



Wow, we can't believe 2024 is nearly over. So far November has been a busy month for the Somerset tourism team with the Rail Trails and Tourism Conference and a number of industry events.

Council co-hosted the Rail Trails and Tourism Conference with Bicycle Queensland on 6-7 November at the Somerset Civic Centre in Esk, and had an amazing 130 people attend over the two day event. We heard from a range of guest speakers on topics relating to tourism within the region and rail trails. If you missed it or just want a refresh all the presentations from the conference are available via the [Experience Somerset Tourism Operator Portal](#).

The tourism team along with some operators also attended the Queensland Country Tourism brand launch in late October, as well as the annual Destination Q and Destination IQ conferences last week, bringing back a wealth of knowledge and ideas for #SomersetQLD.

With the end of year fast approaching, now is the time to make sure to update your [Australian Tourism Data Warehouse](#) (ATDW) listings before 31 December 2024 to be included in the 2025 Best of Queensland Experiences 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.

Get into the festive spirit and enter your tourism business in the Somerset Christmas Lights Competition. Hurry entries close this Friday, 22 November. Enter [here](#).

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



The tourism team are excited for our next tourism operator networking session in Kilcoy 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 Kilcoy:

When: Thursday, 28 November 2024

Time: 7.30am - 9am

Where: Yowie Coffee at Yowie Park, Hope Street Kilcoy

RSVPs required by 5pm Friday, 22 November 2024.

Save the date for the Toogoolawah Catch-up on Thursday, 20 February 2025 at the Picnic Society.

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

RSVP for the November Catch-up



Bebe from Bebe's Country Weddings at the QCT brand launch

Queensland Country Tourism Brand Reveal

Queensland Country Tourism revealed their new brand on Tuesday, 29 October at Gabbinbar Homestead in Toowoomba.

The new brand tagline, **“We all need a little country,”** encapsulates the sentiment of the region, reminding visitors of the slower pace, the fresh air, and the genuine smiles they’ll find here.

The new look features a fresh colour palette inspired by our region’s natural beauty, including Lockyer Green, Girraween Rock Brown, and Goondiwindi Sandstone Beige. This cohesive visual identity reflects the diverse experiences and hidden gems across the entirety of Queensland Country.

Click the Learn More button below to find out more about the Queensland Country Tourism Brand and find resources for your use.

[Learn More](#)

QTIC's Tourism Business Adaption Program

There is still time to apply for the Queensland Tourism Industry Council (QTIC) Tourism Business Digital Adaption Program.

The Tourism Business Digital Adaption Program offers a suite of benefits for your business and helps you invest in online booking platforms, leverage technology to enhance customer engagement and improve the online visitor experience to match the high-quality of your real-world tourism product.

This program provides industry businesses with a rebate of up to \$2,500 and free support to improve your digital capabilities.

Hurry the program ends on 14 December 2024

[Learn More and Apply Now](#)



Best of Queensland Experience Criteria Update



TEQ have been consulting with industry and RTOs, and have confirmed that it's time to evolve the Best of Queensland Experiences program by reviewing the criteria and benefits for operators to ensure it meets industry best practice and keeps up with trends.

As part of the review, the social media criteria will change for the 2025 assessment. This will be an interim solution as we move towards implementing more suitable metrics for 2026 and beyond.

The criteria for 2025 assessment will be:

Social media presence, worth 15 points. This will be measured by the social media URL that is in your ATDW profile. To achieve the 15 points, you must have an active social media URL in your Facebook and/or Instagram field.

Even though they have removed the metrics around the number of posts and engagement, it is vitally important to produce engaging content for your social media audience on a regular basis in order to meet consumer expectations. This consistent content will inspire consumers to choose your experience for their next trip.

To be eligible to be assessed you must have an active ATDW listing in an eligible category as of 31 December 2024.

[Learn More](#)



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



Made it Market at The Condensery

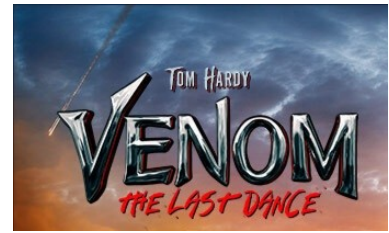
Join us for an extraordinary afternoon and evening at The Condensery | Somerset Regional Art Gallery, as we transform this unique cultural precinct into a bustling hub of creativity with the inaugural "Made it Market."

Saturday, 23 November 2024.



Brisbane Valley Roasters After Dark Live Music Fridays

Head to the Brisbane Valley Roasters After Dark on Fridays for live tunes, great food, and plenty of drinks to enjoy as you wind down your week.



Venom the Last Dance at the Toogoolawah Pictures

Enjoy a Saturday night out at the Toogoolawah Pictures to see Venom- the last Dance on the big screen

Saturday, 30 November 2024

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Experience Somerset

PO Box 117, Esk, 4312, Queensland

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