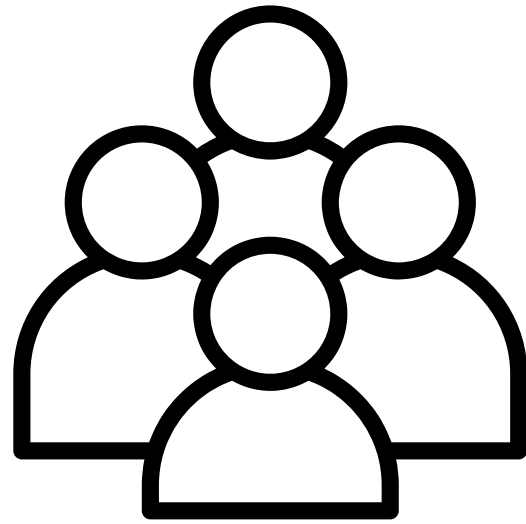


Southern Downs Insights and Data Report
April 2023

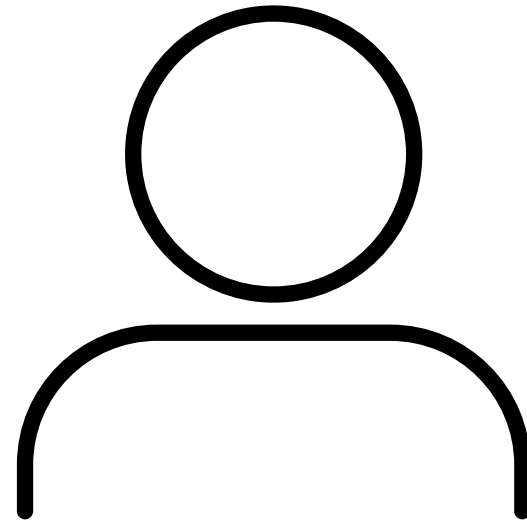


**Southern
Queensland Country**

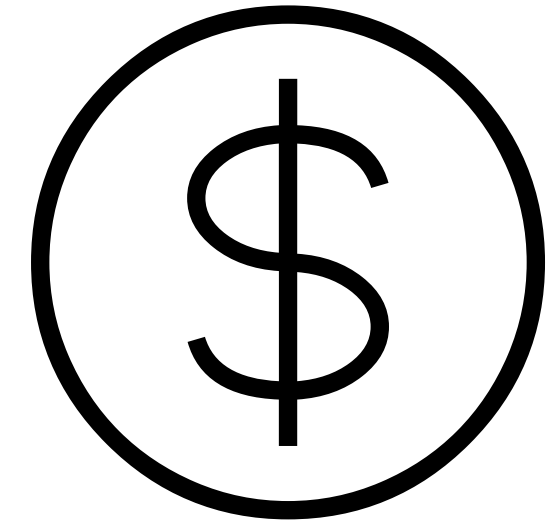
Key Points



553,254 visitors (day trippers and overnight visitors) were recorded during April 2023, which is a **24.2% increase** when compared to April 2022



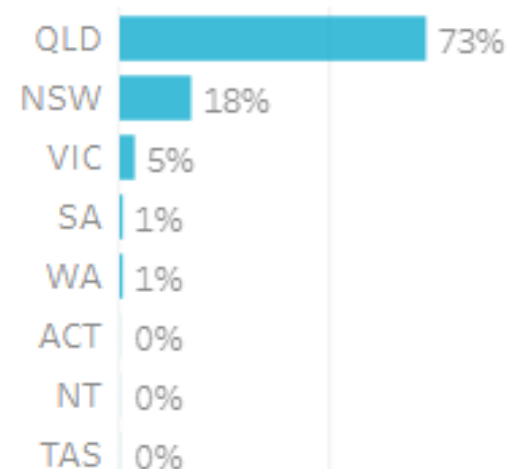
The primary Helix Persona recorded was **401 Home Improvers**, which is the same as identified in April 2022



