

## **Freedom Road Destinations appoints Ray Petts as Director of Global Sales**

As part of their launch into the Australian market, Ray Petts has been appointed as Director of Global Sales for Freedom Road Destinations, a China Destination Management Company with offices in Sydney and Shanghai.

With a strong background in DMC / wholesale sales, including executive roles with Tucan Travel, Buffalo Tours and Wide Eyed tours, Petts will be responsible for executing the company's global growth strategy.

### **About Freedom Road Destinations**

Freedom Road Destinations is a DMC specialising in inbound China services with offices in Sydney and Shanghai. As part of the Freedom Road Travel Group, it operates as a wholly owned foreign enterprise in China, and was granted an inbound and domestic travel agent license in June 2015 - the first granted to a fully foreign owned enterprise for a number of years.

Freedom Road Destinations is committed to the following core values:

- **Authentic Experiential Travel.** We provide authentic experiential travel services that are rewarding and unique.
- **Excellence in Service.** Our commitment is to enhance our customers' entire travel experience - before, during and after their trip. Every time. Our service culture is driven by the respect we have for our team members, and in turn for our customers.
- **Digital Technology.** We are revolutionizing the travel sector by combining the human touch with the latest in travel technology and digital innovation. We employ digital devotees passionate about growing world class travel solutions.

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