

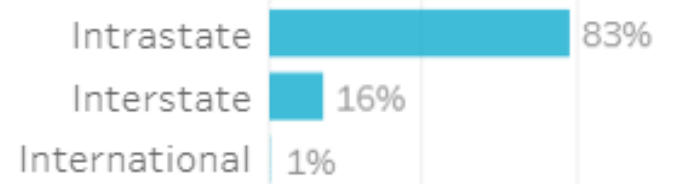
A photograph of a forest trail with hikers. The trail is a dirt path winding through a dense forest of tall, thin trees. The ground is covered in green grass and small plants. In the background, three hikers are walking away from the camera. The text 'Central Highlands Insights and Data Report August 2023' is overlaid in white, cursive font in the center of the image.

Central Highlands Insights and Data Report
August 2023

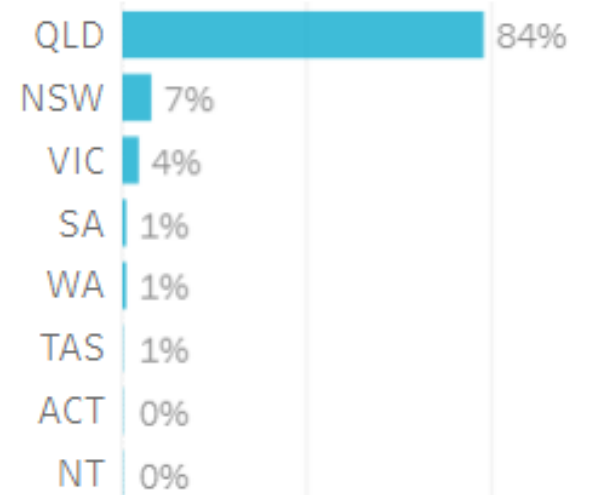
Visitation Overview - August 2023

Event Start Date: Tue, 01 Aug 2023
 Event End Date: Thu, 31 Aug 2023

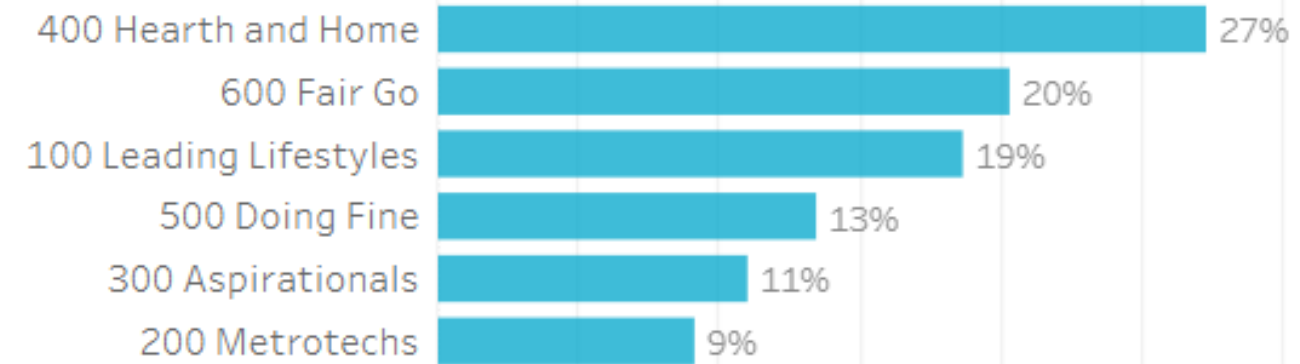
Origin Category



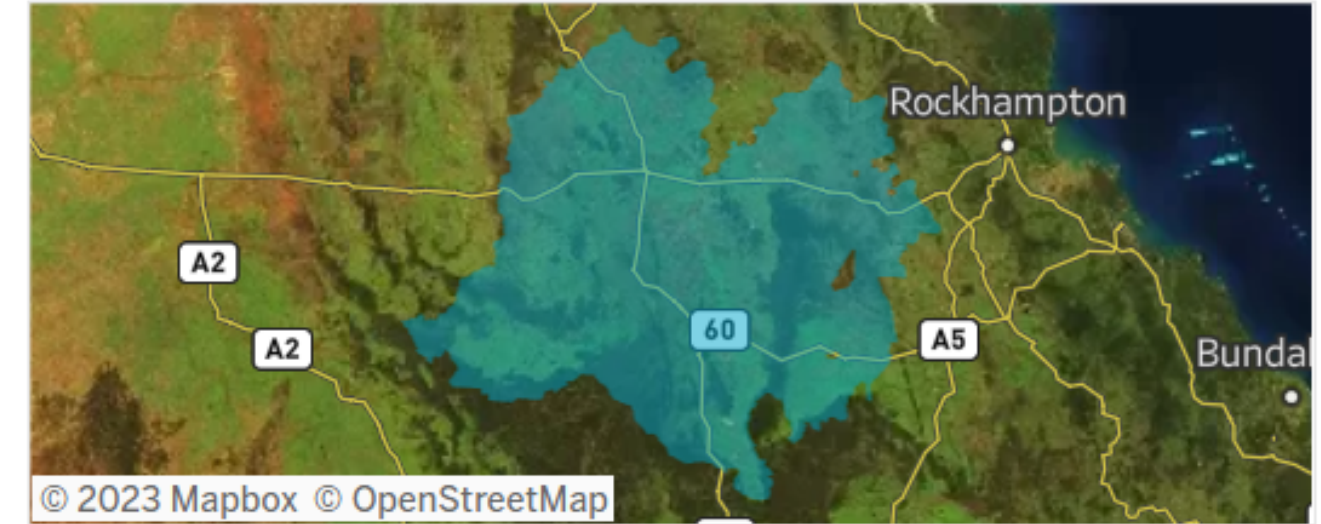
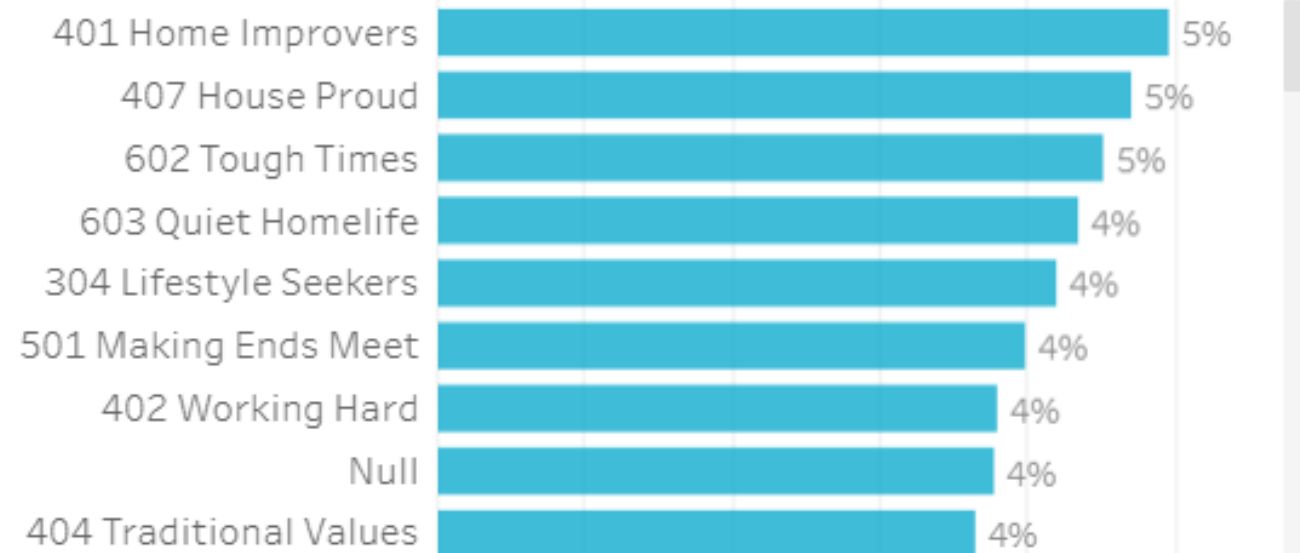
Origin State



Helix Community



Helix Persona



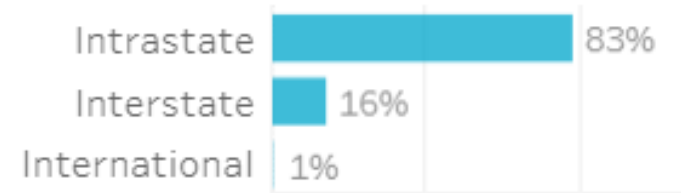
Sum of the Daily Estimated Visitors to
 Central Highlands (R)
 During the Event Period