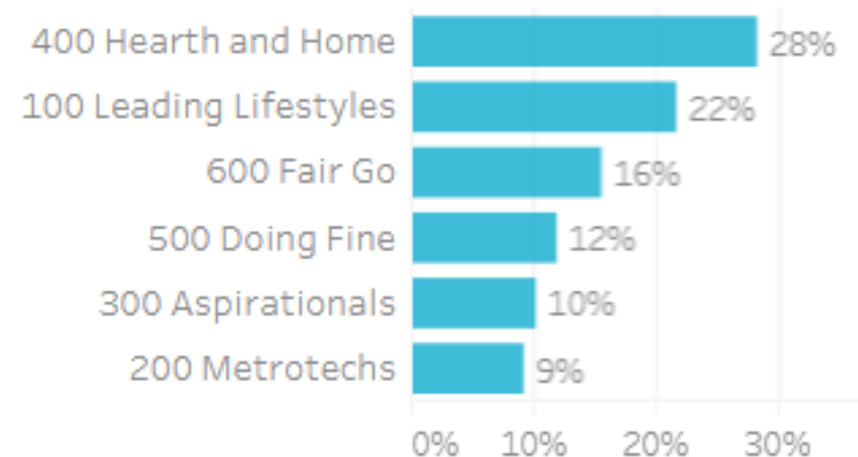
Overnight visitors typically stay **2.6 nights** and spend **\$146 per night** and **\$380 per stay**

