

CREATING TOUR PACKAGES

Tour operators generally have a high degree of knowledge about what visitors are looking for. They need to, because their business depends on it. The decision to include a winery on a particular tour package will be made according to the perceived benefit for the operator and the clients.

If you offer free tastings, you might be included because you are effectively value-adding to the tour. Conversely, some operators might not be interested at all unless they can earn a commission from the experience you offer.



Sirromet Wines in south-east Queensland have worked extensively with local tour operators to create or extend the range of packages on offer. Following are some examples of the partnerships and packages that have been created.

Australian Day Tours & Gray Line Australia

Departs from Brisbane and Gold Coast, Tue, Thu, Sat

Option 1 – "Sirromet Winery and Moreton Bay Day Tour"

Tour begins with sightseeing of Moreton Bay area then proceeds to take a short ferry ride to an island in the bay for a fish and chips lunch by the beach. A visit to "Indigiscapes" (another local attraction) is also included in the itinerary. The coach then visits Sirromet Wines for a 1 hour winery tour and tasting session. All participants receive a souvenir tasting glass.

Option 2 – "Wine and Food Matching Experience at Sirromet"

A full day at the winery includes a 1.5 hr "workshop" where participants are presented with different aromas, small food and wine samples to highlight the characteristics in wine and food that best complement each other. Participants are blindfolded to assist in "training" the senses without using the aid of sight. All students receive a workbook to take home for later reference in planning the perfect wine and food matching experience. The workshop is followed by a relaxing 2-course lunch at Restaurant Lurleen's followed by a 30-minute winery tour and tasting session. All participants receive a souvenir tasting glass.

Carlton Brewhouse "Tastes of Queensland Tour"

Departs from Gold Coast or Brisbane Tue, Thu, or by appointment

A full day tour includes a visit to Sirromet Wines for a 2-course fine dining experience followed by an informative winery tour and tasting session (guests receive a souvenir tasting glass). Following the winery visit, guests proceed to the Carlton Brew House in Yatala for an interactive tour followed by beer tasting.

Winery Escape Tours "XXXX Ale House / Sirromet Wines Tastes of Queensland Tour"

Departs from Gold Coast or Brisbane, Mon - Sat or Sunday by appointment

Tour visits newly refurbished XXXX Ale House in Milton for tour and tasting. The latest technology is used to educate and entertain the visitors. Following the XXXX visit, guests proceed to Sirromet for a 2-course fine dining experience followed by an informative winery tour and tasting session (guests receive a souvenir tasting glass).

Paradise Wine Tours

Departs daily from Gold Coast, by appointment

Escorted tour visits Sirromet Wines and Thumm Estate Wines. Included is a hinterland tour of Mt. Tambourine en-route, sparkling wine on arrival, tours and tasting sessions at both wineries as well as a 2-course fine dining experience at Restaurant Lurleen's. Guests receive a set of photographs on CD to take home.

Spend some time researching the types of tours already on offer in your region and work out how you can fill a gap or create something entirely different.