473,428

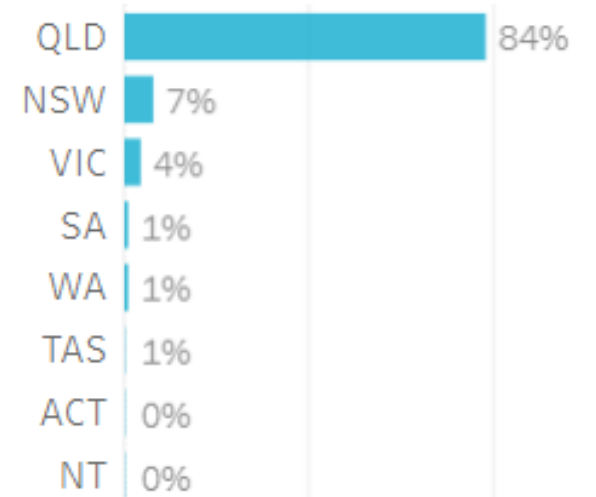
Estimated Population (L18M) Estimated Visitors (L18M)

Visitation Origins

Origin Category

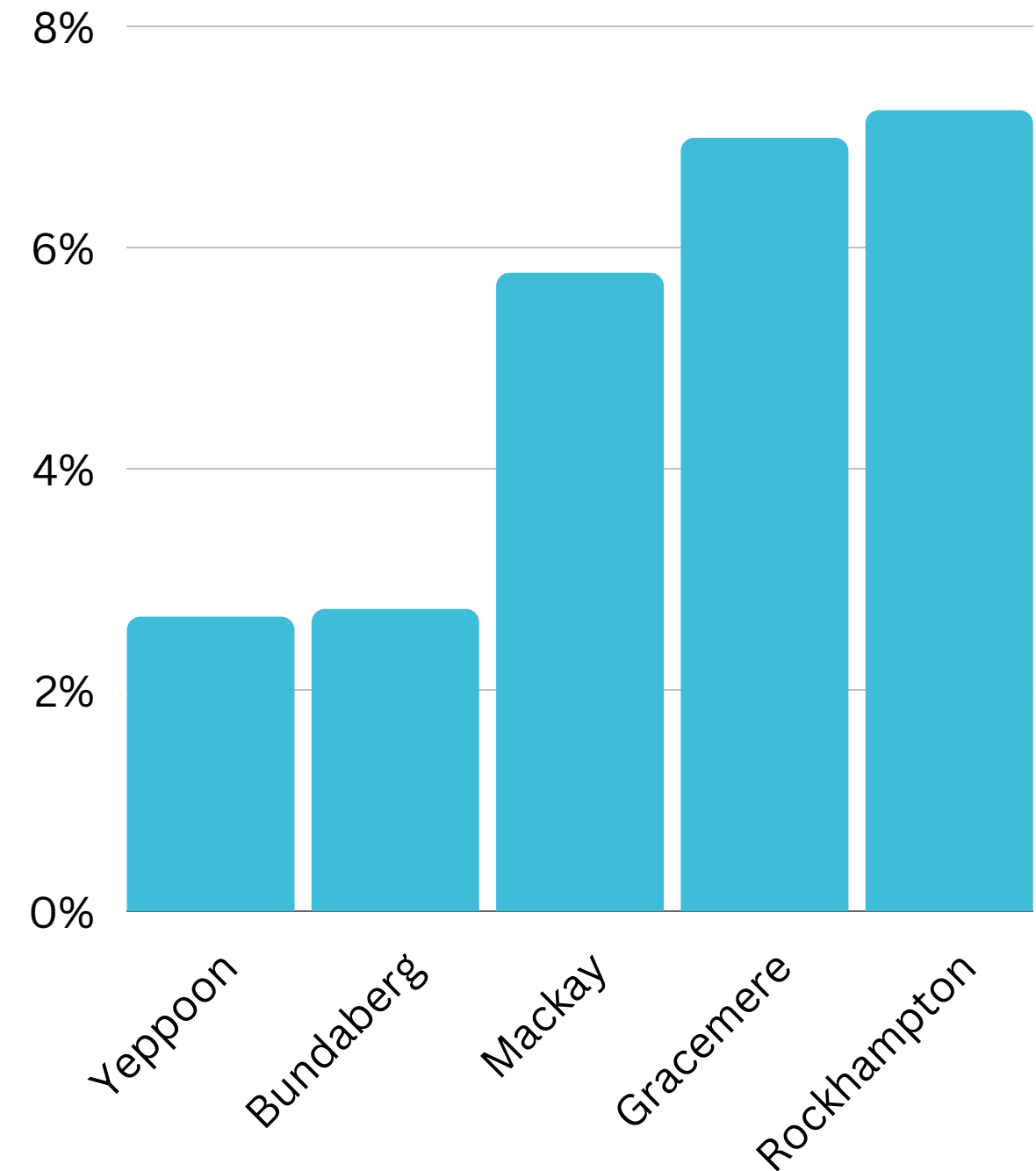


Origin State

