

SQ Country Conversations

Conversation Starters – November 22, 2023 **UPDATED**

Toowoomba Christmas Wonderland

- Location: Queens Park, Toowoomba – 1hr 40min country drive from Brisbane.
- When: nightly under starry skies, 2nd to 24th December 2023
- With Christmas light displays and entertainment each evening, ice-creams and popcorn for the kids plus sausage sizzles and Christmas raffles, this annual event is a favourite for locals and visitors, held amongst the gardens in Toowoomba's most iconic park.
- Coordinated by the Lion's Club, the event honours a beautiful tradition started in 2003 by the Burstow family putting charity at the heart of the event. Last year over 71,500 people enjoyed the event and this year is shaping up to be even bigger. Bring a gold coin donation or Tap-and-Go for entry, the event raises funds for multiple local charities - a true representation of the season of giving.
- For more: [Toowoomba Christmas Wonderland](#)
- [Images in the Dropbox folder](#), see link below

Mort & Co King of the Mountain

- Location: Clifford Park Racecourse, Toowoomba – 1hr 40min country drive from Brisbane.
- When: 27 December to 1st January 2024. Main race day New Years Day 1st January.
- The richest provincial horse race in Queensland featuring only Queensland-bred horses trained by Queenslanders, Mort & Co King of the Mountain is a unique racing event. The inaugural race was held New Years Eve 2022 with 3-year old Yellow Brick trained by veteran Toowoomba trainer Tony Sears winning \$750,000 in prizemoney and the inaugural trophy of 'Mort & Co King of the Mountain'.
- This year the event expands into six days of celebration, climaxing with the main event on New Years Day promising a day and evening of excitement and fun with fashions on the field and Recovery Party featuring DJ Kaitlyn.
- Visitors heading to the region for the event will discover a refreshing alternative to the usual big city or beach celebrations. Accommodation is available for the peak holiday period with rates much lower than other holiday hot-spots.
- Make this your reason for a getaway in the country with loads to explore off-track.
- For more: [SQCT | Mort & Co King of the Mountain](#)
- Extended stay ideas: [Getaway guide to Toowoomba](#); [5 ways – country summer holidays](#)

SQ Country Conversations

Conversation Starters – November 22, 2023 continued

Carnarvon National Park, Central Queensland Highlands – Now is the perfect time to explore!

- Have you ever experienced the beauty of the country following a fire?
- Now is the perfect time to visit Carnarvon Gorge!
- The National Park is bursting with new life. Explore on of the many walking tracks to see the stunning green shoots flourishing.
- The Carnarvon Gorge main trail is open right through to the Art Gallery, the most common place for hikers to turn around, offering 14km return of walking.
- Other tracks, including Mickey's Creek, Nature Trail, Rock Pools and Boolimba Bluff are also open.
- There's plenty of wildlife in a flurry of activity to be spotted.
- The Summer season also makes for a spectacular time to visit Carnarvon Gorge
 - Providing a quieter and more intimate experience with much less congestion from other travellers
 - Summer and spring bring an entirely different colour palette to the park – think vibrant hues of wildflowers and native plants. Clear blue skies and unfiltered sunlight bring out the rich reds, oranges and deep greens synonymous to the Australian bush
 - Plenty of accommodation with super competitive rates at BIG4 Breeze Holiday Parks – Carnarvon Gorge.

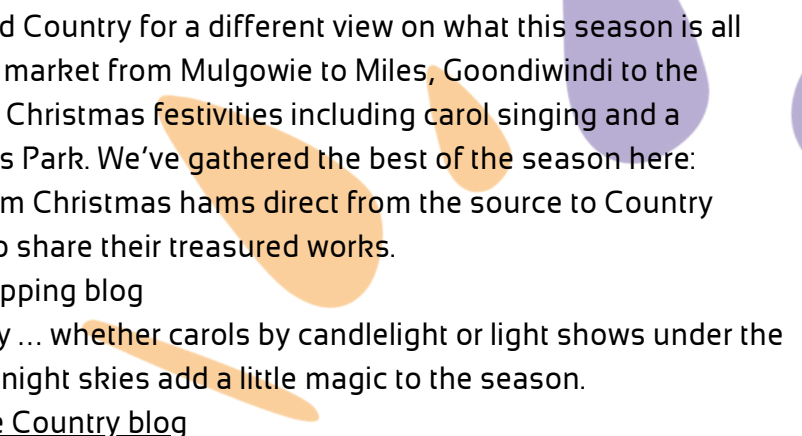
SQ Country Conversations

Conversation Starters – November 22, 2023 continued

Unearth Country – discover new.

