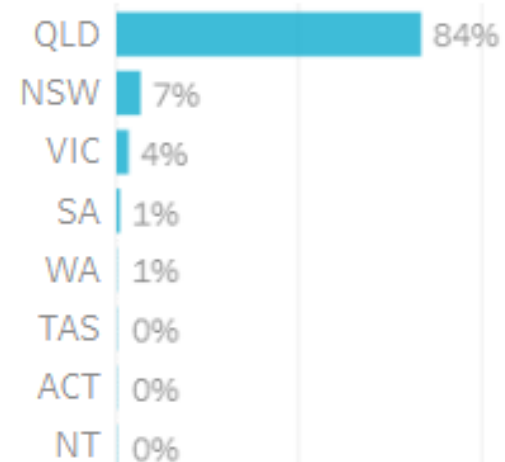


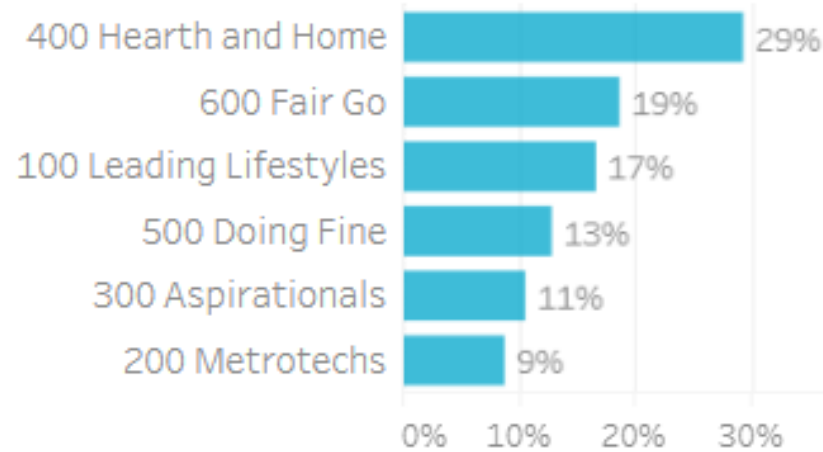
Central Highlands Insights and Data Report
July 2023

Visitation Overview - July 2023

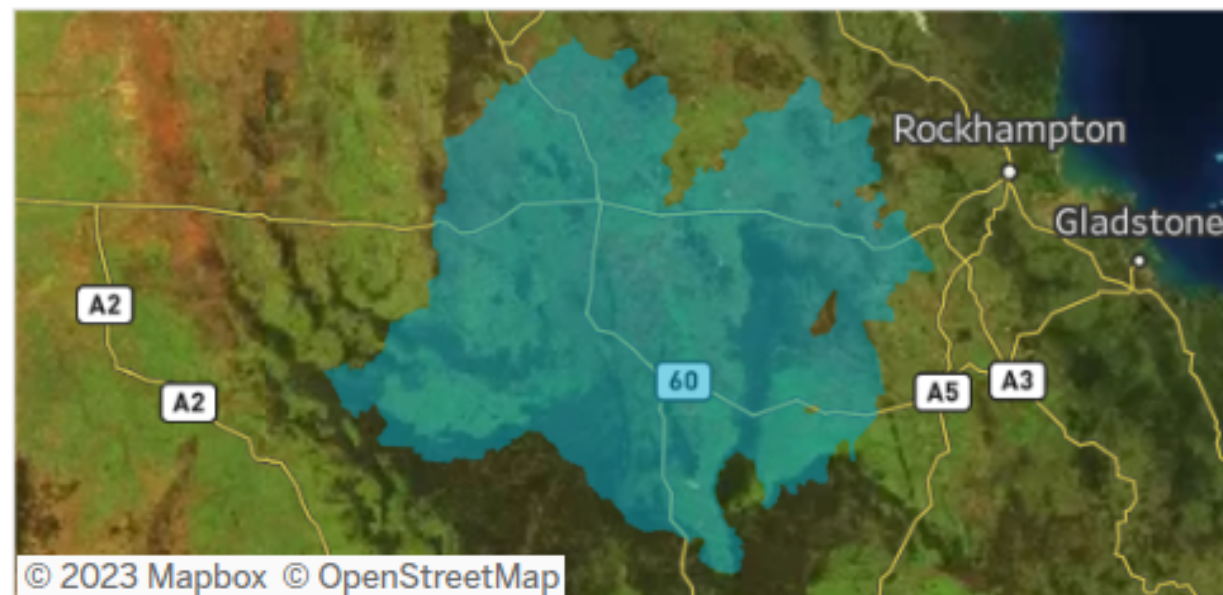
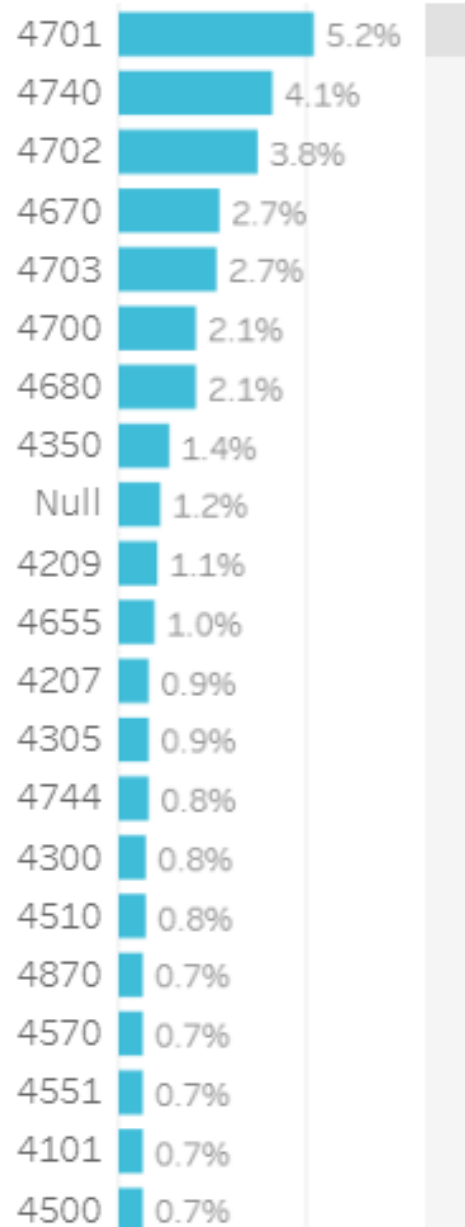
Origin State



