



Best Small Groups Tour Operator of the Year 2020 - Melbourne

Established and founded in 2018, Hit the Road Tours is everything a traveller could possibly want from a guided tour down under. Australia is a remarkably beautiful country, and any visit can be made even more special with the right tour guide. Hit the Road Tours offers boundless energy and effortless magnetism, ensuring every trip is one to remember. After winning last year, the firm has been successful once again, so we caught up to find out more about its outstanding growth in such a short period of time.

Small group tours are an increasingly popular way for tourists and visitors to explore a new area, capitalising on the knowledge of locals who have lived and breathed a culture for years. Their popularity and demand has skyrocketed, which makes the ongoing success of Hit the Road Tours all the more impressive, standing out as a truly exemplary way of seeing the sights of Melbourne and Victoria. Having already achieved incredible success when they won this award in 2019, the team at Hit the Road Tours has continued to keep up the energy, the magnetism, and the commitment to creating remarkable moments for every visitor to the beautiful country of Australia.

Providing small group day tours across the great state of Victoria, and the surrounding areas, Hit the Road Tours provide road trips like no other. Sharing their passion for travel with every guest and client, the firm unveils the immense natural beauty and wonder of Australia, bringing it to life in ways that only locals can. Deliberately accommodating only small groups of tourists means that every single tour is unique, intimate, and personal, lending itself to an atmosphere of connection and mutual appreciation for the exceptional sights, smells, and sounds of the state of Victoria. Most importantly, however, is that small groups allow people to get to know each other and have fun along the way.

Differentiating oneself from the competition can be hard at the best of times, but within the ever-growing and popular industry of small group tourism, it can be next to impossible. Yet, thanks to a great deal of hard work, passion, and knowledge, the team at Hit the Road Tours have accomplished it. Rather than bringing guests on tours that show exclusively the most well-known areas of the state of Victoria, Hit the Road Tours offers something more. These tourists get to experience truly unforgettable moments, as each tour they are able to go on is customised to their travelling expectations and style.

Offering a bespoke approach within the small group tour industry has massively helped Hit the Road Tours carve out a reputation for excellence, and a strong following from a range of clients. Small groups can reach a maximum of eleven passengers, but the numbers do not take away from the unique intimacy that comes as part of a Hit the Road Tours experience. Each cleverly-planned itinerary has been specifically planned to ensure that passengers are able to enjoy memories that will stay etched in their memory for a very long time. What makes these tours even more unique however, is the ability



of the team to take their customers to the main attractions whilst avoiding the crowds for a quiet and peaceful experience.

The last year has brought about many changes for the team at Hit the Road Tours, but the biggest is its impressive growth over a very short period of time. Since we last profiled the business, it has now earned seven figures in annual sales, with more than a thousand five-star reviews on TripAdvisor, and the number of professional tour guides has multiplied by an impressive five times in the space of just a year. In a saturated industry, this firm continues to stand out. Not just stand out, but expand. The future is just as bright as it was a year ago, with the firm now focused on expanding its foray into the niche of private tours whilst consolidating its position as being a lead tour operator in Victoria.

Exploring Australia is an experience unlike any other, but having the expertise and guidance of a professional who can find all the best spots without the hustle and bustle of the crowds can make it an even more unforgettable experience. That is what Hit the Road Tours offers its guests, and continues to deliver on. With another year of growth and success under its belt, who is to say where this small group tour operator will go next? Rest assured, it will continue to be successful.

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