



ROCK
AROUND SIAM

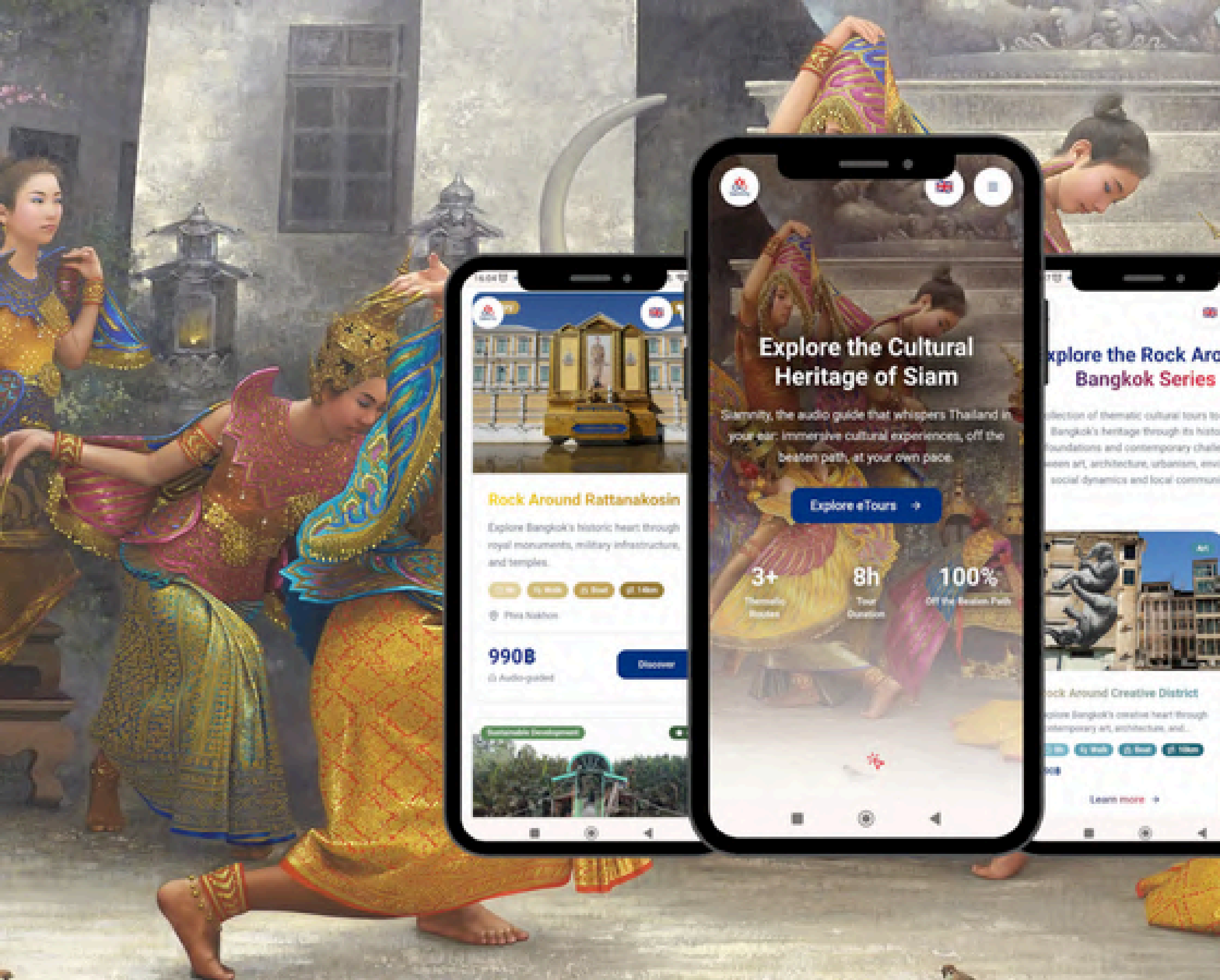


Private Bespoke Journeys
Immersive Cultural Experiences
Revealing the Hidden Heritage of Thailand

Boutique Travel Agency
www.rockaroundsiam.com

Rock Around Siam is a Bangkok-based **boutique travel agency** dedicated to creating bespoke private journeys and immersive cultural experiences, designed to **explore Thailand beyond conventional itineraries.**



