures, trust our experience, and identify with our values

They recognize that we only design journeys we have personally lived, and that trust is the foundation of every collaboration”

OUR CUSTOMERS

CULTURALLY CURIOUS



Eager to explore traditions, heritage, and everyday life, they seek authentic cultural immersion rather than surface-level sightseeing. They value meaningful encounters, local stories, and a deeper understanding of the places they visit.

ADVENTURE SEEKERS



They are drawn to experiences that move them, physically and emotionally. Not extreme tourism, but purposeful adventure: trekking through remote landscapes, exploring lesser-known regions, or engaging in active journeys that create a sense of discovery.

They seek challenge with comfort, exploration with structure, and experiences that feel immersive while remaining thoughtfully curated and safe for couples or families.

WILDLIFE & NATURE



Passionate about nature and conservation, they seek immersive landscapes and respectful wildlife encounters. Whether in remote jungles, coastal regions, or mountain environments, they value experiences that foster awareness and appreciation.

SUSTAINABILITY-CONSCIOUS



Mindful and responsible travelers, they care about ethical tourism and the impact of their journeys. They appreciate transparency, local partnerships, and experiences that support communities and respect the environment.

They are primarily from Switzerland and Germany, aged between 40 and 65, experienced, well-traveled, and seasoned who value depth over volume.

VISUAL AUTHORITY

THE PHOTOGRAPHY BEHIND THE BRAND

At Roxy's Travel Plan, every image you see was taken by our co-founder Stephan Cabibel, not a hired photographer, not a stock library. Stephan.

With over 10 years of professional photography experience across Asia and beyond, Stephan has delivered commercial photography campaigns for some of the world's most recognized hospitality brands, including Four Seasons, Marriott, Accor, Grand Hyatt, and Pan Pacific.

His work spans hospitality, lifestyle, travel, portrait, and wildlife photography across more than 15 countries.

THIS IS THE STANDARD OF IMAGERY WE BRING TO EVERY PARTNERSHIP.

When we visit your experience as part of our collaboration, you receive professional-grade visual assets, the same quality that five-star hotels commission for their own marketing. Authentic, refined, and ready to use.



But beyond the technical quality, there is something even more valuable: **COMMITMENT**

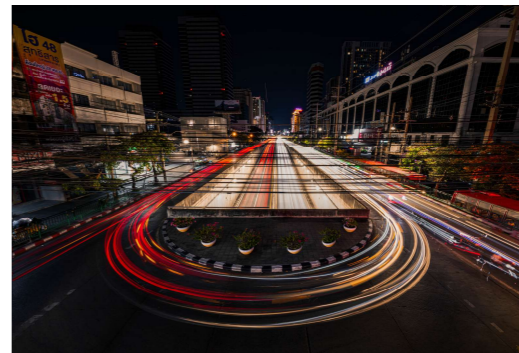
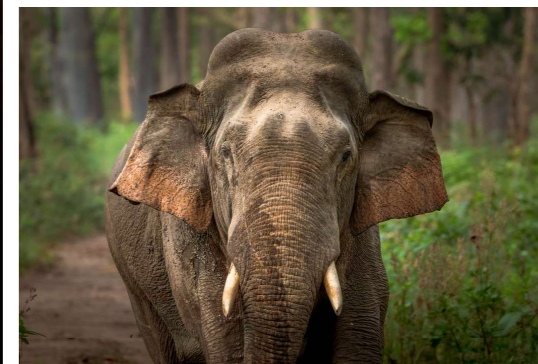
These visuals are not produced for a one-time assignment, they become part of Roxys Travel Plan's own marketing, storytelling, and long-term destination portfolio.

That means you are not hiring an external photographer; **you are collaborating with a founder who is personally invested in representing your experience at its absolute best.**

YOUR SUCCESS BECOMES DIRECTLY CONNECTED TO OURS, AND THAT LEVEL OF ALIGNMENT CHANGES EVERYTHING.



“Together, we shape how your country is experienced, understood, and remembered”



OUR VISIONS

Our goal is to build meaningful, lasting collaborations with passionate local experts. Once we experience your product and align on values, we can co-design itineraries and include your tours in our B2C portfolio, marketed in Europe. “We believe the best partnerships start from shared experiences.”

OUR APPROACH

Our model is simple and different from anything you'll encounter at a traditional trade fair.

Before we recommend any experience to our Clients, we live it ourselves. That means we visit your destination, join your tour and evaluate everything: the quality, the atmosphere, the local impact, the operational reliability, as real travelers.

01. The FAM Experience

We **personally join your experience** to immerse ourselves fully in every aspect of what you offer. Rather than observing from a distance, we participate as engaged travelers, evaluating quality, authenticity, operational flow, and overall guest experience from start to finish.

