

Gday & Welcome

We welcome you to Experience Somerset and our tourism industry family.

This guide has been developed for new and existing tourism operators, community groups, event organisers and industry stakeholders to collaborate and leverage the Experience Somerset destination brand.

The aim of this toolkit is to:

- arm stakeholders with the necessary tools to consistently promote our destination

- and enhance the experiences of visitors to Somerset

In the following pages you will find out more about the online platforms, print materials, merchandise and



promotional opportunities that exist for operators in region.

We invite you to join us on our quest to shout Experience Somerset from the rooftops (or hilltops, if we're being topographically correct). Be an Experience Somerset 'brand warrior' and share our brand with your following (and vice-versa). With the wonders of integrated social media, it is easy, time efficient and cost-effective for us to join forces and promote Somerset together.









YOUR TOURISM TEAM

Council has an experienced and dedicated tourism team on hand to assist new and existing operators.

The tourism team is equipped to answer any questions you may have, as well as providing guidance and assistance with leveraging the Experience Somerset brand.

Say G'day today to the team by contacting:

Somerset Regional Council Tourism Team

P: (07) 5424 4000

E: tourism@somerset.qld.gov.au

Experience Somerset is Council's dedicated destination brand that is utilised for all tourism and events promotion.

THE EXPERIENCE SOMERSET BRAND

Operators are encouraged to utilise the Experience Somerset logo in their marketing efforts.

To download the logo and Brand Guidelines visit the Experience Somerset Tourism Operator Portal.



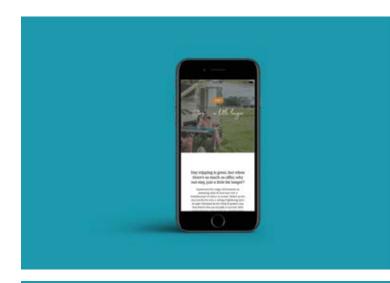
THE EXPERIENCE **SOMERSET WEBSITE**

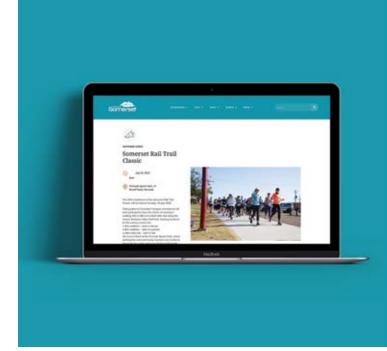
Visit experiencesomerset.com.au and explore our content-rich regional website. The website features our destination video and houses several resources that promote Somerset including maps, links to our operators, details of upcoming regional events and more. Visitors to the website are also able to subscribe to our database which is stored for Electronic Direct Marketing (EDM) purposes.

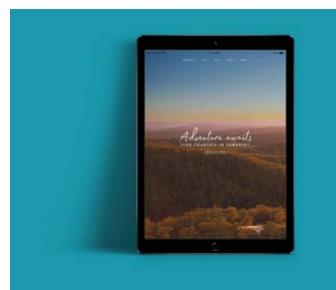
Top tip to leverage our website:

Include a QR code to our regional website in your marketing.

The QR code is available in the Experience Somerset Image Library via the **Experience Somerset Tourism Operator Portal.**







EXPERIENCE SOMERSET OPERATOR PORTAL

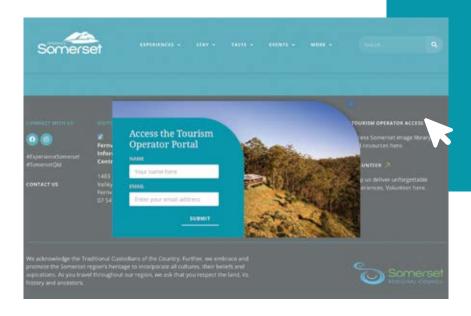
A one stop shop for tourism business owners in Somerset.

Access the Operator Portal via experiencesomerset.com.au

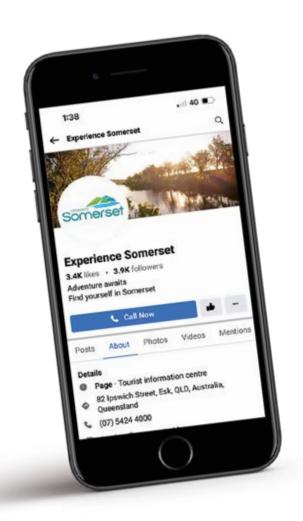
Full of tips, tricks and treasures, the Experience Somerset Operator Portal includes valuable and practical information for tourism

operators in Somerset, including:

- · How to order regional visitor guides,
- · Access to the Experience Somerset Image Library
- Industry Links
- · Updates from Southern Queensland Country Tourism
- · ATDW links
- · Council's Tourism Strategy, the **Experience Somerset Marketing** Plan and other relevant documents
- · More!



A one stop shop for tourism business owners in Somerset.



WE'RE A SOCIAL BUNCH...

The Experience Somerset brand has a Facebook page and also an Instagram profile. Council encourages local stakeholders to like and share this page with their networks.

Importantly, there are a number of tourism specific hashtags that we utilise across our social media channels.

