

# **Southern Downs Region**

## **MONTHLY DATA SNAPSHOT**

### **November 2023**



## Top 5 Origin Postcodes (Visitors)

1. 4305 (Ipswich) - 2.0%
2. Unidentified - 1.6%
3. 4300 (Springfield) - 1.5%
4. 4352 (Highfields) - 1.5%
5. 4207 (Beenleigh) - 1.3%



Total Visitors - people seen in an area who had to travel more than 50 kilometres during November.

**53K**  
Total  
Population

**526K**  
Total  
Visitors

Total Population - Average daily population during the month of November, includes residents and visitors

Day Trippers  
49%

Interstate  
24%

Over Night Visitors  
51%

**2.5**  
Average Nights  
Per Stay

**\$145**  
Spend Per Night  
Per Stay

Intrastate  
76%

This graph displays the difference in the amount of overnight visitors compared to day trippers.

This graph displays the comparison of interstate (different state) vs intrastate (same state) vs international (different country) visitors.

# 8.7% Difference in visitors (November 2022 vs November 2023)

## 1. Top 3 Helix Personas

## 2.

### 401 - Home Improvers (5%)

- Average Age - 39
- Average Household Income - 129k
- Heavy Spender
- Likes to travel within Australia
- Prefers to arrange it all by themselves
- Prefers holidaying amongst nature
- Enjoys the beach and likes to go for day trips
- Likes Fishing and Surfing

### 402 - Working Hard (5%)

- Average Age - 34
- Average Household Income - 115k
- Financially careful
- Likes to go away for weekends
- Thinks holidays are for downtime
- Prefers to leave arrangements to others
- Enjoys the beach, zoo, wildlife parks or even watching sports at the pub
- Likes to eat at a pub or get fast food
- Plays rugby league or goes mountain biking

## 3.

### 501 - Making Ends Meet (5%)

- Average Age - 28
- Average Household Income - 99k
- Heavy Spender
- Likes to go away for weekends
- Thinks holidays are for downtime
- Prefers pre-packaged holidays
- Enjoys the beach, zoo, wildlife parks or even the cinemas
- Enjoys home delivery and fast food
- Likes to go jogging to stay active

# Key Insights

A 8.7% increase in visitors in November 2023 compared to November 2022 was recorded.

In Southern Downs, visitors comprise 51% overnight guests and 49% day trippers. The overnight visitors typically stay for an average of 2.5 nights per visit, spending an average of \$145 per night during their stay.

Among visitors, 24% originate from Interstate, while 75% come from Intrastate, with an additional 1% from International locations. The predominant intrastate visitors hail from postcodes 4305 (Ipswich), 4300 (Springfield), 4352 (Highfields) and 4207 (Beenleigh). Notably, most of these cities lie further toward the coast, suggesting that the majority of visitors venture inland to experience Queensland's countryside.

Increased visitor numbers can be achieved significantly by focusing on the top three Helix Personas: 402 (Working Hard), 401 (Home Improvers) and 501 (Making Ends Meet). Enhancing the promotion of pubs can notably boost visitor numbers, given that this aligns with the major interests of two personas, constituting over 10% of the total visitors to the region. Moreover, promoting nature-based activities such as fishing, hiking, or exploring zoo and wildlife parks can further bolster visitor numbers, as these activities align closely with the interests of the top three personas.

## CONTACT US



admin@sqct.com.au



www.southernqueenslandcountry.com.au



07 4632 1988

The data in this monthly overview has been sourced from Roy Morgan and is correct as of 25/01/24

This is simply a snapshot of the data provided. More region specific data can be accessed using the Roy Morgan Dashboard.