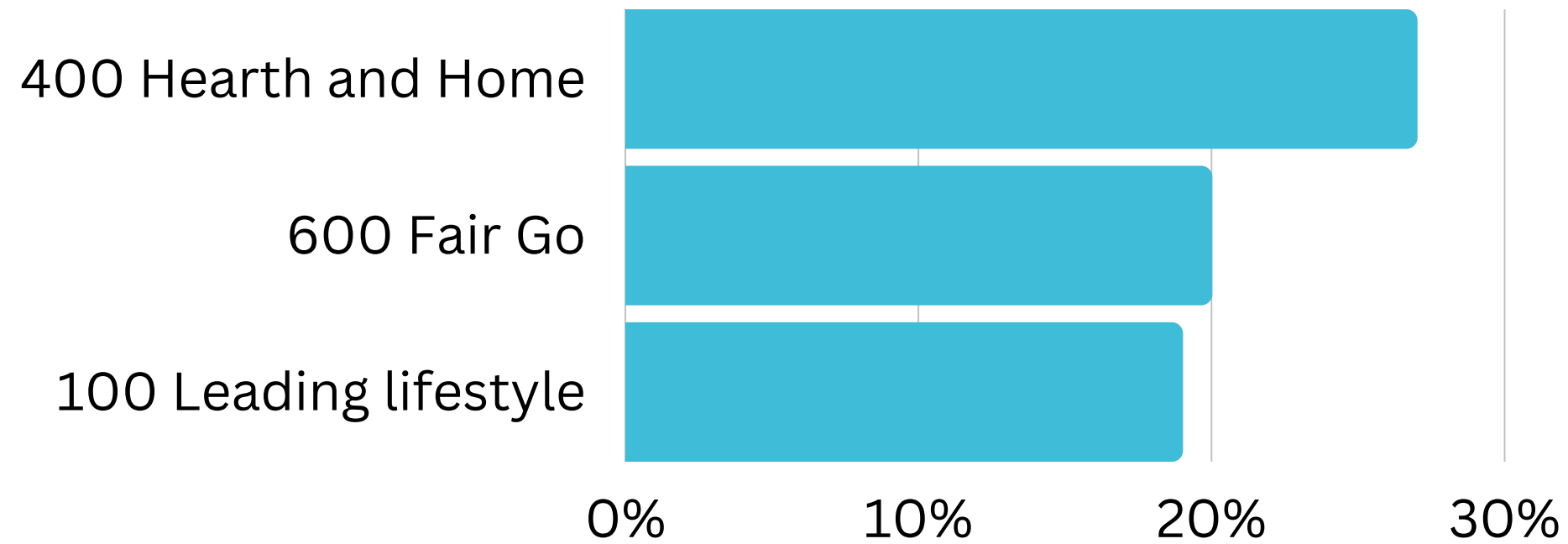


83% of visitors to the Central Highlands Region during August 2023 are intrastate. **16%** are interstate, with **47%** arriving from **New South Wales**

