



Welcome to our March edition of the Experience Somerset Operator Newsletter,

2025 is certainly shaping up to be a busy year for tourism in Somerset, and we hope that you have all come through the recent weather event unscathed ([TEQ has a helpful page on their website for Cyclone Alfred support and resources if you need assistance](#)).

On more positive front the tourism team have been busy promoting the region at the Moreton Bay Expo, National 4x4 Outdoor Expo, attending Queensland Country Tourism events, taking our Visitor Information Centre volunteers to TEQ's Queensland Welcomes You Program (in case you missed it you can still participate in the program online [here](#)), and working with the Tilma Group to deliver a Tourism Development Workshop on Wednesday, 2 April before the busy Easter school holidays.

The Tourism Development workshop is designed for all businesses that support tourism within the region, from our coffee shops and cafes, retail outlets to accommodation providers and outdoor experiences. We hope to see a wide variety of businesses attend to learn more about tourism and promote our region in a collaborative way, you'll find more details and RSVP links below.

As mentioned previously this year will be working with our local agricultural producers and farmers who are looking to diversify into agritourism, with a mentoring program to start in June, 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. Stay tuned for more details.

We also have our next quarterly Coffee and Catchup at Toogoolawah's Picnic Society, on Thursday, 3 April, you'll find more details and RSVP links below.

Make sure to keep an eye out for the second round [QTIC's Digital Adaptation Program](#) which is set to be released this month. This is an easy and cost effective way to update your digital platforms with \$2500 worth of rebates available per business.

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 Development Workshop

This FREE hands-on workshop presented by the Tilma Group will guide you through the key components of developing a successful tourism business by focusing on improving the customer journey, fostering collaborations, and ensuring sustainability and accessibility for all.

Key topics will include understanding the tourism industry, valuable partnerships and utilizing industry resources like newsletters, grants, and marketing campaigns, learning how to think like your guests, exploring every step of the guest journey and the importance of offering consistent experiences, along with the importance of being a proud host by delivering exceptional service beyond face-to-face interactions, maintaining consistency across websites and social media, and creating memorable experiences for all visitors. Finally, we'll discuss how businesses can collaborate to pull together itineraries, sell experiences through online platforms, and create a destination worth overnighting in.

Also included in the workshop is a famil to two Esk based tourism businesses, the Esk Caravan Park and Brisbane Valley Roasters.

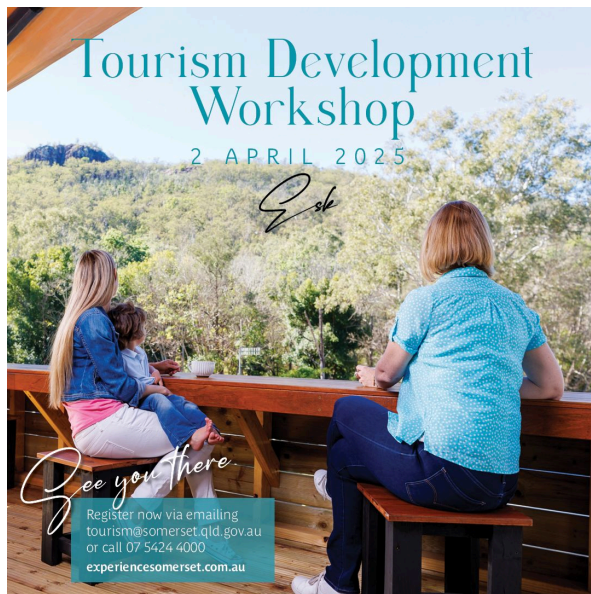
Please take some time out of your busy schedule to join us for this interactive day to learn the strategies that can elevate your business, connect with partners, and create a vibrant, sustainable tourism destination for Somerset.

A full program will be added to the Experience Somerset Operator Portal in coming days, along with additional resources to make the most out of this workshop.

Event information:

When: Wednesday, 2 April 2025

Time: 8.30am - 2.30pm



Where: Simeon Lord Room, Esk Library, 19 Heap Street
Bookings essential, RSVP by 9am - Monday, 31 March.

RSVP NOW

Somerset Tourism Coffee and Catch ups



Looking to connect with other Somerset tourism businesses? Make sure to come along to 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:

Event information:

When: Thursday, 3 April 2025

Time: 7.30am - 9am

Where: Picnic Society in Toogoolawah

RSVPs required by 12pm Thursday, 27 March 2025.

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

RSVP for the April Catch-up

SEQ Food Trails



Did you know that Somerset is part of the SEQ Food Trails Network and that you can list your food and drink business for free?

If you haven't already make sure to check out the updated website and [subscribe](#) to their newsletter to keep up to date.

Visit the SEQ Food Trails Website



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



Esk Camp and Jam

Esk Show Society proudly presents Camp & Jam 2025! A three day music festival featuring headline acts Disgraceland, Rock n Roll Boys, Deep Blue and Plumbdogs. Friday, 21 March to Sunday, 23 March.



Toogoolawah Campdraft

Head to the Toogoolawah Showground for a real country experience with the Toogoolawah Campdraft over the weekend of 22 -23 March.



2025 Legends of Beef

Tickets have already sold out for the Brisbane Valley Farm Direct's second Legends of Beef five course dinner in Toogoolawah on Saturday, 29 March in Toogoolawah.

Given there will be a lot of people in the region for this event, it would be a good opportunity for tourism businesses to offer deals or ensure experiences/ businesses are open over this weekend.

SEE MORE SOMERSET EVENTS

LIST YOUR EVENTS HERE



OPERATOR TOOLKIT



VISIT OUR WEBSITE



CONTACT US

Experience Somerset

PO Box 117, Esk, 4312, Queensland

This email was sent to {{contact.EMAIL}}

You've received this email because you are a Somerset Tourism Operator.

[Unsubscribe](#)