Operators are encouraged to tag our social channels and use the below hashtags to ensure your social posts get maximum reach:

Tag us using these handles:

Facebook: @experiencesomerset
Instagram: @experiencesomerset

Use these hashtags for maximum exposure:

#sqcountry #thisisqueensland



REGIONAL VISITOR GUIDE

Somerset Regional Council publishes the regional visitor guide biennially. The guide promotes the region as a tourist destination and hard copies are distributed at visitor information centres across Queensland, at trade shows and other tourism events.

A digital version of the regional visitor guide is also utilised in our promotional campaign work from time to time. The guide continues to be a great online marketing asset with a substantial digital reach.

Council encourages local stakeholders to purchase advertising space in the guide to gain maximum promotional benefit from the wide-spread exposure this publication generates.

Top tips:

 Display and distribute the regional Visitor Guide

 Advertise in the Regional Visitor Guide



To enquire about advertising space in the next publication of the guide, contact Council on (07) 5424 4000.

Don't forget to ask about how to obtain copies for distribution at your business or next event.











IMAGE LIBRARY

Council has access to an extensive, high quality image library that contains authentic, aspirational shots relevant to the region.

Designed to create a want to visit, the photography style features light and bright images that are of an editorial standard.

Our imagery represents the broad mix of experiences and operators in the region including:

- Mouth-watering closeups of food and dining experiences;
- · Scenic imagery of landscapes and regional visuals;
- · Lifestyle shots of actual experiences and accommodation on offer in region, and;
- · Happy, relaxed visitors engaging in authentic regional experiences

Only imagery that is from Council's approved contact sheet should be used for promotional purposes. All images must demonstrate actual and authentic experiences in region.

The image library is accessible via the Experience Somerset Operator Portal, details on Page 6.



MERCHANDISE

Visitors can purchase a variety of Experience Somerset merchandise at our Visitor Information Centres.

This merchandise is also utilised for promotional purposes at industry events, familiarisations and tradeshows.







PROMOTIONAL CAMPAIGNS

As part of our Tourism
Marketing Action Plan,
Council runs seasonal
promotions to help lift the
profile of the Experience
Somerset Brand.

These promotions vary by season but usually include:

- A campaign flyer and landing page on the website
- Social media and other paid advertising
- · Public relations
- Email marketing
- · Seasonal event promotion

To ensure you are notified about these campaigns as they arise, make sure you are receiving our Tourism Operator Newsletter.

Take the road less travelled

Register your details via the Tourism Operator Portal.





ARE YOU LISTED ON ATDW?

The ATDW is a national tourism database that supports tourism operators with additional exposure online. Tourism & Events Queensland uses ATDW to find and profile events through their digital channels and media contacts.

ATDW is a great resource for tourism businesses and events, so we encourage all Somerset operators to register.

Click here to register



STEPS TO REGISTERING:

- Register your business on the platform
- Prepare a description for your event
- Ensure you have good quality photos relating to your event to load (max 10 images) - please note only landscape imagery is accepted
- Images must not have any text or logos on them
- Images must be larger than 2048 x 1536 pixels
- Have your content and any relevant links to social media, booking pages, ticketing and review links (or similar), ready to go









PLANNING AN EVENT IN SOMERSET?

Action these four steps to take advantage of our free promotional channels:

- 1. List your event for free on experiencesomerset.com.au/ whats-on/list-your-event
- 2. Make sure your event is listed on the ATDW website
- 3. Provide us with print materials (flyers or posters) for your event
- 4. Create a Facebook event and tag us as a Co-Host

TAGGING EXPERIENCE SOMERSET AS A CO-HOST FOR AN EVENT

By creating an event on Facebook and tagging us as a co-host, your event will also appear on our Experience Somerset Facebook page, ensuring maximum reach for your event.



To create your event in Facebook:

- · In your Facebook profile, go to 'Manage Your Page'
- · Click 'Events'
- · Click '+ Create new event'
- · Make sure your page is listed as the host (you may need to switch between your personal profile and business profile)
- · Enter your event details
- · Select 'In Person' for your event
- Click on Settings to tag us as a cohost (note: If you are using the New Pages Experience, co-hosts will automatically appear - you won't need to select Settings).
- · Click 'Create Event'

To tag us as a co-host:

- 1. Go to the settings in your event
- 2. Navigate to co-hosts
- 3. Type in and tag @experiencesomerset
- 4. Click Save and then Update

Contact

Thank you for your contribution to making our Experience Somerset brand unforgettable.

We hope the tips in this guide are helpful, however, if you need any further assistance, please contact:

Somerset Regional Council

Tourism Team

E: tourism@somerset.qld.gov.au

P: (07) 5424 4000





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SUBSCRIBE HERE TO MAKE THE MOST OF YOUR NEXT SOMERSET ADVENTURE...

Subscribe Here

Visitor Information Centres

- Fernvale Visitor Information Centre
 1483 Brisbane Valley Highway (07) 5427 0200
- Kilcoy Visitor Information Centre
 41 Hope Street (07) 5422 0440
- Esk Visitor Information Centre 82 Ipswich Street (07) 5424 292
- The Condensery I Somerset Regional Art Gallery 29 Factory Road, Toogoolawah (07) 5423 1036



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