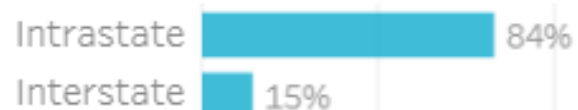
Helix Community



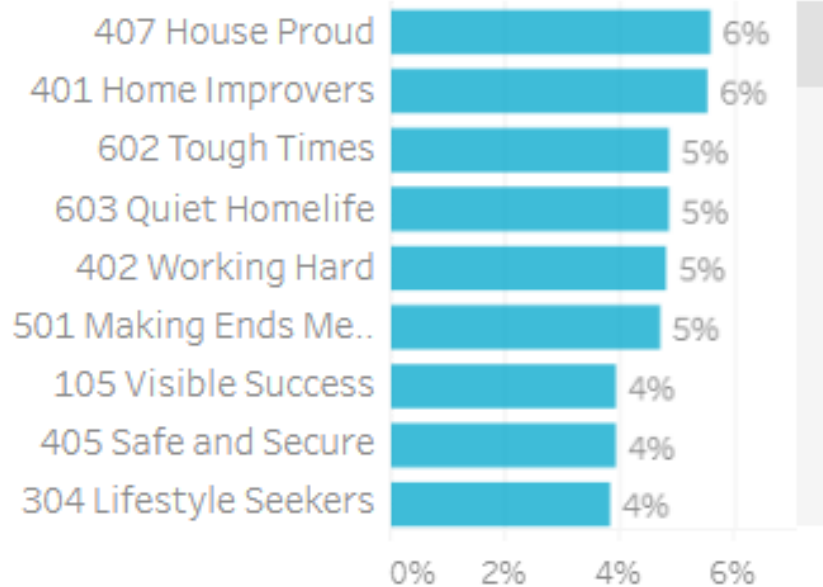
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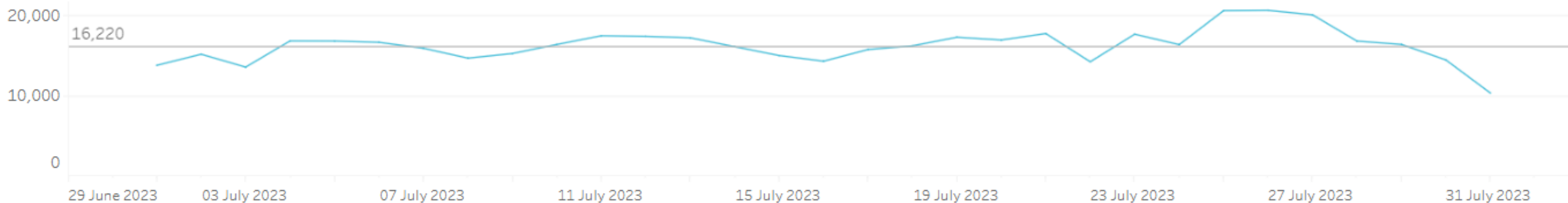
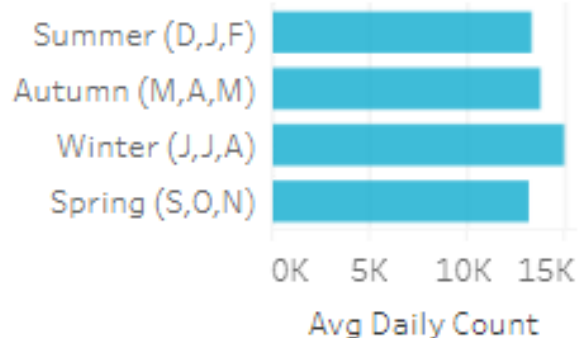
Origin Category