02. Professional Storytelling

During this immersion, we produce high-quality professional visuals, photography and video, that capture the true atmosphere, details, and emotional essence of your experience. **Our focus is not staged marketing imagery, but genuine storytelling that reflects what future travelers can realistically expect.**

03. Shared Marketing Assets

All approved content is shared with you, providing valuable professional material that can be used for your own marketing, communication, and promotional purposes. This gives you authentic, high-end visual assets rooted in real collaboration.

We also feature your experience across our social channels, presenting it to an engaged audience that follows our journeys and trusts our recommendations.

04. Strategic Digital Exposure

If the experience aligns with our standards and philosophy, we integrate your product into our upcoming itineraries and Signature Tours.

05. Product Integration

This approach allows us to build partnerships based on **real experience, mutual benefit, and long-term collaboration** rather than transactional commission models.



OUR IDEAL PARTNER



“The strongest journeys begin with the right partnership.”

WE ARE LOOKING FOR PARTNERS

Roxy's Travel Plan currently operates across South East Asia, South Asia, and Central Asia, and East Asia destinations we have explored firsthand and where we already have trusted local relationships.

We are now actively developing our portfolio in new destinations and are looking for **exceptional local operators, lodges, guides, and experience providers** who share our values.

WHO WE PARTNER WITH

We are intentionally selective.

Our collaborations are built on shared values, long-term vision, and mutual respect.

- **Experiences that go beyond the standard tourist circuit**

Programs that offer depth, access, and authenticity, not just highlights, but meaningful engagement with place and people.

- **Local ownership or genuine community integration**

We prioritize operators who are rooted in their destination, who understand the cultural context, and who work closely with local guides, artisans, and communities.

- **A real commitment to sustainability and ethics**

Not just statements, but concrete practices, fair employment, responsible wildlife policies, environmental awareness, and respect for cultural heritage.

- **A product you are truly proud of**

We collaborate with partners who believe in what they offer, who care about quality, and who see travel as more than transactions.

- **Openness to long-term collaboration**

We value partners who are willing to invest time in alignment, communication, and shared growth rather than short-term gains.



WHO WE ARE NOT LOOKING FOR

We are not seeking mass-market operators, volume-driven models, or commission-first structures.

We are not interested in catalogue-style tourism or experiences designed primarily for high throughput.

We are a small, founder-led boutique agency, selective, detail-oriented, and serious about quality over quantity.

If you believe your experience aligns with our values, we invite you to reach out at info@roxysttravelplan.com

A PARTNERSHIP BEYOND VISIBILITY

01. Professional Visuals

Receive a curated collection of high-quality photos and videos that capture the true essence of your experience. These assets are designed to support your marketing and promotional efforts with authentic, visually refined content rooted in real collaboration.

02. Product Representation

Once aligned with our standards and philosophy, your experience can be integrated into our Signature Journeys and B2C portfolio. This ensures sustained exposure beyond a one-time feature, positioning your product within thoughtfully curated travel programs.

03. European Market Access

Your tour or experience is introduced to discerning travelers across Switzerland, France, and Germany through our tailor-made itineraries, trade fairs, and upcoming media partnerships, connecting you with a mature, high-value audience.

04. Authentic Co-Branding

We present your experience through genuine storytelling rather than transactional promotion. By aligning our brand values, your product gains credibility among culturally curious and sustainability-conscious European travelers seeking meaningful travel experiences.

LONG-TERM PARTNERSHIP BENEFITS

“We ensure every experience is authentically represented, thoughtfully promoted, and positioned to reach a discerning audience with long-term value”



“The best partnerships start from shared Experiences”

NEXT STEPS

WHERE WE STAND TODAY

20+ Asian Countries Personally Explored

3 Active European Markets

47+ Signature Tours

10+ Years in photography

OUR EDGE



- We only sell what we have personally lived
- No templates, no mass-market shortcuts
- Barter model: Photography for authentic access.
- Direct client relationships, no sales team
- Target: swiss & german travelers: 40-65 High-Value

WHERE WE ARE GOING

Roxys Travel Plan is actively investing in its presence within the European travel market.

In 2026, we participated in CMT Stuttgart, one of Europe’s largest public travel fairs, presenting our curated Asia portfolio directly to a high-value German-speaking audience.



The response confirmed strong interest in authentic, depth-driven travel experiences.

Our participation in CMT marks only the beginning.

For the upcoming year, we are scheduled to attend additional trade fairs and industry events across Germany, Switzerland, and France, strengthening brand visibility, building B2C demand, and expanding our professional network within the travel industry.

We see trade fairs not as marketing exercises, but as long-term investments in destination representation.

When we commit to a partnership, we actively promote it, consistently and strategically, within our core markets

LET’S BUILD SOMETHING REAL TOGETHER









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TRAVEL PLAN

 info@roxystavelplan.com

 www.roxystavelplan.com

   +33 6 34 27 65 35

   +49 152 54252476