Visitation Overview - last 12 months

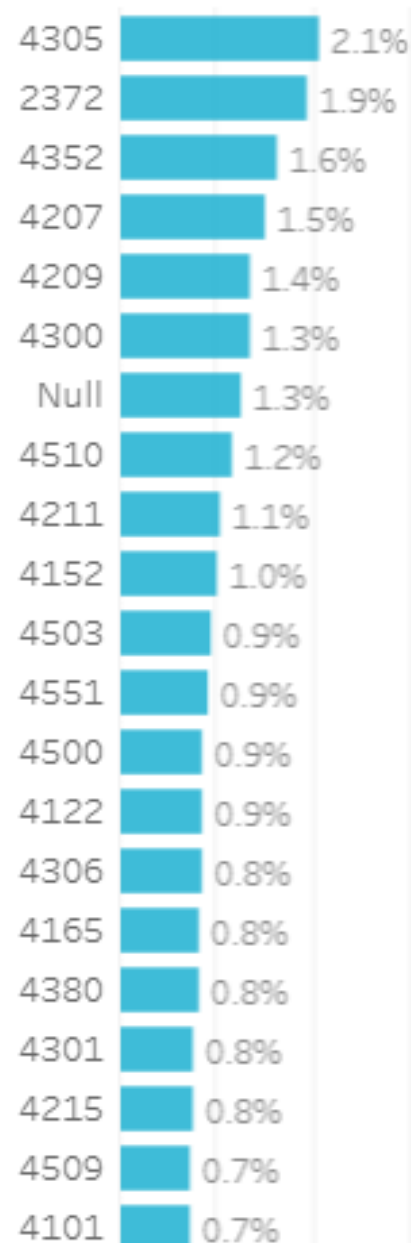
Origin State



Helix Community



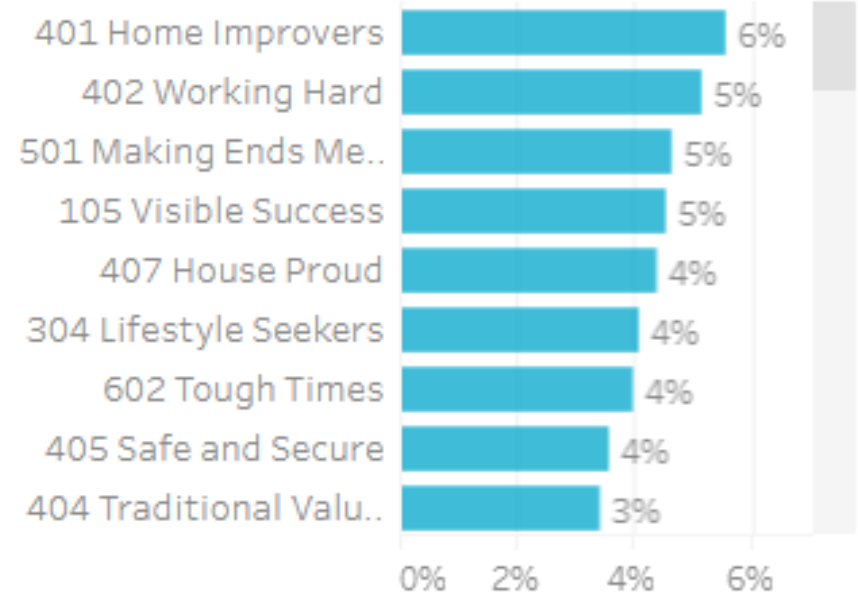
Origin Postcode



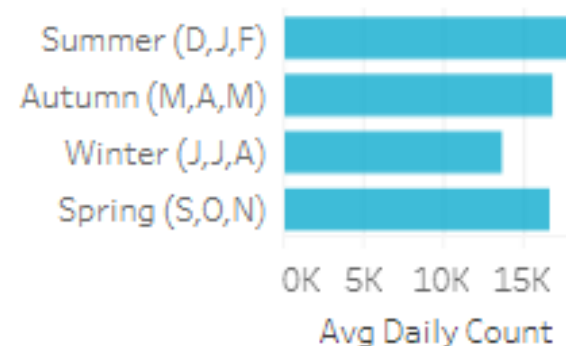
Origin Category