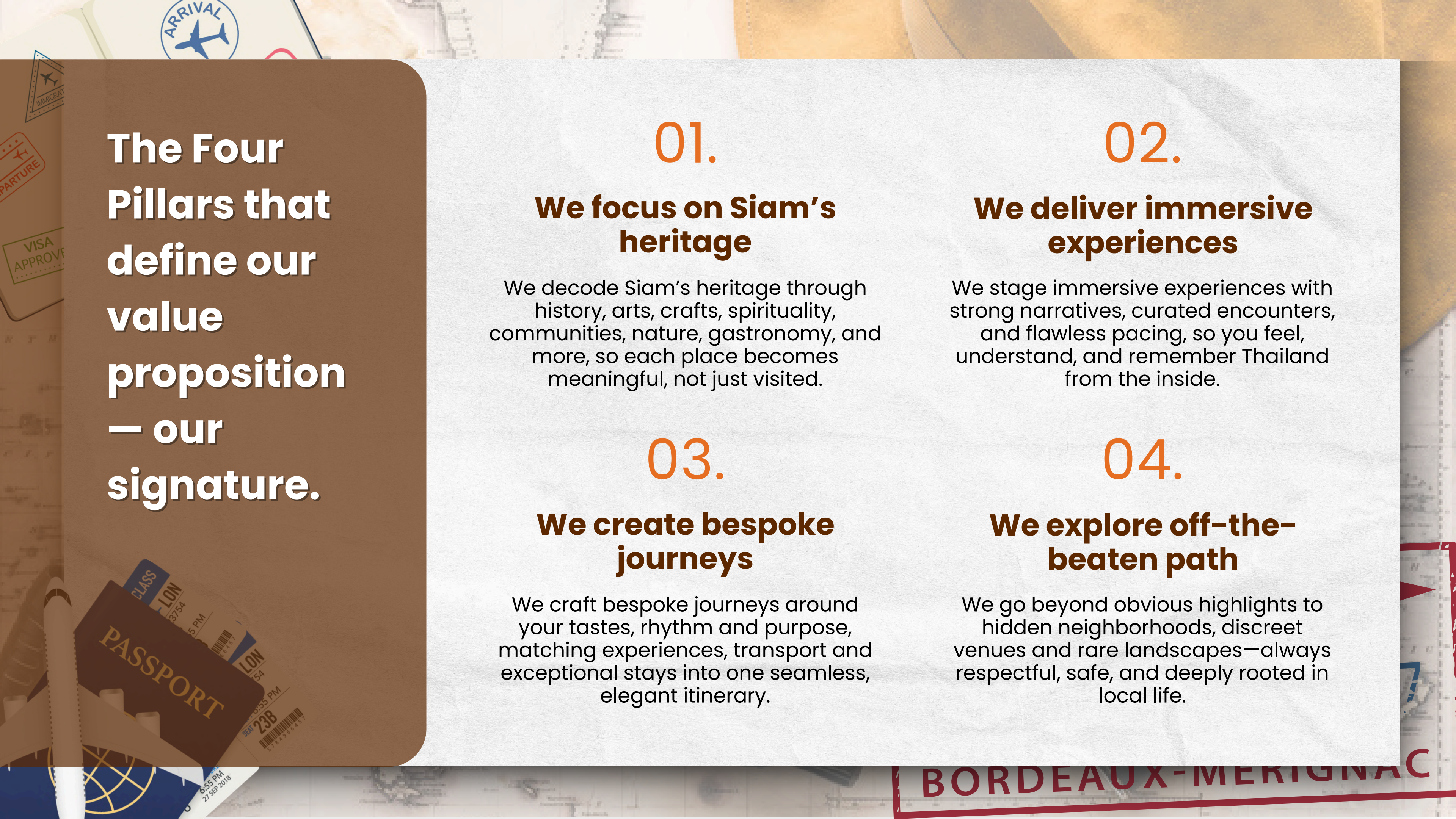


In parallel, we are developing **Siamnity**, a unique audio-guide web app that lets travellers **explore Bangkok's cultural heritage** independently and at their own pace. Siamnity is a must-have for anyone who wants to discover Bangkok alone, with family or friends, far from the tourist crowds.

We work as **passionate travel artisans**, driven by an uncompromising attention to detail.

