

Ros Elite Experience

Established in Apr. 2015

<https://roselitexp.com/about-us>

Bespoke Bilingual ITO & DMC

Premier Aussie Specialist & IATA TIDS Agency



R · E · E

Ros Elite Experience





Ros Elite Experience
at the Australia China Showcase 2019 in Chengdu

November 2019 - Congratulations to ACBC Vic Member, Ros Elite Experience, for being selected by Tourism Australia as one of 4 National Premier ITO/DMCs to attend the Australia Premium China Showcase 2019 in Chengdu. Along with an array of Australian premium travel organisations, Ros Elite Experience successfully promoted Australia as a premier holiday and business destination.

Ros Elite Experience is an Australia premier B2B Inbound Tour Operator (ITO) & Destination Management Company (DMC) established in April 2015. They provide international/domestic tourists in the mid to high-end market land-travel services across the country with a focus on tailor-made travel packaging to suit different clients' needs.



R·E·E
Ros Elite Experience

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- Your Australia Product & Operation team

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**MINISTER FOR TOURISM; RACING AND GAMING; SMALL BUSINESS;
DEFENCE ISSUES; CITIZENSHIP AND MULTICULTURAL INTERESTS**

Our Ref: 70-19760

Ms Rosina Xue
Ros Elite Experience

rosinaxue@roselitexp.com

Dear Ms Xue *Rosina*,

As the tourism industry grapples with a constantly evolving COVID-19 situation, I wanted to convey my appreciation to you for your past support and let you know that the Western Australian Government values Ros Elite Experience as one of our key partners.

The circumstances we find ourselves in are unprecedented and extremely challenging, but we will get through this. When travel bans are lifted the State Government will activate a series of recovery initiatives to drive business to your door.

It is my intention that we return as quickly as possible to the record levels of visitation that Western Australia enjoyed prior to the outbreak of COVID-19. When the time is right Tourism Western Australia will roll out marketing campaigns in our intrastate, interstate and international markets.

We are in this together and when it is over, I look forward to working with you to grow tourism in Western Australia once again.

Until then, I hope you stay healthy and I wish you and your family all the very best.

Yours sincerely

**HON PAUL PAPALIA CSC MLA
MINISTER FOR TOURISM**

1 APR 2020

Our handcraft travel program is not just a simple itinerary, but with a full consideration of every aspect based on multiple criteria of selection on products & experiences to match your clients' individual requirements



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Food and drink	Unwind and refresh	History, Culture and Art
Unique dining experiences	Soft adventure and eco experiences	Educational experiences
Products and brands		
Rich soil and water	Healing: spa, massage, mineral springs, yoga	Colonial historical sites and Gold era history
Farm to table	Nature: hiking, snorkeling, climbing, horse riding, etc.	Indigenous culture and arts
Producers and growers	Luxury accommodation and signature experiences	Museum, art gallery, art hotels
Target market		
"I want an experience"	"I want a break from busy work"	"I want to learn local culture and meet my habit"
Disposable income	Disposable income	Disposable income
Discerning	Discerning	Discerning
Quality not quantity	Quality not quantity	Quality not quantity
Socially and environmentally aware	Family, empty nest, honeymoon, colleagues or team building	Family, empty nest, students
Functional benefits		
Eat at a hatted restaurant	Indulge in the best regional produce	Interactive with locals and learn something new
Join a cooking or wine testing class	Join eco tours and soft adventure activities	Behind scene tours and meet with artists
Explore premier winery or farmers' market	Inspiring journey in regional or remote area	Explore historical sites or villages
Forage for produce	Join some easy and short bush walks	Learn behind scenes story of heritage architecture



*Creating personalised travel experiences
Once-in-a-lifetime memories for those who seek to
Go beyond the norm & discover inspiring experiences*





Making your clients' life different

*We know the finer details make life difference
when it comes to your guests' travel arrangements*

Making your job easier

*Work with you as one team to ensure your
guests to explore a destination intimately
& finding hidden gems along the way*



