



Happy New Year!

We hope everyone had a fantastic Christmas and had time to catch up with family and friends and recharge over the festive season.

Well, 2025 is well and truly underway and the tourism team are 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 we are currently running our summer advertising campaign, [\*The Great Kilcoy Yowie Hunt\*](#) until 7 February. Visitors are encouraged to drop into the Visitor Information Centres to pick up a copy of the kids Yowie activity book, find the eight Yowie cutouts around the region and can enter the draw to win a \$1000 NRMA Lake Somerset Holiday Park, so make sure to encourage your guests to enter.

We are kicking off the new year with 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. We have a couple of spots left (Friday and Sunday) for operators to attend the show with us. Find out more below and register your interest now.

We are busy planning out the rest of the year and will have a few exciting things to share over coming months, so make sure to stay tuned and check your emails!

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.

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.

We look forward to what 2025 brings to tourism in Somerset and look forward to working with you all again this year.



## 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 **Monday, 20 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

## 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

## 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](#)



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 to celebrate Australia Day in style on 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

LIST YOUR EVENTS HERE



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### Experience Somerset

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