Helix Persona

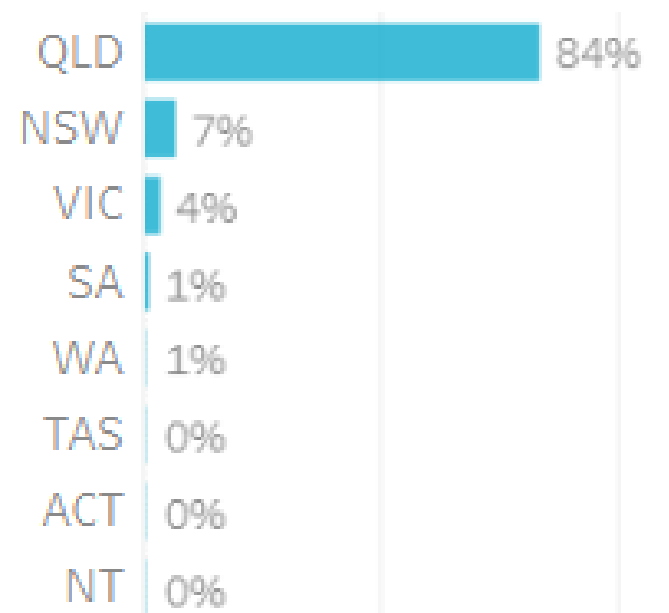


Season



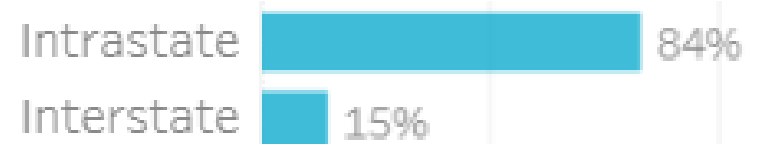
Visitation Origins

Origin State

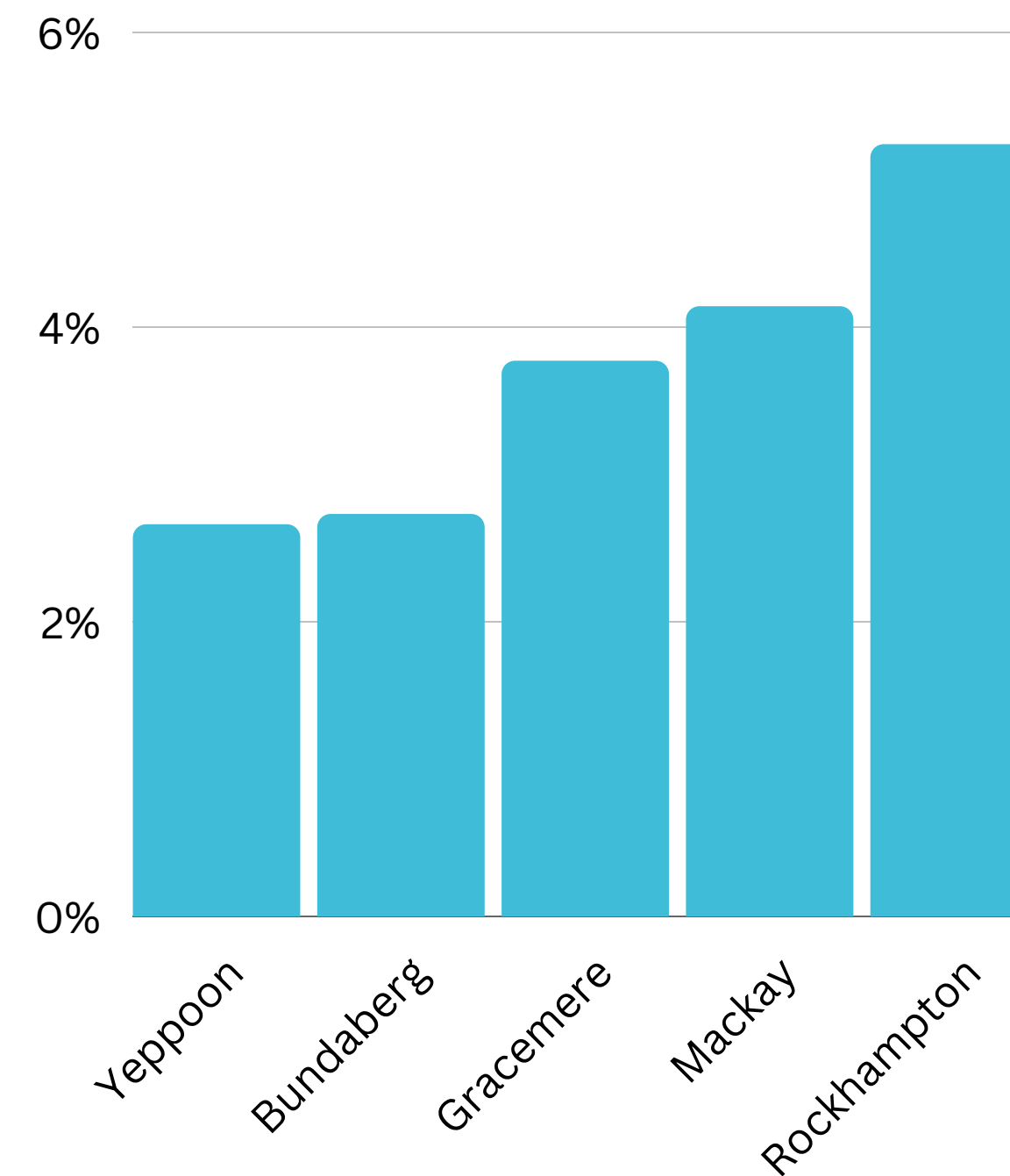


84% of visitors to the Central Highlands Region during July 2023 are intrastate. **15%** are interstate, with **49%** arriving from **New South Wales**