Helix Persona

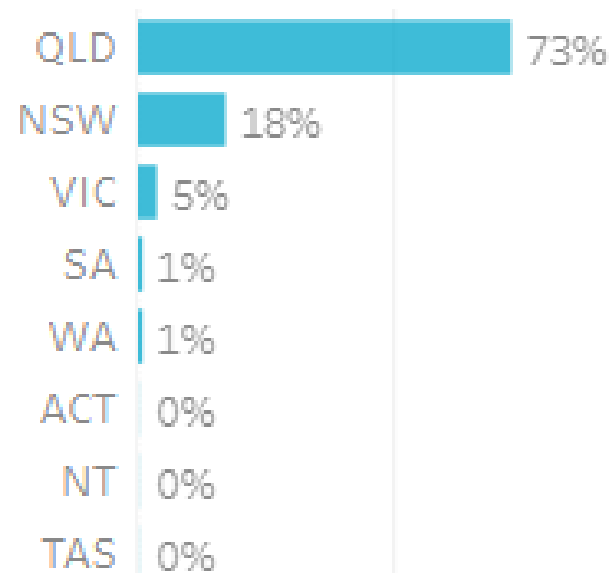


Season



Visitation Origins

Origin State

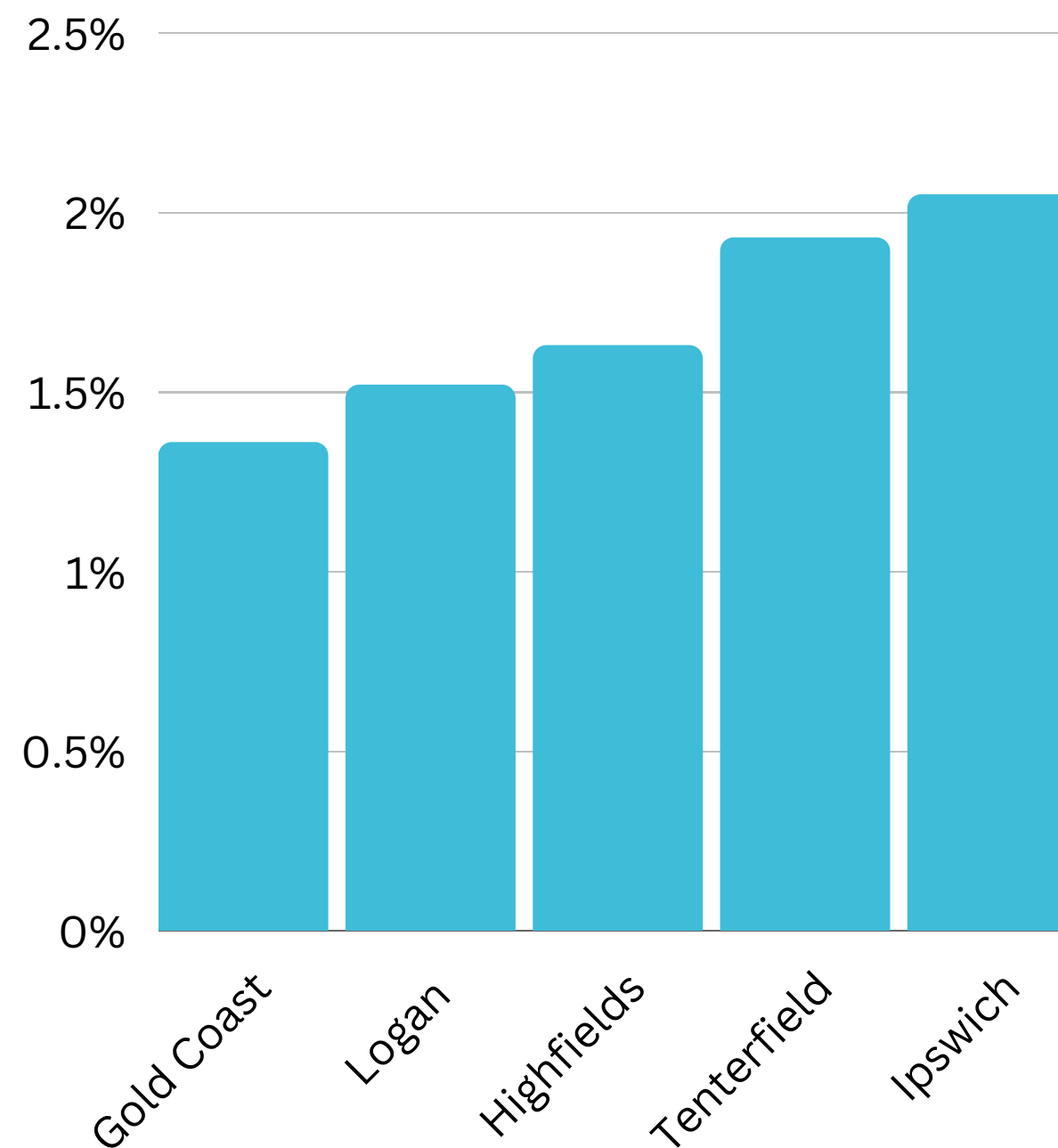


Origin Category

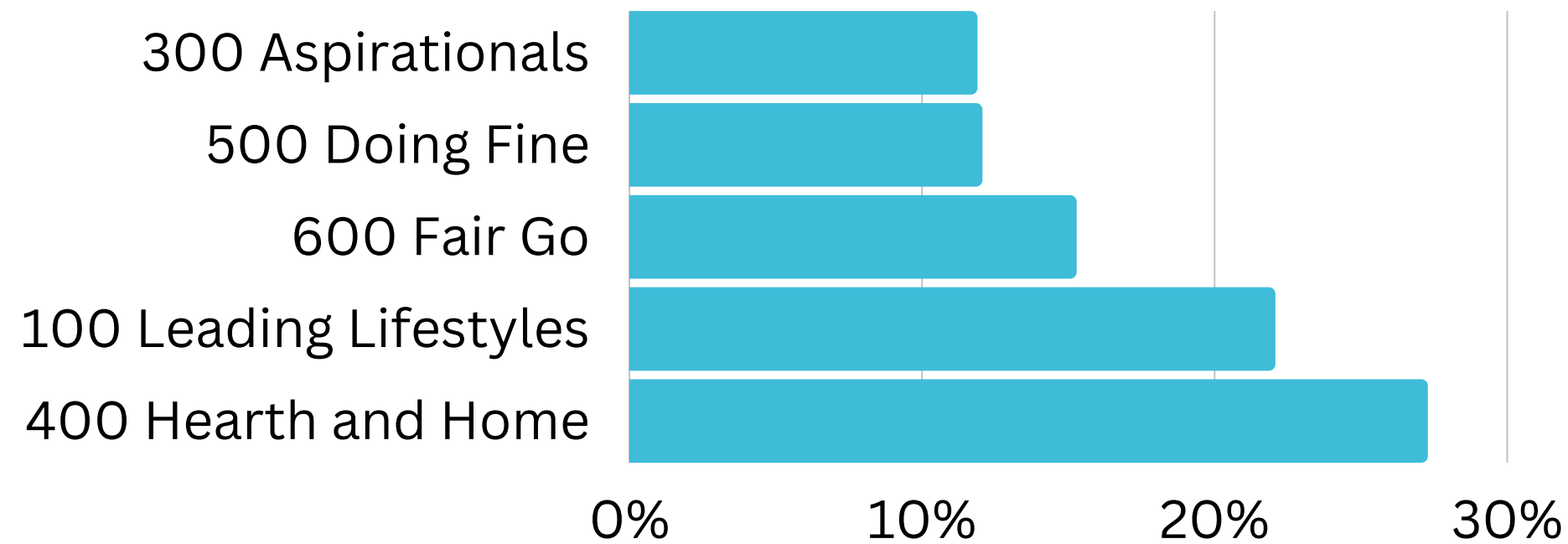