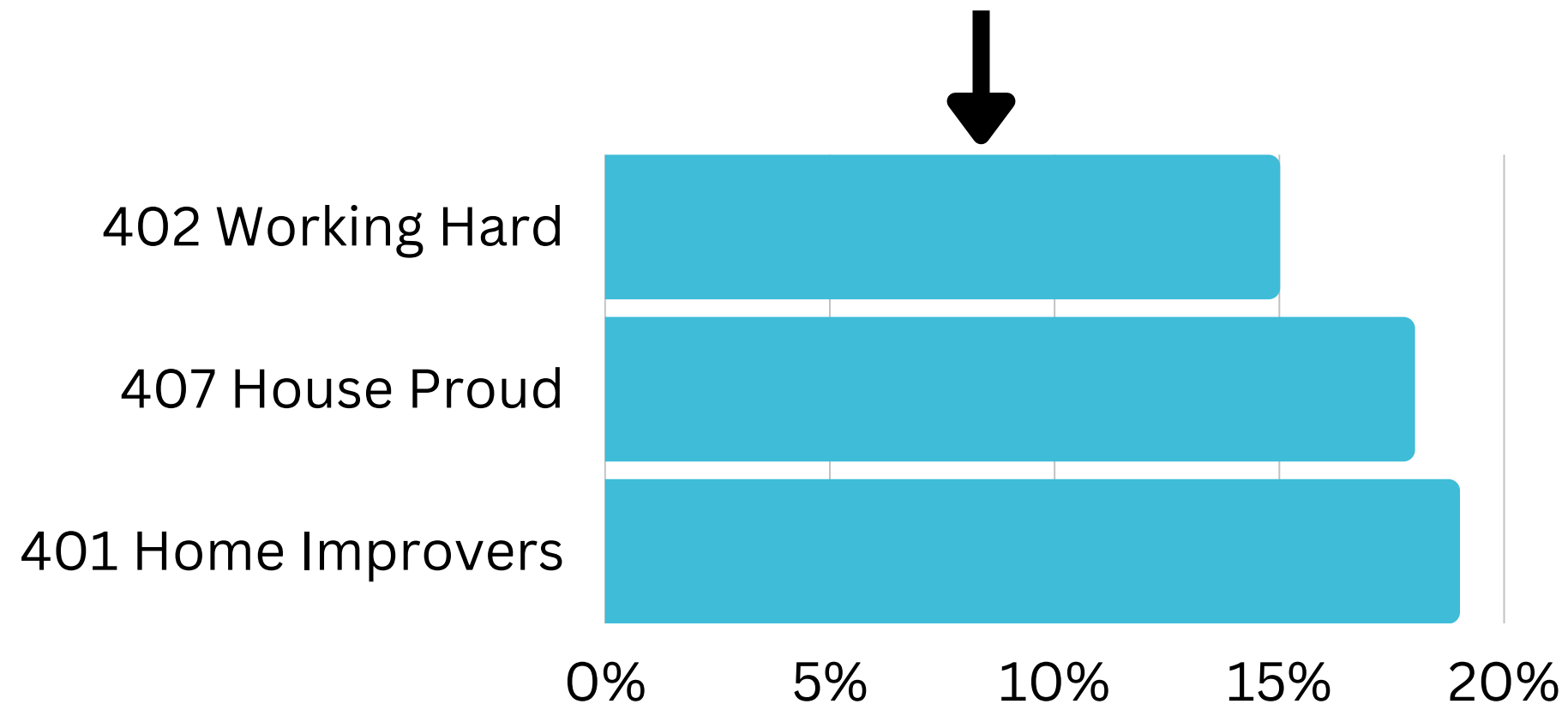
Top 5 areas to the Central Highlands Region (August 2023)



Top Helix Communities and Personas



27% of the visitors recorded during **August 2023** are part of the **400 Hearth and Home** Helix Community.



Of that, **19%** are a **401 Home Improvers** Helix Persona and **18%** are **407 House Proud**.

Top 2 Helix Personas for Visitors

1

401 Home Improvers

Average age: 34 years

Average Household Income: \$97,000



Most live in metro and outer urban areas. Clustered across the Gold Coast and Northern Brisbane & City areas.

Likes

- Pay TV/Subscription Video on Demand (SVOD)
- Community/local papers
- Catalogues

2

407 House Proud

Average age: 38 years

Average Household Income: \$82,000



You'll find a mix of ages and household types among them, living in metro and country areas of New South Wales and Queensland.

Likes

- Domestic Holidays
- Commercial TV
- Family & Home

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