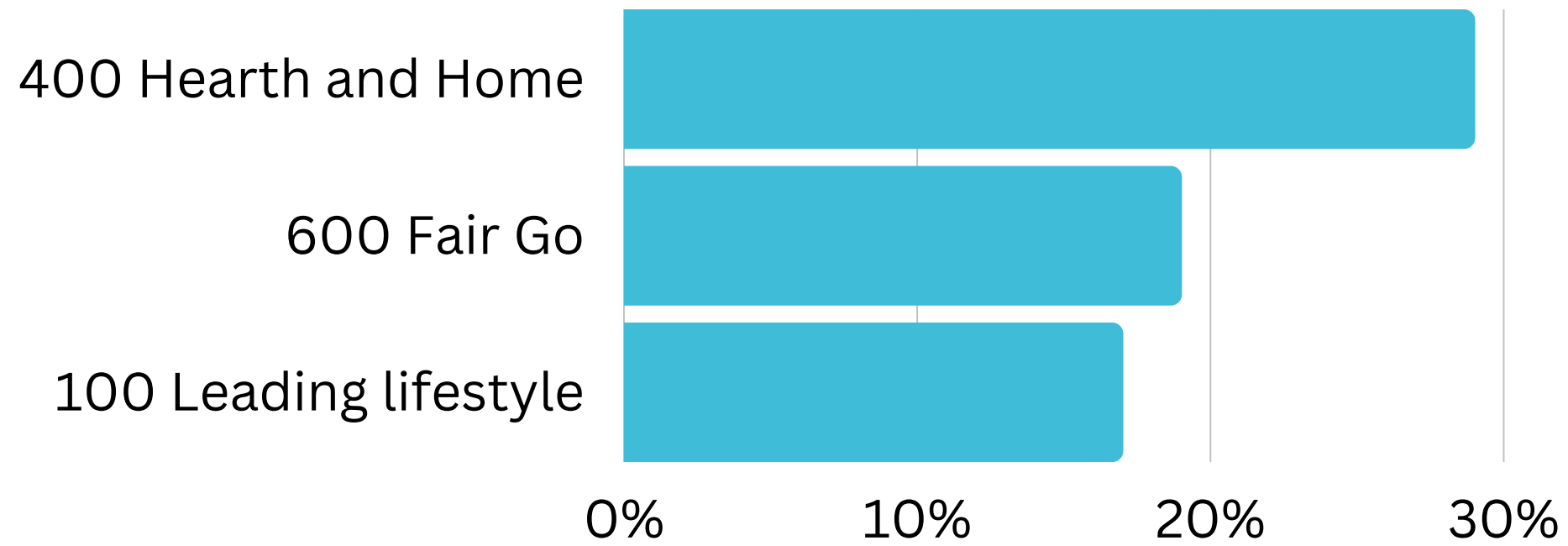
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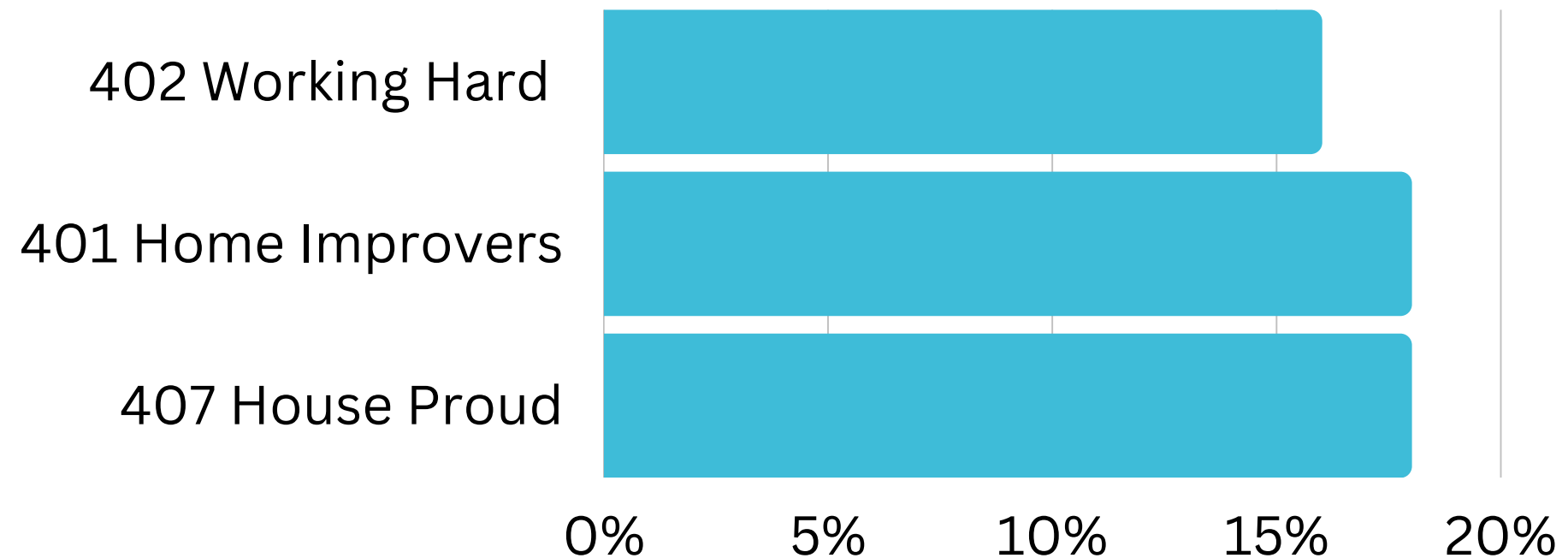
Top 5 areas to the Central Highlands Region (July 2023)



Top Helix Communities and Personas



29% of the visitors recorded during **July 2023** are part of the **400 Hearth and Home** Helix Community.



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

Top 2 Helix Personas for Visitors

1

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

2

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

Additional Trends

Work From Roam

- The pandemic had a huge impact on travel - though for a while that meant staying put, as the switch to remote work created a largely location-independent workforce in many fields. And the travel-lovers among us quickly realised the art of working virtually – virtually anywhere in the world.
- Between 2019 and 2021, work from home tripled from 5.7% to 17.9%, according to new data released by the U.S. Census Bureau, and in the UK, remote workers skyrocketed in the past two years.
- As of the second quarter of 2022, Airbnb saw long-term stays (28 days or more) increase nearly 25% percent from 2021 and nearly 90% percent from 2019[5]. This shift in attitudes from 'work from home' to 'work from roam' is a trend that's here to stay, appealing to those who want to continue to explore the world and embrace the rewards of purposeful, slow travel. Where experiences mean more than counting countries, and every day is truly lived.

Credit: Tourism and Events Queensland



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