Every experience is private, thoughtfully crafted, and enriched with the context that gives meaning, **transforming a remarkable place into an unforgettable story.**





**The Four
Pillars that
define our
value
proposition
— our
signature.**

01.

**We focus on Siam's
heritage**

We decode Siam's heritage through history, arts, crafts, spirituality, communities, nature, gastronomy, and more, so each place becomes meaningful, not just visited.

02.

**We deliver immersive
experiences**

We stage immersive experiences with strong narratives, curated encounters, and flawless pacing, so you feel, understand, and remember Thailand from the inside.

03.

**We create bespoke
journeys**

We craft bespoke journeys around your tastes, rhythm and purpose, matching experiences, transport and exceptional stays into one seamless, elegant itinerary.

04.

**We explore off-the-
beaten path**

We go beyond obvious highlights to hidden neighborhoods, discreet venues and rare landscapes—always respectful, safe, and deeply rooted in local life.

BORDEAUX-MERIGNAC

FOR INDIVIDUALS

Rock Around Siam operates as both a Bangkok-based high-end Boutique Travel Agency and a local Destination Management Company (DMC) in Thailand.



Bespoke Journey

A fully tailored multi-day itinerary across Thailand, designed around your interests, pace and comfort—curated experiences, discreet logistics, and exceptional stays aligned to story daily.



Private Themed Tour

An immersive private day (or half-day) tour built on one strong theme such as heritage, art, food or nature, guided storytelling, hidden spots, smooth transfers, and flexible timing for you.



Bespoke Private Tour

A made-to-measure private tour combining your chosen theme, transport and rhythm, with curated encounters, premium comfort, and a narrative that ties everything together seamlessly.

OUR SERVICES

We design **private journeys** and **immersive day-tour experiences** tailored to your interests, rhythm, and purpose, with a strong cultural narrative and seamless production.

Our services include itinerary and tour design, curation, selection and booking of exceptional accommodation, private transfers and logistics, and on-site experiences (cultural visits, crafts, gastronomy, nature, festivals, and discreet encounters).

We also provide concierge support throughout the trip: reservations, last-minute adjustments, guest assistance, and trusted local coordination, so every detail feels effortless, elegant, and genuinely off the beaten path.

PROCESS

Rock Around Siam designs each journey as a personalised cultural exploration: we start with your goals, tastes, interests and constraints, then craft a bespoke itinerary where activities, places, accommodation, transport and pacing work together to give your trip real substance, cultural context, meaningful encounters, and a coherent narrative – beyond its beauty alone.

- 1) Discovery call
- 2) Your “Rock Around” traveller profile
- 3) Concept and guiding thread
- 4) Curation of experiences and stays
- 5) Clear pre-itinerary before pricing
- 6) Priced proposal and refinement
- 7) Confirmation and production
- 8) On-trip support and real-time adjustments





1) Discovery call

We get to know you and frame the project: trip purpose, dates, group composition, travel style, desired comfort level, constraints (mobility, heat tolerance, food, cultural/religious sensitivities), and a budget range within $\pm 20\%$.