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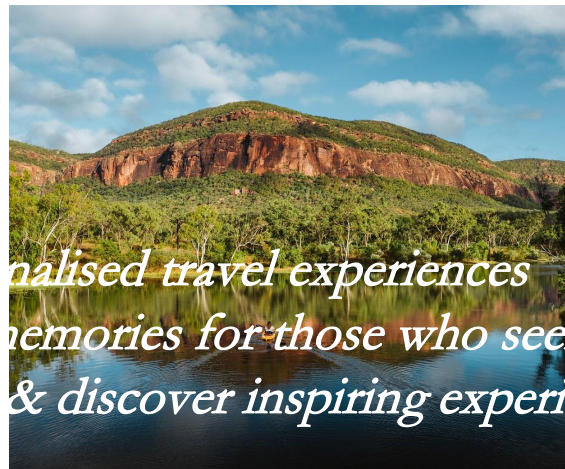
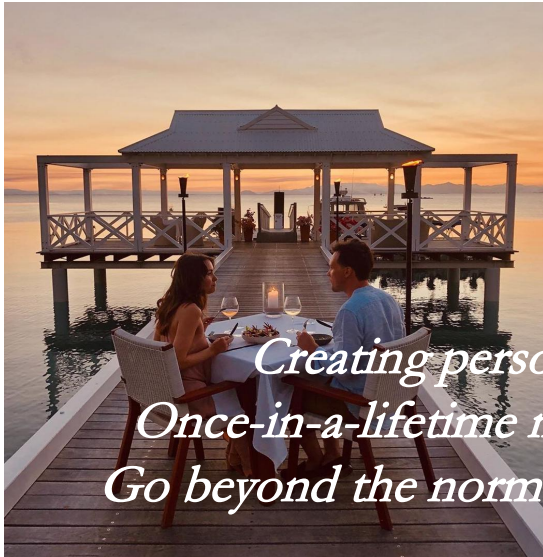
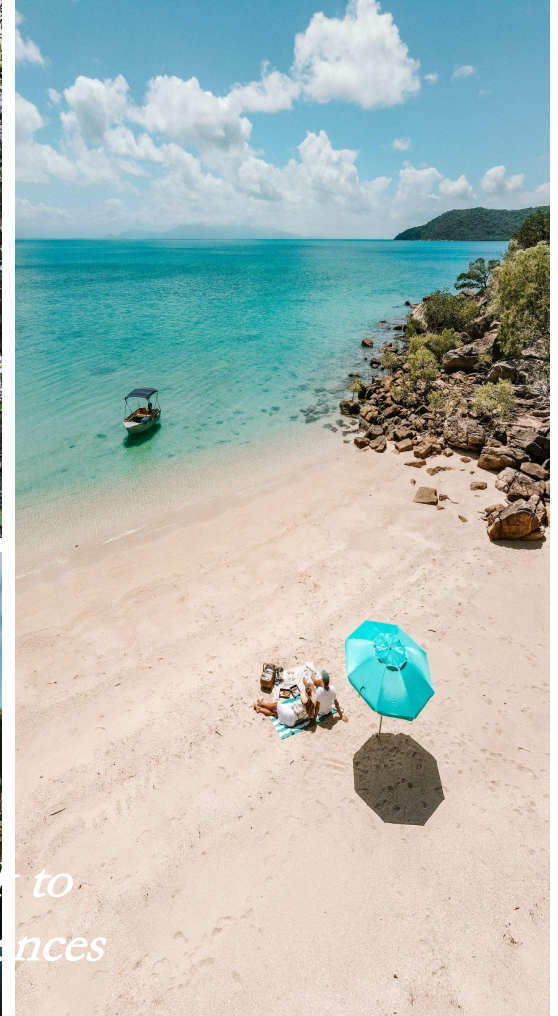


Making your clients' life different

Carefully source the right products & experiences to make the right matches for your clients & add more values for their holiday experiences

Making your job easier

Reduce your workloads, concerns & time consuming on sourcing once-in-a-lifetime experiences for your clients' travel across Australia with reliable on-the-ground supports



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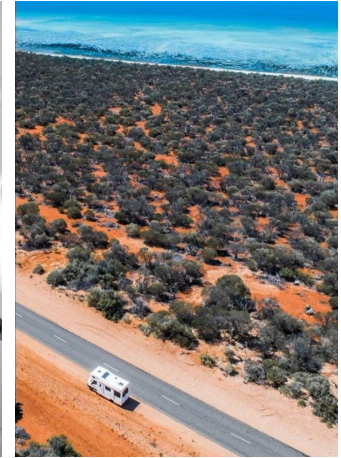
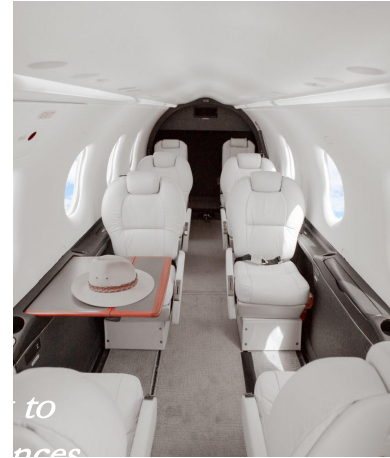


