



Scotty's Garage, Flagstone Creek



Laidley



Lunch in the Grove, Awassi Cheesery, Grantham

2021-2026 Tourism Strategy

The Lockyer Valley will evolve as a destination of choice to the short break market by offering unique and bespoke visitor experiences.

Key Themes

Lockyer Business

The unique attributes of the region are used to promote the region. We seek to leverage tourism and recreational visitor opportunities.

Lockyer Community

We focus on connections between tourism, agriculture, healthy lifestyles. There are festivals and events that bring us together.

Lockyer Nature

We encourage nature-based recreation. We showcase our natural assets.

Strategic Partners

- Lockyer Valley Tourism Operators
- Lockyer Valley Tourism Association
- Southern Queensland Country Tourism
- Lockyer Chamber of Commerce and Industry
- Local Governments
- Council of Mayors SEQ
- Government Agencies
- Tourism and Events Queensland
- Queensland Information Centre Association
- Queensland Tourism Industry Council
- Lockyer Valley & Somerset Water Collaborative

Our guiding principles

1. The visitor always comes first.
2. The visitor economy is everyone's business.
3. Showcase the strengths of the Lockyer Valley by marketing the genuine character of our people, authenticity of our product and the features of our natural environment to create an authentic and bespoke visitor experience.
4. Recognise and respond to the evolving trends and market conditions that drive the visitor economy and experience.

Strategic Priorities

- SP1** Advocate for and support diversification and growth of the region's tourism sector through development of product that aligns with our target and emerging markets.
- SP2** Develop and implement a comprehensive and innovative marketing campaign to foster destination awareness and promote the Lockyer Valley as a region with bespoke and authentic visitor experiences.
- SP3** Collaborate with our strategic partners to build the capacity of the region's tourism operators by fostering collaborative initiatives that promote industry development and networking opportunities
- SP4** Advocate for strategic infrastructure projects such as the Water for Lockyer Project, Passenger Rail, Equine Precinct and 2032 Olympics as catalytic infrastructure projects that provide the foundation for a strong tourism sector to build upon.
- SP5** Leverage our collaborative relationships with our strategic partners to promote the Lockyer Valley.

Target Markets

- Agri-tourism
- Nature-based tourism
- Culture and Heritage
- Drive Market
- Visiting Friends/Relatives

Emerging Markets

- Indigenous**
Product Development
Educational Experiences
- Outdoor Recreation**
Toowoomba Lockyer Valley Escarpment
Mountain Bike Initiative
Sports Tourism
Olympics

Performance Measures

- Year-on-year growth
Visitor engagement
Industry engagement
Digital Marketing Insights
- Accommodation Growth