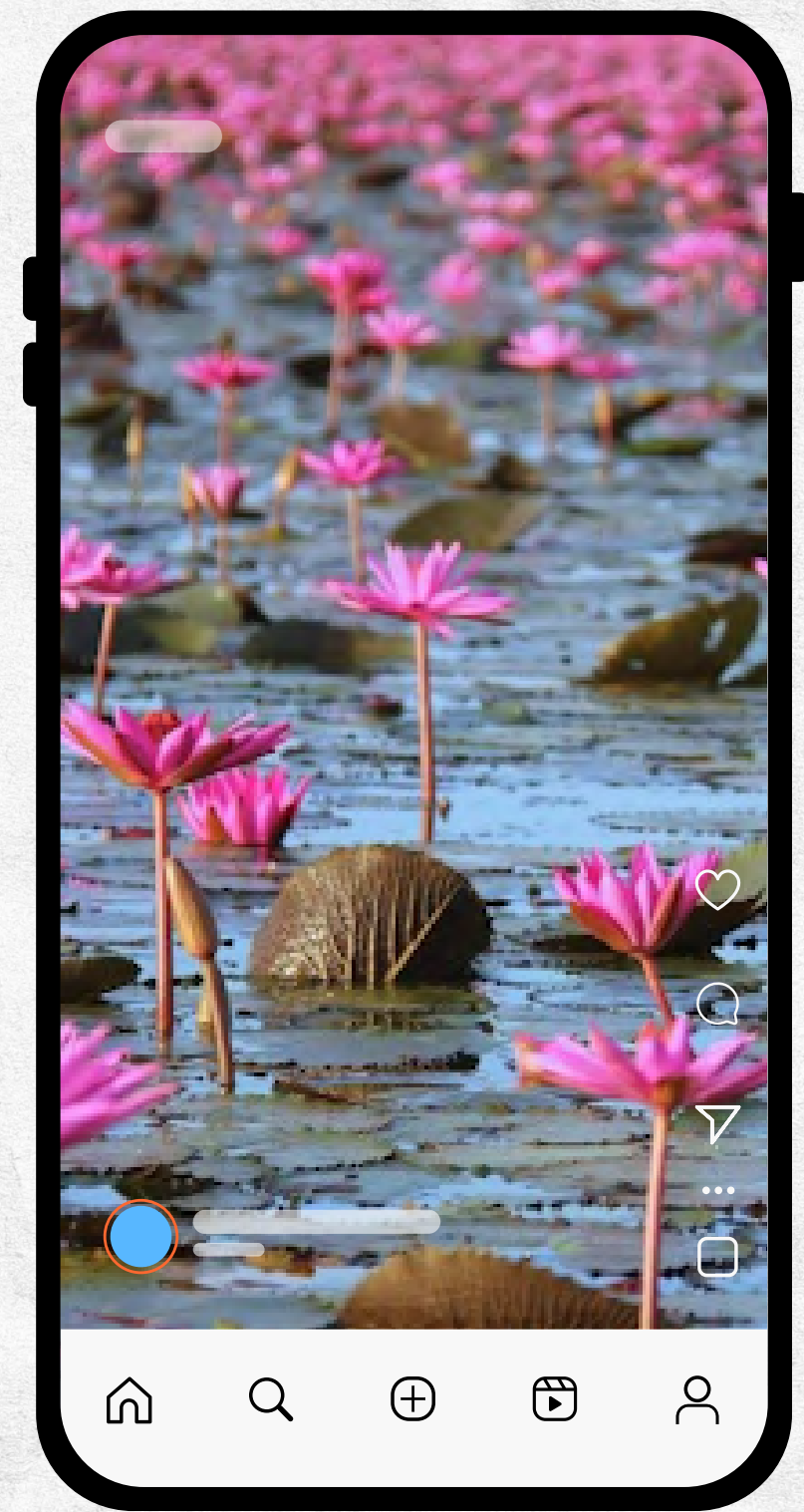
2) Your "Rock Around" traveller profile

We clarify what matters most: priority themes (history, art, crafts, gastronomy, nature, communities, festivals), preferred pace (slow / balanced / exploration-focused), accommodation style, service expectations, and transfer preferences (car, train, boat, flights).



3) Concept and guiding thread

We translate your preferences into a coherent structure: regions, stops, length of stay, and the logic of the route — with a clear cultural focus (what the journey conveys and what you'll understand along the way).





4) Curation of experiences and stays

We select the right building blocks: visits, activities, encounters, dining, transfers, and accommodation. When relevant, we prioritise characterful boutique luxury hotels for their rarity, identity, and service quality, aligned with the itinerary.



