

Queensland Country

Toowoomba Carnival of Flowers set to flourish this September as it celebrates 75 years!

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FOR IMMEDIATE RELEASE

One of Australia's most renowned events, Toowoomba Carnival of Flowers, is celebrating its 75th anniversary and will be bursting into bloom from 13 September to 7 October!

This four-week celebration showcases Spring gardens in full bloom, exciting foodie experiences that'll make your palate blossom, kids' entertainment that will plant smiles all around and music that will have your spirits flowering with joy.

The festivities kick off with the **Festival of Food & Wine**, offering gourmet food, fine wine and entertainment. In October enjoy, **Symphony Under the Stars** with the Queensland Symphony Orchestra and the **Dinner Edit** will see a culinary tour of Toowoomba's best foodie experiences.

Peter Homan, CEO of Queensland Country, said with an incredible program of events, Toowoomba Carnival of Flowers is set to break record visitor numbers once again!

"In 2023, the Toowoomba Carnival of Flowers blossomed with record breaking attendance, drawing over 417,000 visitors and making a substantial economic impact on the region. This year, the event is set to surpass last year's record by injecting an estimated \$25 million into the local visitor economy.

Crowned Australia's best event at the 2024 National Tourism Awards and inducted into the Queensland Tourism Awards Hall of Fame in 2017, this beloved festival is steeped in history and holds immense significance for the region, its community and the dedicated volunteers who bring it to life. As Queensland's longest-running annual festival, it continues to thrive and grow each year!" Mr Homan said.

Toowoomba Regional Council Environment and Community Committee Chair Cr James O'Shea said the 75th Toowoomba Carnival of Flowers was ready to bloom!

"In marking the 75th anniversary of Australia's most beautiful event, this year the program features over 80 amazing events from 13 September to 7 October, with the theme, It's A Party!" he said.

"Seventy-five years ago a bullock team led a street procession that stretched three miles in length through Toowoomba. This was the first Toowoomba Carnival of Flowers, and now it's the best major event in the nation (thank you Qantas Australian Tourism Awards)."

"A MUST VISIT is Queens Park Botanic Gardens and Laurel Bank— there's amazing flower displays and jaw-dropping blooms. In fact, there's over 40 million petals across all of Toowoomba's parks in the city and Spring Bluff!"

"We know what Toowoomba Carnival of Flowers means to the region - recent statistics from Tourism and Events Queensland unveiled a fresh milestone for last year's event with a record-breaking attendance figure of 417,517—an impressive 14% surge compared to the 2022 results and the first time we have topped the 400,000 mark. Importantly, this also

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means direct and incremental spending across the region reached a total of \$24.54 million, another record for the event.

“In addition, our regional food trail called #trEATS (Toowoomba Region EATS) just keeps getting bigger and tastier! This year there’s a record 65 floral-inspired #trEATS to savour, including six regional venues taking part! Flowers and flavour are one of the world’s great double acts and this program provides yet another wonderful reason to visit. We are famed for our incredible produce and flavours, and during the event where Toowoomba shines on the national stage, we can give locals and visitors alike a tasty food adventure for the whole month. Bon Appetit!”

Program highlights include:

Festival of Food & Wine

Friday, 13 September – Sunday, 16 September

Join Aussie musical talent like Thirsty Merc, Kate Ceberano and Pete Murray. Enjoy Farm to Fork sweet treats on stage with Anna Polyviou. Drop by The Tasting Room for a foodie masterclass or indulge in the finest local flavours at the food and wine stalls.

Symphony Under the Stars

Friday, 4 October

This spectacular open-air concert at the Queens Park Amphitheatre will be a night to remember with the full Queensland Symphony Orchestra playing several classics under starry skies.

Dinner Edit

21 September, 28 September & 5 October

Experience Toowoomba’s vibrant culinary scene with a choice of three nights at three exceptional dining locations: Ortem, Impression on Scott and 95 Mary Street.

Be sure to explore a range of other exciting events, including farmers markets, high teas, pub feasts, and stunning garden displays. Check out our carnival guides to help you make the most of your trip:

- [Everything you need to know about Toowoomba Carnival of Flowers](#)
- [Bloomin’ beautiful: Where to see flowers during Toowoomba Carnival of Flowers](#)

For more information about the Toowoomba Carnival of Flowers or to grab tickets for any of the events visit: <https://bit.ly/4fP88P0>

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