73% of visitors to the Southern Downs Region during April 2023 are intrastate. **25%** are interstate, of that, **69%** come from **New South Wales**

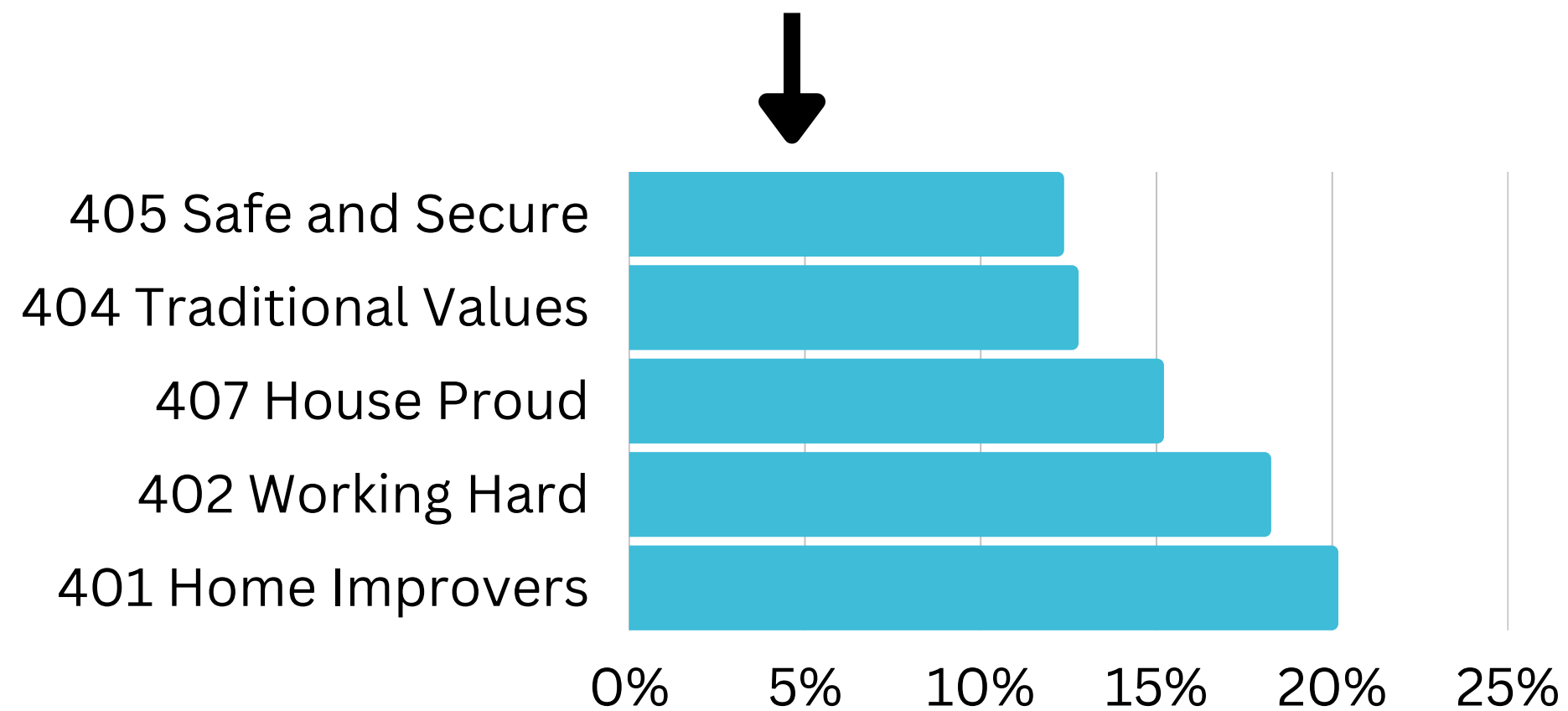
Top 5 postcodes to the Southern Downs Region (last 12 months)