- Unearth a new path of discovery!
- Southern Queensland Country have recently launched their latest Spring/ Summer marketing campaign – Unearth Country.
- In line with Tourism & Events Queensland's "Queensland is Calling" Campaign, Unearth Country is targeting two key market segments – the 'Been There, Done That' audience and the 'Familiarity seekers'.
- Through tailored messaging of discovering new experiences or reframing existing ones, such as visiting a winery in summer, and exploring the best of our National Parks, SQC aims to encourage curiosity and seek intrigue.
- Boosting bookings into the New Year - a generally slow season in our region
- Head to the country for your festive/ New Year break.
- Escape the crowds for some much needed R&R
- The SQC region boasts amazing experiences AND very reasonably priced for your peak season break
- Unearth the full experience on the [SQC Unearth Country Landing page](#).

'Tis the season to slow down and enjoy the moment in Southern Queensland Country

- Point the GPS west to Southern Queensland Country for a different view on what this season is all about. Find your perfect country Christmas market from Mulgowie to Miles, Goondiwindi to the Granite Belt, plus when and where to go for Christmas festivities including carol singing and a Christmas light-up in Toowoomba's Queens Park. We've gathered the best of the season here:
 - [Your Country Festive Shopping Guide](#) – from Christmas hams direct from the source to Country Markets where artists and crafters gather to share their treasured works.
 - Find them all in our Country Christmas Shopping blog
 - Plus your guide to Festive fun in the country ... whether carols by candlelight or light shows under the glittering stars above. Country air and clear night skies add a little magic to the season.
 - Explore more - check our [Festive Fun in the Country blog](#)
- 

SQ Country Conversations

Conversation Starters – November 22, 2023 continued

Harvest time in the Granite Belt. We're talking strawberries and Christmas Trees

- Get on the hunt to find the freshest, plumpest summer fruit right now in the Granite Belt. Strawberries are in season and with two locations offering pick-your-own, you can tick the box for what to do with the kids and for stocking up on one of summer's favourite fruits.
- Fill your punnet at Ashbern Farms and finish off with a strawberry ice cream from their farm café. Farm tours and Devonshire Tea are also available throughout picking season – every Friday, Saturday and Sunday - October to May.
- Location: Stanthorpe, on the Granite Belt.
- Harvest season begins at Granite Belt Christmas Farm. Stroll the rows of Christmas trees to select your perfect pine to bring home with you, 30 November through to 23 December unless sold out before. Feed Santa's animals, find the perfect decoration to adorn your tree or simply relax .. mug of hot choccy in hand as you realise there's nowhere better to be this season. Picnics between the Christmas trees are also on offer (book ahead) and to top it off, Santa will be at the farm Friday to Sunday every weekend throughout harvest.
- Location: Applethorpe, on the Granite Belt.
- Images available in the Dropbox folder – see link below.
- Jump on Savour Southern Queensland Country's source local tasting trail to discover more ways to experience the best local produce.
- Images in the Dropbox folder, see link below

Dropbox link:

<https://www.dropbox.com/scl/fo/qm51xv9ibk0i1lv3iqv48/h?rlkey=9prsd3s3xn0hxxw3siinwosyvvdI=0>

Sheree Gillies | Marketing Communications Coordinator
sheree@sqct.com.au | 0437 008 712



<http://www.sqct.com.au>



@SouthernQueenslandCountry



@sqcountry | #sqcountry



@sqcountry



@Southern Queensland Country Tourism