

We are excited to announce that our first seasonal winter campaign has launched and is now live across digital channels.

This season's campaign includes:

- A presence at the 2023 Let's Go Camping and Caravan Show in Brisbane with our partners Southern Queensland Country
- Facebook and Google advertising to promote our caravan and camping offering
- Facebook advertising to promote our winter events and experiences
- Distribution of a PR pack and winter flyer to key media outlets
- Collaborative marketing campaign with our partners at Southern Queensland Country Tourism to promote our winter offerings
- Distribution of a winter campaign email to our 2500+ contacts

You can [download the Winter Flyer here](#).

Over the next coming months, we will be preparing for our next campaign. We encourage all tourism operators and event holders to register their interest in featuring in our next campaign by emailing tourism@somerset.qld.gov.au. See below for more details.

UPCOMING OPPORTUNITIES



Southern Queensland Country Tourism

Somerset is now part of the Southern Queensland Country Tourism (SQCT) Regional Tourism Organisation (RTO).

Stay tuned on how you can benefit with working with our new RTO. If you would like to be part of their upcoming Winter Advertising campaign click the link below.

[LEARN MORE](#)



Training & Operator Events

Along with Southern Queensland Country we are hosting an Agritourism Workshop on Thursday, 20 July at the Somerset Civic Centre from 9am - 3pm.

This workshop will seek to ignite, inform, and connect people on their journey to link tourism with their farm through food, stays or experiences and provide a forum for discussion.

RSVP by 5pm Wednesday, 12 July via the email link below and include any dietary requirements.

[RSVP NOW](#)

We want YOU this Spring!

Following on from our Winter campaign, we are currently preparing content for Spring. Please keep us up to date on any events or



specials you may be running at your business as we'd love to include you in our next campaign. If you would like to *spring* into our next campaign, we would love to hear from you!



Spring Media Famil

The tourism team will be inviting select media to Experience Somerset in Spring. We are looking for accommodation, dining, tours and other experiences for the media during this time. If you have an experience you would like to extend to media, please contact our tourism team.

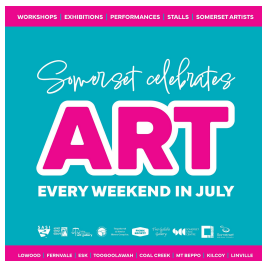


We're EV Friendly

Esk is now on Queensland's Electric Super Highway. An EV charging station has been installed at Lars Andersen Place, making Somerset a new hotspot for EV owners! Please let us know if you would like to take part in upcoming promotional activities relating to the new EV Charger in Esk.



From live entertainment and garden fairs to rail trail adventures and farm to fork experiences, here's a round up of what's on in Somerset this winter..



Somerset Celebrates Art

Join artists and galleries around the Somerset region to celebrate art with a variety of events and workshops every weekend in July 2023.

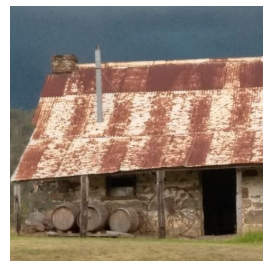
Learn more



Somerset Horse Racing

Enjoy a day out at the races at Somerset's upcoming horse races in Kilcoy on Thursday, 29 June and Sunday, 2 July and Esk on Saturday, 8 July

Learn more



Stonehouse Moore Heritage Open Day

The Stonehouse Moore will be opening our gates to the public to explore and experience the history of this site on Saturday, 22 July 2023.

Learn more

SEE MORE WINTER EVENTS

LIST YOUR EVENTS HERE



OPERATOR TOOLKIT



VISIT OUR
WEBSITE



CONTACT
US

Experience Somerset

PO Box 117, Esk, 4312, Queensland

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