

SQ Country Conversations

Conversation Starters – January 4, 2024


Southern Queensland Country hits a new record in visitor nights

- Source: Tourism and Events Queensland/Tourism Research Australia – NVS data year-ending 30 September 2023.
 - It's been a record-breaking 12 months for Southern Queensland Country with the latest NVS data showing a significant increase in visitor nights to the region for the 12 months ending 30 September 2023.
 - Whilst individual visitor numbers at 2.5 million were down 8.8% on the prior 12 months, the report concluded a record number of visitor nights at 7.4 million, up 3.6% on the prior 12-month period and an outstanding 12.5% jump on pre-Covid 2019.
 - Of the 7.4 million nights two source markets delivered record-breaking numbers: Brisbane as the top source of visitor nights at a record 2.8 million nights up 6.5% on the prior 12-months and 29.7% on pre-Covid 2019 numbers, and New South Wales with a record 1.2 million nights (up 15.2% year on year and 37.1% to 2019).
 - Data for the 12 months also reported a record number of nights for the interstate market overall, landing at 2 million nights up 23.8% year on year and 47.6% on 2019.
 - This record number of visitor nights connects with an increase in length of stay, up an average 0.4 nights for the prior 12-months and 0.3 nights on 2019 data – landing at an average 3-night stay for the period.
 - Overnight visitor expenditure (OVE) also grew landing at \$1.3 billion for the 12-month period, up 6.8% on the prior 12 months and a booming 52.8% on pre-Covid 2019.
 - Summary fact sheets available via the Dropbox link below
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Family fun at Long Neck Farm, Goomburra

- Location: Goomburra Valley, near Warwick on the Southern Downs - a 2hr country drive from Brisbane
 - When Tanya and Corie opened their idyllic farm to the public in October last year, they never conceived the following that would come from visitors to the region and their local community. Need proof? Within one month of opening the farm won the 'People's Choice' award at Warwick Chamber of Commerce Business Excellence Awards.
 - Long Neck Farm is nestled in the Goomburra Valley, a location known for its picturesque landscapes, natural beauty and rich biodiversity. An Alpaca and Ostrich Stud, it's no surprise where the name 'Long Neck' came from. Visitors are welcome to pet and feed the alpacas, feed the ostriches, and get cuddles from their sheep, goats and miniature horses. Wander the gardens and you can find wild parrots, peacocks and the resident macaw 'Mika' on the 50-hectare farm. Best of all though entry is free.
 - Entry to the farm is via a repurposed 145-year-old school building set up as a café and farm store. Serving coffees, homemade treats and lunch visitors can pick out something local and handcrafted in the store whilst their coffee is being made. Think alpaca scarves and beanies, to locally sourced honey supporting local artisans and farmers.
 - Friday and Saturday's are pizza nights with wood-fired pizzas served on the deck from 4pm.
 - Open Tuesday to Sunday 9am to 3pm, Fridays and Saturdays 'til 7.30pm.
 - [More information on Long Neck Farm](#)
 - Images in Dropbox folder, see link below
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Where art and country merge – spend 4 days on the Goondiwindi Art Trail

- Location: Goondiwindi region including Texas, Inglewood and Goondiwindi – Trail starts 3 hours west from Brisbane
- Art lovers take a tip from us. If you've a few days up your sleeve we can think of no better way to level-up your appreciation for the country and art than exploring the Goondiwindi Art Trail.
- Starting in Goondiwindi where the Lanescape Street Art Festival adds to the town's art collection every year, on to Texas and Inglewood be immersed in a kaleidoscope of creativity across the Goondiwindi region. From colossal murals on grain silos to curated gallery exhibits and outdoor sculptures crafted from recycled materials .. artistic expression is easy to find.
- In Goondiwindi explore hard-to-miss art by local grazier and sculpture artist Angus Wilson to James Ellis' wrap-around fence mural depicting famous racing horse 'the Goondiwindi Grey' Gunsynd, murals by artist Tia Carrigan and the many installations created as part of the annual Lanescape Street Art Festival.
- On to Inglewood via Yelarbon's grain silos, and Texas for more art including 'Turning Things Around' water tank mural, 'Spirit of Texas' sculpture and the changing installations of the Texas Art Gallery.
- [Find more inspiration here – 4 day Goondiwindi Art Trail](#)
- Images in Dropbox folder, see link below



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Summer holidays feel better with a slice of the country

- Location: across Southern Queensland Country. From Toowoomba to Stanthorpe, Gatton to Goondiwindi, Warwick to Lake Wivenhoe, Emerald to Esk – here's everything you need to beat summer holiday boredom.
- Change the scenery these school holidays with a drive west to discover clean green countryside without the crowds.
- Queensland's country region is brimming with adventures and experiences for kids and couples, mums and grand-mums. And to make it easy, we've pulled together a collection of the best ideas and adventures so all you need to do is sort out what to pack, book a night or three and head west to the country.
- We're talking steam train rides rivalling the magic of the Polar Express and camping spots by the lake where the fish are biting, to biking adventures through the Bunya Mountains and cuddles with cute farm animals .. alpacas to llamas, miniature horses to goats. Or .. keep learning alive exploring science at the Outback Exploratorium in Emerald, history at Miles Historical Village in Miles or Queensland's heritage at Cobb + Co Museum in Toowoomba.
- Find everything you need here:
 - [What's on – Southern Queensland Country Summer School Holidays](#)
 - [Day trips beyond Brisbane – Southern Queensland Country](#)
 - And .. for on-the-road entertainment [download our Country Drive Bingo](#)

Dropbox link:

<https://www.dropbox.com/t/ohZE2UdgJL7u5Odk>

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