



BUSINESS
EXCELLENCE



TOURISM
EXCELLENCE

The Australian Wine Tour Company

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AWTC is one of Victoria's small but dynamic tourism operators. It has significantly contributed to the growth of tourism in Victoria and the Yarra Valley during its ten year history. It's a past winner in the Tour & Transport category of the Victorian Tourism Awards.

Managing Director, Matt Noble, says his initial product concept was simple:

"To create a great day tour that would educate and entertain, show off the fantastic wine and food of Victoria and, most importantly, offer it at an affordable price".

The success of the formula has seen an increase in the number of AWTC's day tour products from one to nine since its inception. Close contact with Yarra Valley operators has resulted in some innovative packaging of product with local and regional businesses, including Sebel Heritage, Chateau Yering, Global Ballooning and Melbourne Sports Tours.

Matt Noble is a networker par excellence. He has made use of industry contacts to grow his business into the biggest wine tour operator out of Melbourne during the past few years.

" We acknowledge that supporting the tourism industry and its many partners is a vital and mutually beneficial part of our business. Lasting partnerships have been nurtured between AWTC and many government organisations, educational institutions and tourism businesses", says Matt

"Time and resource contributions are made to peak industry bodies and through participation in local and international trade shows.

All activities undertaken by us not only contribute to the growth of our company, but increase tourism to Australia, Victoria and the Yarra Valley. "

At the local level, Matt has served as Deputy Chairman of the Yarra Valley's peak tourism and marketing body. He is currently a member of the Japan Tourism Council, a board member of Tourism Alliance Victoria, and sits on the steering committees for the Tourism Excellence program and for Victoria's Tourism Industry Workforce Development Plan.



In recognition of his contribution and experience, Matt was appointed by the Minister for Tourism to the Victorian Food and Wine Tourism Council.

Matt had many years experience working with the backpacker industry and was instrumental in reforming the Backpacker Operators Association of Victoria (BOAV), of which he was Deputy Chair for five years.

The company has strong connections with many of Tourism Victoria's departments, including long standing relationships with staff members of the International Marketing division, both in Melbourne and overseas.

The company also participates in Tourism Victoria led tradeshow, missions and market information seminars. The company is a very regular supporter of Tourism Victoria's and Tourism Australia's Visiting Journalist and Industry Familiarisation Programs, providing free-of-charge tours to the Yarra Valley.