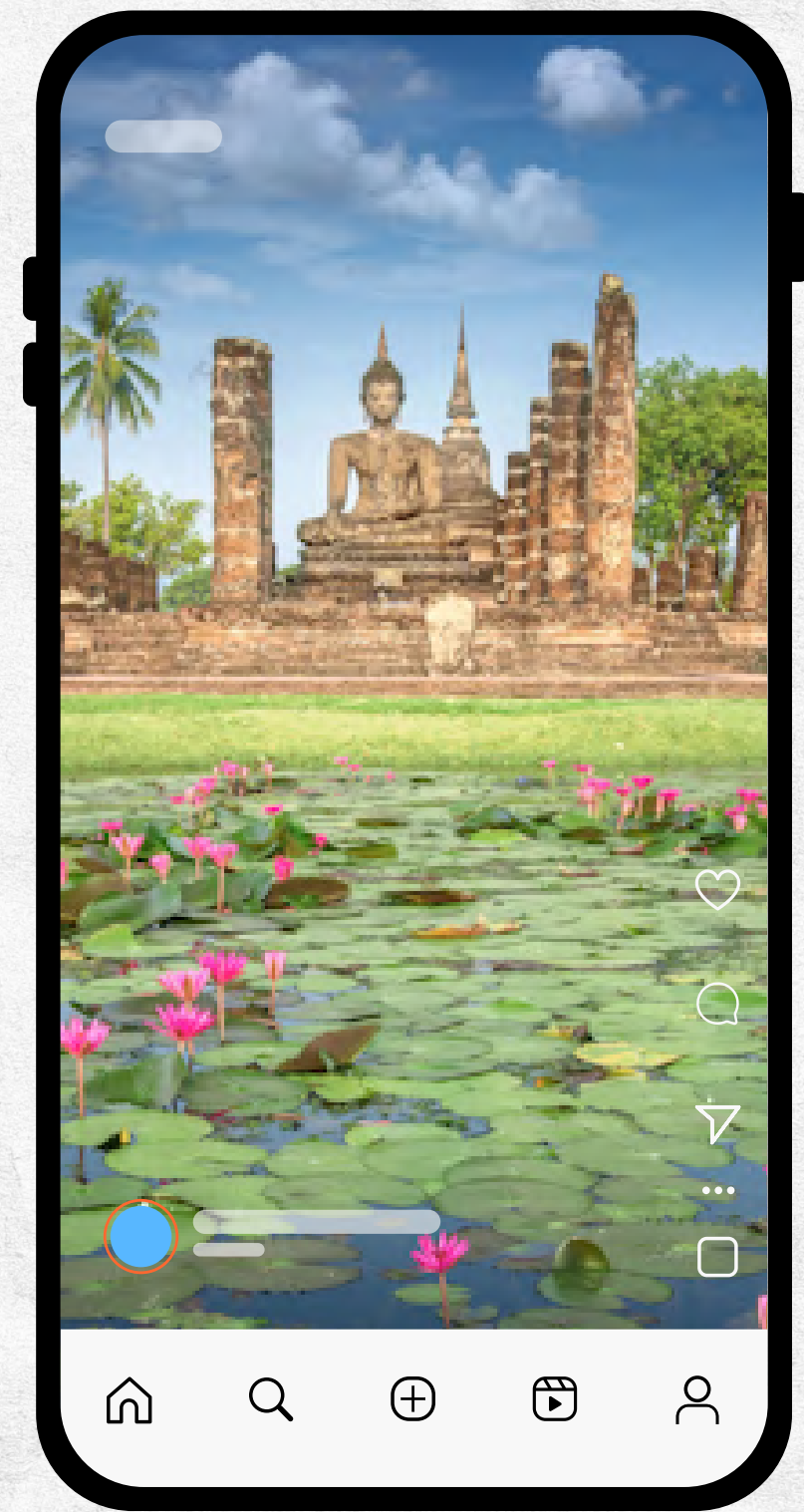
5) Clear pre-itinerary before pricing

You receive an easy-to-read outline: route, travel times, highlights, accommodation suggestions, and A/B options when useful – so you can validate the structure without information overload.



6) Priced proposal and refinement

We prepare a detailed commercial proposal (inclusions, options, conditions), then refine it with you: more cultural depth, more comfort, more privacy, family adjustments, special occasions, etc.





