

# Casa Grande Dispatch

## Business

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## Rox Expeditions merges with ADA Travel

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When Rock Earle started working in commercial real estate in 1981, he never thought to develop any outside interests or hobbies. He was simply working hard.

Now, some 25 years later, he has only one hobby he really enjoys.

Traveling — and luckily enough for Earle — he has been able to develop his one true passion into a new business venture.

Earle operates Rox Expeditions, a travel company that merged with ADA Travel in August and that specializes in guides for different parts of the world. He now works out of his home office.

"I believe that the addition of an entity like RoxExpeditions into the ADA Travel sphere will open all kinds of new horizons for the agency, and likewise a company like RoxExpeditions needs a bricks-and-mortar presence like ADA to function optimally," Earle said.

He added the parent company of Rox Expeditions, Rox Travel, has a minority interest in the parent company of ADA Travel, "coinciding nicely with (ADA Travel owner) Hope Wallace's retirement plans."

Earle said that in the electronic age, it's not necessary to have a travel agent. Many would-be travelers take advantage of travel Web sites like Orbitz or Travelocity. Rox Expeditions, however, will specialize in giving the traveler a specialty guided tour of a specific region. Currently, he has plans to take groups on tours through the wine regions in Australia, and through many parts of Asia.

"I knew I had to offer something special," Earle said about his new business. "I offer something that you can't find anywhere else. We're really adding something special."

Though with his company just starting, his clients now are friends and associates, he hopes in the future to gain customers from all over the

country.

"Now people are just beginning to discover who we are, but in the future, certainly, people can come from anywhere. The geography won't matter," he said.

Earle said people can book a trip or a cruise online, but with Rox Expeditions a customer can book a wine-tasting tour through the four regions in Australia, a food and wine tour through France or a cruise through the Indian Ocean that includes stops in Singapore and Dubai.

He's already made the trip and toured the regions, so he will be another resource that a group of eight couples can turn to, though a guide who lives in the area with specific knowledge of the region will be leading the tour.

When he travels now, it's with his work in mind. For instance, in November Earle traveled to Australia for three weeks to do research for a three-week trek he will lead later this year.

"I travel about 150 to 160 days a year," Earle said. "Traveling internationally is taxing on the body. Plus, it can be a hassle to deal with all the bills. If you're only gone for two to three weeks, it's no problem. But if you want to be gone longer than that you risk running into the next bill cycle with late penalties."

The tour Earle will lead Down Under will be a wine-tasting trip, with guided tours from people who are quite familiar with the area.

"I will be learning just as much along the way as the tourists do. It's impossible to completely know a region when you are only there for a couple of weeks," Earle said. "The best tour guides are people who are native to that area. They are the ones who can really teach you something about the area."

On his Web site, [www.roxtravel.com](http://www.roxtravel.com), Earle has posted journals and photos of his adventures. He said he hopes his travels



Submitted photo

**Rock Earle spends approximately 150 days each year traveling throughout the world. His new business, Rox Expeditions, will give people guided tours through places like Australia, Asia and South America.**

will inspire others to travel and to take advantage of his services.

He said he's familiar with Western Europe; he has traveled extensively through Italy, Switzerland and France. Still, he has a lot to see.

"You could see everything you wanted to see and still not see everything there is to see," Earle said. "Europe's rich history is fantastic. I've always enjoyed my time there."

Lately, he's been spending more time in Asia, and is eager to plan his

first trips to South America and Africa.

As with his other destinations, he will spend time studying the region before organizing a guided tour.

Earle enjoys journaling and photographing the places he tours, all the while planning his next great adventure.

For more information about Rox Expeditions, visit [www.roxtravel.com](http://www.roxtravel.com), or call 421-9000.