Making your clients' life different

Make it happens with access to impossible & always have backup plans to ensure your guests travel safely & comfortably with extraordinary experiences

Making your job easier

We have a sense of urgency to get things done, provide efficient support with 24/7 customer care through the streamlined one-stop ground handling



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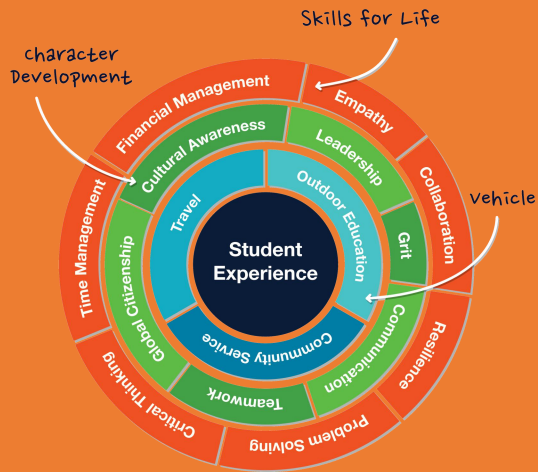


Making your clients' life different

Not just an order taker but specialize in creating exceptional & valuable experiences with multi-cultural understandings

Making your job easier

Constantly support Key Preferred Agency with additional assistance in product & destination updates



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文档

聊天

简介



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2015年4月注册于澳大利亚
专注入境旅游 B2B 高端定制地接社
澳大利亚旅游局甄选注册澳旅专家

Bespoke Luxury ITO & DMC
Tourism Australia registered Aussie Specialist



The Guest Speaker
- invited by Tourism Australia ASP
China team to host their Key
Distribution Partners' Luxury Travel
training webinar in Sep. 2020

疫情后 来一场定制旅行吧

课程时间：9月28日 上午10:30

Cici

澳大利亚旅游局
澳旅专家华南区培训师

Rosina Xue

Ros Elite Experience
创始人

高端定制地接社 Ros Elite Experience
以其专注澳大利亚特色的定制理念
带大家小众深度的定制旅游产品

从三赢角度谈组团社和地接社如何相互配合
让客人最大程度收获旅游真正价值
也让合作组团社走在定制市场的最前端



澳大利亚
旅游专家
计划



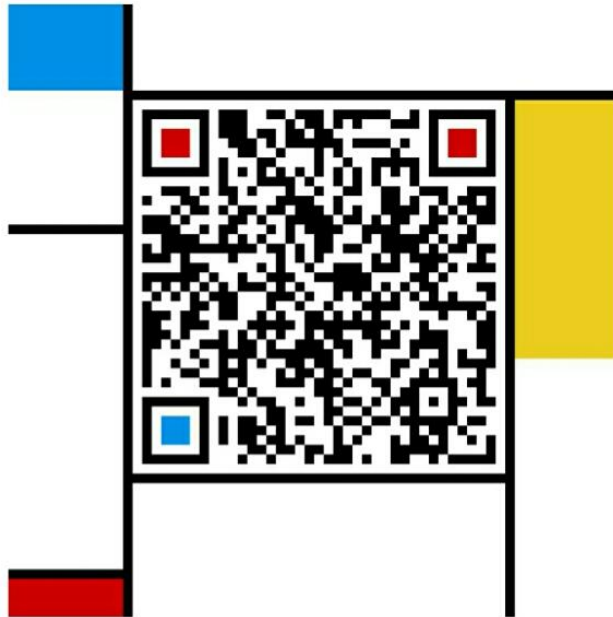
扫码预约直播

*请长按海报并选择“前往图中包含的小程序”
即可进行直播培训的预约



R·E·E
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Rosina Xue 
Australia Melbourne



Scan the QR Code to add me on WeChat

Ros Elite Experience

Australia Premier ITO & DMC & Aussie Specialist

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