



As 2024 comes to an end, the tourism team have had a chance to reflect on the year and all that we accomplished alongside you, our tourism operators. We can't list everything in this email, but here's a few of our favourite highlights from the year:

- Launched the 2024/2025 edition of the Experience Somerset Visitor Guide
- Launched the new Destination Video - Somerset Smile, with our very own song (check it out on the website if you haven't seen it yet)
- Released multiple advertising campaigns including Feel the Freedom with Lockyer Valley Council, Winter and Spring campaigns, along with the recently released Summer campaign: The Great Kilcoy Yowie Hunt.
- Entered Kilcoy and Toogoolawah into the Queensland Top Tourism Town awards with Toogoolawah taking home a bronze for the Top Tiny Town
- Started our bi-monthly Tourism Operator Coffee Catchup
- Held the first Rail Trails and Tourism Conference in Esk
- Attended the Moreton Bay Expo and Let's Go Queensland Caravan and Camping Supershow
- Provided event support and sponsorship to a range of events throughout the year
- Held four Visitor Information Centre Volunteer famils for our tourism ambassadors to learn more about our region.
- The Experience Somerset website had over 119,000 page views with more than 42,000 new users
- Welcomed more than 14,500 visitors through the Visitor Information Centres

We also can't forget to mention the amazing 17 tourism businesses who reached Best of Queensland Experience Status this year. Congratulations again! That being said, we would love to see more Somerset tourism businesses make the 2025 Best of Queensland Experience list, so make sure to update your [Australian Tourism Data Warehouse](#) (ATDW) listings before 31 December

2024 to be included in the 2025 program. Remember to add a deal as well to be featured on on Queensland.com. Reach out to the tourism team if you need assistance with your listing.

The tourism team hopes these newsletters offer you additional insight into tourism within our region and we encourage you to let us know topics that you would like included in future editions.

As always feel free to reach out to the tourism team if you have any questions or need assistance.

The tourism team would like to wish you all a Wonderful Christmas and Happy New Year! We look forward to what 2025 brings to tourism in Somerset and look forward to working with you all again in the new year (we already have a few exciting things planned, so stay tuned).

## Somerset Visitor Accommodation Review



To implement one of the actions within the Somerset Tourism Strategy 2021-2025, Council appointed a consultant to undertake a review of the current accommodation options within the region.

The assessment focused on accommodation supply and demand, market preferences and investment opportunities for the region.

Council recently adopted the report including the 16 recommendations for Council's action to attract additional investment into tourism within the Somerset Region.

The Somerset Visitor Accommodation Review is available to download from the Tourism Operator Portal (under the Tourism Strategy 2021-2025 section).

[Tourism Operator Portal](#)



## Queensland Welcomes You Program

The newly launched [Queensland Welcomes You](#) initiative is offering online training programs tailored for each of Queensland's 13 unique tourism regions. The programs are designed to help enhance the guest experience and boost Queensland's visitor economy.

Queensland Country Tourism as our RTO will be hosting the *Queensland Country Welcomes You* program workshop on Tuesday, 25 February in Toowoomba.

Before this workshop make sure to register and complete the online program.

[Learn More](#)



## Moreton Bay Expo

Experience Somerset along with Lockyer Valley have a stand at the 2025 Moreton Bay Expo next February.

This trade show runs from 14-16 February 2025 at the Redcliffe Showground and is a popular show for visitors interested in camping, caravanning and outdoor activities.

Operators are invited to attend the expo with us to promote Somerset and your business, but spaces are limited.

Email through your Expression of Interest by **Wednesday, 8 January 2025.**

[Expression of Interest](#)

## Somerset Tourism Coffee and Catch ups



Kick off 2025 with our tourism operator networking session in Toogoolawah to assist tourism business owners meet like-minded people with a love of tourism and the Somerset region.

It's the perfect excuse to come along for a morning chat and coffee (on us), make connections and ask the tourism team questions in a relaxed setting.

We hope to see you at the next Coffee and Catch-Up in Toogoolawah:

**When:** Thursday, 20 February 2025

**Time:** 7.30am - 9am

**Where:** Picnic Society in Toogoolawah

**RSVPs required by 5pm Thursday, 13 February 2025.**

Keep an eye out for future dates and locations in upcoming newsletters.

[RSVP for the February Catch-up](#)



Here's a snapshot of what's on in Somerset this summer. Make sure to share your events with us via the link below.



## Australia Day Brisbane Valley Rail Trail Bike Ride

The BVRT Users Association is organising the eighth BVRT Australia Day Bike Ride from Fernvale to Esk (44km) to celebrate Australia Day.



## Kilcoy Races

Head to the Kilcoy Races in January for two great days out on Thursday, 2 January and Sunday, 26 January 2025.



## 2025 Legends of Beef

Save the date for Brisbane Valley Farm Direct's Legends of Beef dinner in Toogoolawah on Saturday, 29 March in Toogoolawah.

[SEE MORE SOMERSET EVENTS](#)

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## Experience Somerset

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