



Wow, I think we blinked and missed January, we can't believe February is here already!

In the mean time, the tourism team have been busy gearing up for another busy year working with you all to grow and promote your businesses and tourism in Somerset.

Just in case you missed it our summer advertising campaign, [The Great Kilcoy Yowie Hunt](#) closes tomorrow night at 11.59pm, Friday, 7 February. So make sure to encourage any of your guests to enter the draw to win a \$1000 NRMA Lake Somerset Holiday Park. We will be drawing the competition on Monday, 10 February.

We are packing our bags and promotional gear and heading to our first tourism trade show at the Moreton Bay Expo from the 14-16 February. This year we are joining forces with Luvya Lockyer to promote both our regions as the top spots to caravan and camp in Queensland Country.

This year we are hoping to work with our local agricultural producers and farmers who are looking to diversify into agritourism, so if you know any farmers looking to dip their toes into tourism, encourage them know to get in contact with the tourism team as early as possible.

We hope to see some of you at our next quarterly Coffee and Catchup at Toogoolawah's Picnic Society, on Thursday, 20 February, you'll find more details and RSVP links below.

As most of you will know, we are saying farewell to our Promotions Officer Felicite this month, after 11 dedicated years with Council. Although we will miss her energy and dedication to tourism in Somerset, we're glad she's not going too far away and we (and all the Somerset tourism operators)

will still get to work with her in her new role as Marketing Manager for Queensland Country Tourism.

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.

## 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

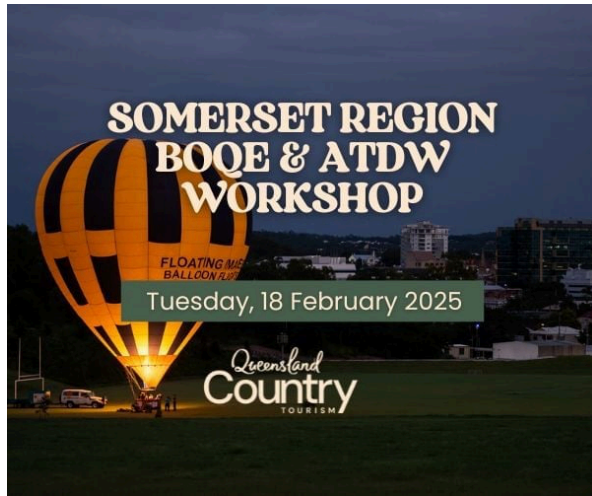
**Where:** Picnic Society in Toogoolawah

**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

## Queensland Country Tourism Best of Queensland Experience and ATDW Workshop



Queensland Country Tourism, in collaboration with Somerset Regional Council, is excited to host a FREE workshop for local tourism operators, businesses, and community stakeholders.

Bonnie Zelinski, the QCT Business Development Manager, will be leading the session, focusing on the [Best of Queensland Experiences \(BOQE\) Program](#) and [Australian Tourism Data Warehouse \(ATDW\)](#).

Bonnie will provide practical advice on managing ATDW listings and enhancing digital visibility.

### Event information:

**When:** Tuesday, 18th February 2025

**Time:** 11:30am - 1:30pm

**Where:** Simeon Lord Room, Esk Library, 19 Heap Street

Bookings essential, RSVP by 5:00pm - Friday 14th February.

RSVP



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



## Esk Antique and Collectables Fair

Head to the Somerset Civic Centre on the weekend of 8-9 February, where vendors will be selling items like antique jewellery, gold, silver, coins, stamps, vintage toys, homewares, English china, coloured glassware and so much more.



## Kilcoy Vintage Motorbike Show

Head to the Exchange Hotel Kilcoy on Saturday, 22 February, where the Historical Motor Cycle Club Of Queensland will be riding into town with over 60 stunning vintage motorbikes on display.



## 2025 Legends of Beef

Tickets are selling fast for Brisbane Valley Farm Direct's second Legends of Beef five course dinner in Toogoolawah on Saturday, 29 March in Toogoolawah.

[SEE MORE SOMERSET EVENTS](#)

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## Experience Somerset

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