Top Helix Communities and Personas



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



Of that, **20%** are a **401 Home Improvers** Helix Persona and **18%** are **402 Working Hard**.

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

2 402 Working Hard

Average age: 38 years

Average Household Income: \$109,000



More than half live in metro areas. Clustered across Brisbane, the Gold Coast, and coastal areas in Queensland.

Likes

- Pay TV/Subscription Video on Demand (SVOD)
- Commercial Radio
- Newspapers

Top 2 Helix Personas for SQC Website 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

2 508 Frugal Living

Average age: 66 years

Average Household Income: \$44,000



Many live alone and you'll find them residing in rural and outer urban areas of New South Wales, Victoria and Queensland.

Likes

- Commercial TV
- Radio
- Newspapers

Top 2 Helix Personas for SavourSQ Visitors

1 402 Working Hard

Average age: 38 years

Average Household Income: \$109,000



More than half live in metro areas. Clustered across Brisbane, the Gold Coast, and coastal areas in Queensland.

Likes

- Pay TV/Subscription Video on Demand (SVOD)
- Commercial Radio
- Newspapers

2 407 House Proud

Average age: 38 years

Average Household Income: \$82,000



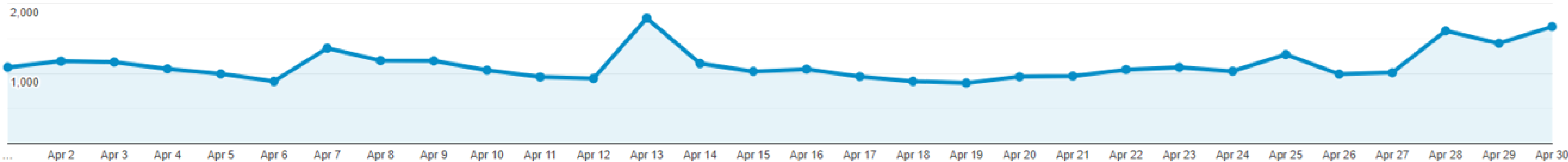
You'll find a mix of ages and household types among them, living in metro and country areas of New South Wales and Queensland.

