

Tourism Development Workshop

2 APRIL 2025



Australian Government



Queensland Government



Somerset REGIONAL COUNCIL



Jointly funded by the Australian and Queensland governments under the Disaster Recovery Funding Arrangements

About our workshop facilitators

Linda Tillman ~ Chief Tourism Visionary, Regional Cheerleader and Director, Tilma Group

Linda is a regional tourism strategist with a holistic suite of tourism and event expertise to support Councils, regional tourism organisations and tourism businesses. Linda's capabilities include destination and event development, strategic planning, industry training and mentoring, branding and marketing, and experience design. She enjoys joining the dots in tourism and events by connecting community values and aspirations with business and visitor economy opportunities to create vibrant and resilient destinations.

Kushla Gale Regional Tourism and Events Officer, Tilma Group

Kushla's early career was in hospitality in tourism destinations in the USA, England and Germany, where she worked in hotels, restaurants, and group event venues.

For the past decade, she has supported the development of regional destinations with strategic planning, and of regional tourism business and events, through coaching. Her passion is in supporting improved sustainability.



What to Expect

Building a Thriving Destination for Guests

This hands-on workshop will guide you through the key components of developing a successful tourism destination by focusing on improving the customer journey, fostering collaborations, and ensuring sustainability and accessibility for all. Participants will learn how to think like their guests, exploring every step of the customer journey—from marketing to online bookings—and the importance of offering a consistent experience, even when staff turnover occurs.

Key topics will include understanding the tourism industry, valuable partnerships

with organizations like RTO, TEQ, QTIC, and ATDW, and utilizing industry resources like newsletters, grants, and marketing campaigns (e.g., Bluey). We'll also cover the essentials of business planning, providing entertainment, and creating engaging itineraries that meet target market needs, such as family-friendly activities.

Through case study famils from Esk Caravan Park and Brisbane Valley Roasters, we will explore how collaboration and service consistency can create a compelling destination. Special focus will be placed on accessibility and sustainability—why these matter, the business benefits, and practical tips for meeting the needs of all guests, including

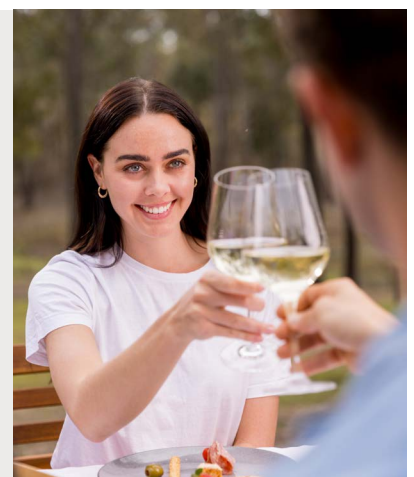
those with neurological, visual, hearing, or mobility disabilities.

The workshop will also dive into the importance of being a proud host—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.

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.

KEY DISCUSSION POINTS

- Our visitors / who we want to visit our region
- Customer journey – marketing / online bookings
- Understanding the tourism industry / partnerships / opportunities
- Business planning basics
- Collaboration to create an appealing destination worth an overnight stay
- Being a proud Somerset host
- Experience design (incl collab)
- Sustainability and Accessibility



1 April

Webinars, online activities and group chat will be hosted for pre and post workshop access on our operator portal experiencesomerset.com.au/tourism-operator-portal/access

2 April



Networking Coffee - from 8.30am Simeon Lord Room, Esk Library

- Build relationships with other Somerset operators
- Talk with the tourism team
- Tea, coffee, and biscuits

Workshop - 9am Simeon Lord Room, Esk Library

- Welcome
- Building a Thriving Destination for Guests Workshop

Working Lunch - 12pm Simeon Lord Room, Esk Library

Famils - 12.30pm Esk

- Esk Carvan Park
- Brisbane Valley Roasters



Esk Caravan Park

Award-winning Esk Caravan Park is a "PicturEsk piece of Paradise" nestled in the beautiful Brisbane Valley, between Lakes Wivenhoe and Somerset. With a range of accommodations—from powered and ensuite sites to self-contained cabins and luxurious Safari-style Glampers—there's something for every traveller. Guests can relax in one of two heated pools, unwind at the adults-only 'Sanctuary', or enjoy a visit from local lorikeets at their daily 4pm feed. The camp kitchen and entertainment space provide a perfect for socialising, with live music on Saturdays and a cozy stone fireplace. Just a short stroll to local cafés, shops, country pubs, and markets, Esk Caravan Park is an ideal base for visitors to the Somerset region.

Brisbane Valley Roasters

Brisbane Valley Roasters, located in the heart of Esk, is more than just a coffee shop—it's a place where craftsmanship and community come together. Specialising in small-batch roasts, their dedicated team ensures every cup delivers high-quality, flavorful coffee. Each bean is carefully selected and roasted to perfection, creating unique and honest flavors that elevate the coffee experience. Beyond exceptional coffee, Brisbane Valley Roasters is committed to supporting the local community through sponsorships, volunteering, and active engagement, all while promoting the charm and vibrancy of Esk. Whether for a quiet coffee or a chance to connect with the community, every visit is memorable.



See you there

Register now via emailing
tourism@somerset.qld.gov.au
or call 07 5424 4000

experiencesomerset.com.au

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