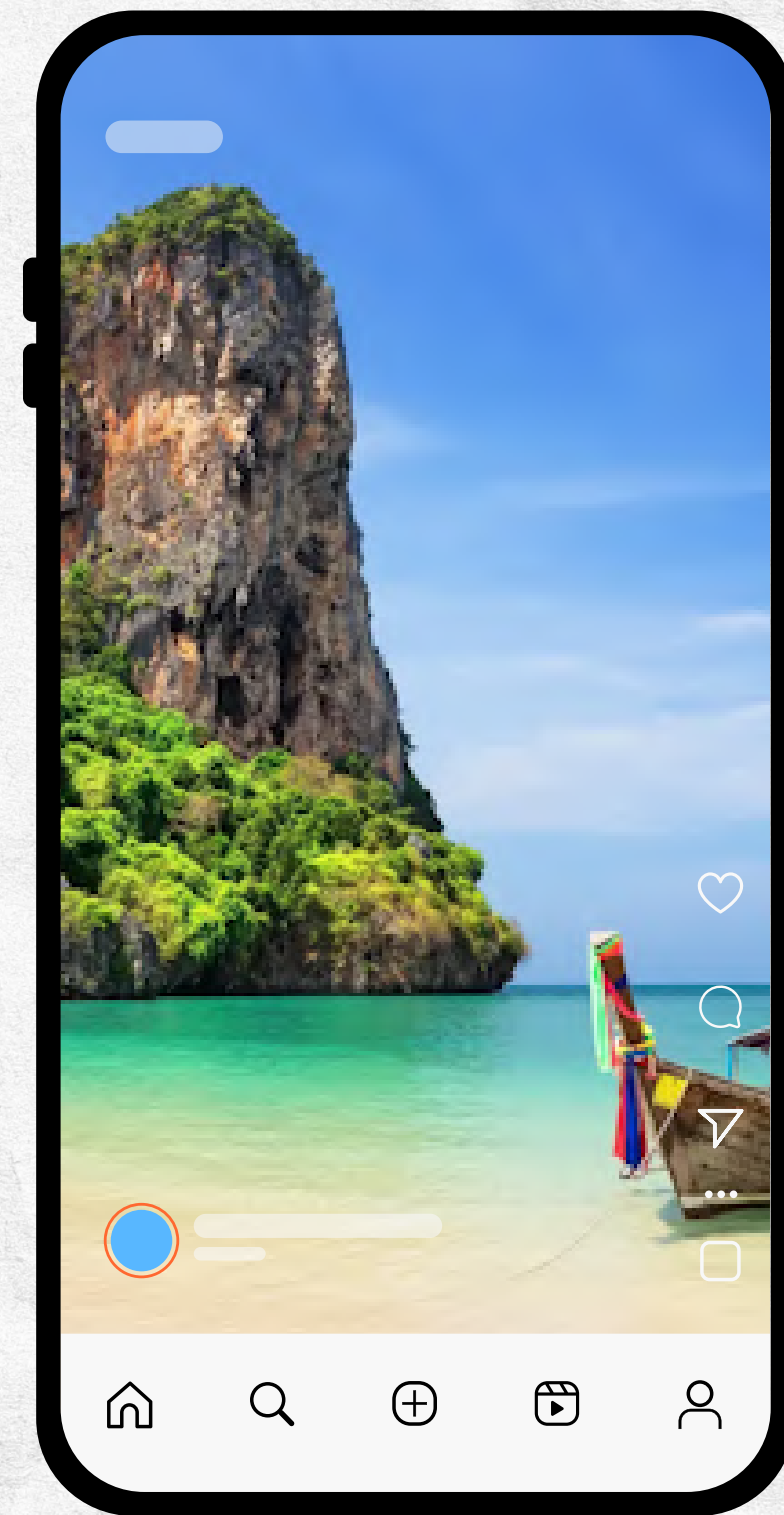
7) Confirmation and production

After approval and payment, we secure all bookings (hotels, transfers, activities, restaurants, guides where required) and deliver the final itinerary with practical information and contacts.



8) On-trip support and real-time adjustments

During the journey, we remain available for smooth coordination and, when needed, last-minute adjustments – so the experience stays simple, comfortable, and fully under control.



OUR STORY

The story of **Rock Around Siam** began in 2010, when founder Eric Monteil set off on a seven-month motorcycle journey, riding over 22,000 kilometres across South-East Asia (Vietnam, Cambodia, Laos, Myanmar, Thailand and Indonesia) shortly after selling his software company. Along the road, unexpected encounters shaped a guiding intuition: to narrate territories through the people who form them – especially artists, artisans and those committed to cultural heritage. In 2011, Eric settled in Bangkok with the idea of creating a bridge between travellers and local cultural life. He opened the Rock Around Asia art gallery in 2012, then founded Art Consulting Asia in 2017, a creative studio focused on interiors, art and aesthetics, building a dense network of cultural partners across Thailand and the region. In parallel, he kept exploring Bangkok and the country by foot, bicycle, boat and tuk-tuk, documenting neighbourhoods, communities and architectural transformations. After Covid, he launched Rock Around Bangkok in 2024 – the foundation for today's Rock Around Siam.

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