Likes

- Domestic Holidays
- Commercial TV
- Family & Home

SQC Website Visitation – April 2023

- 33.8K in sessions with 29K unique views
- 60.5K page views in April 2023
- Average session duration is 1:23 minutes



SQC E-news

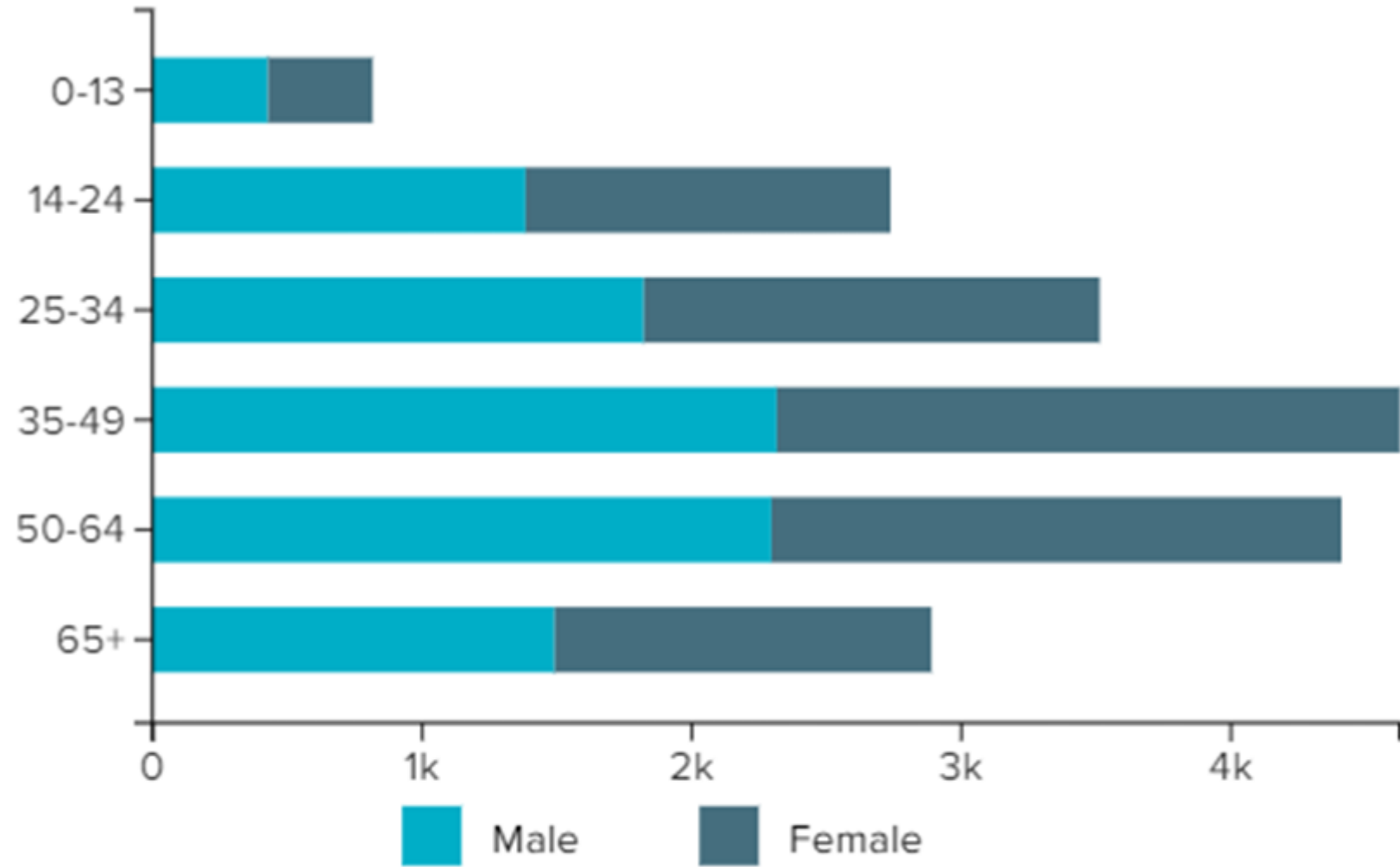
SQC E-news



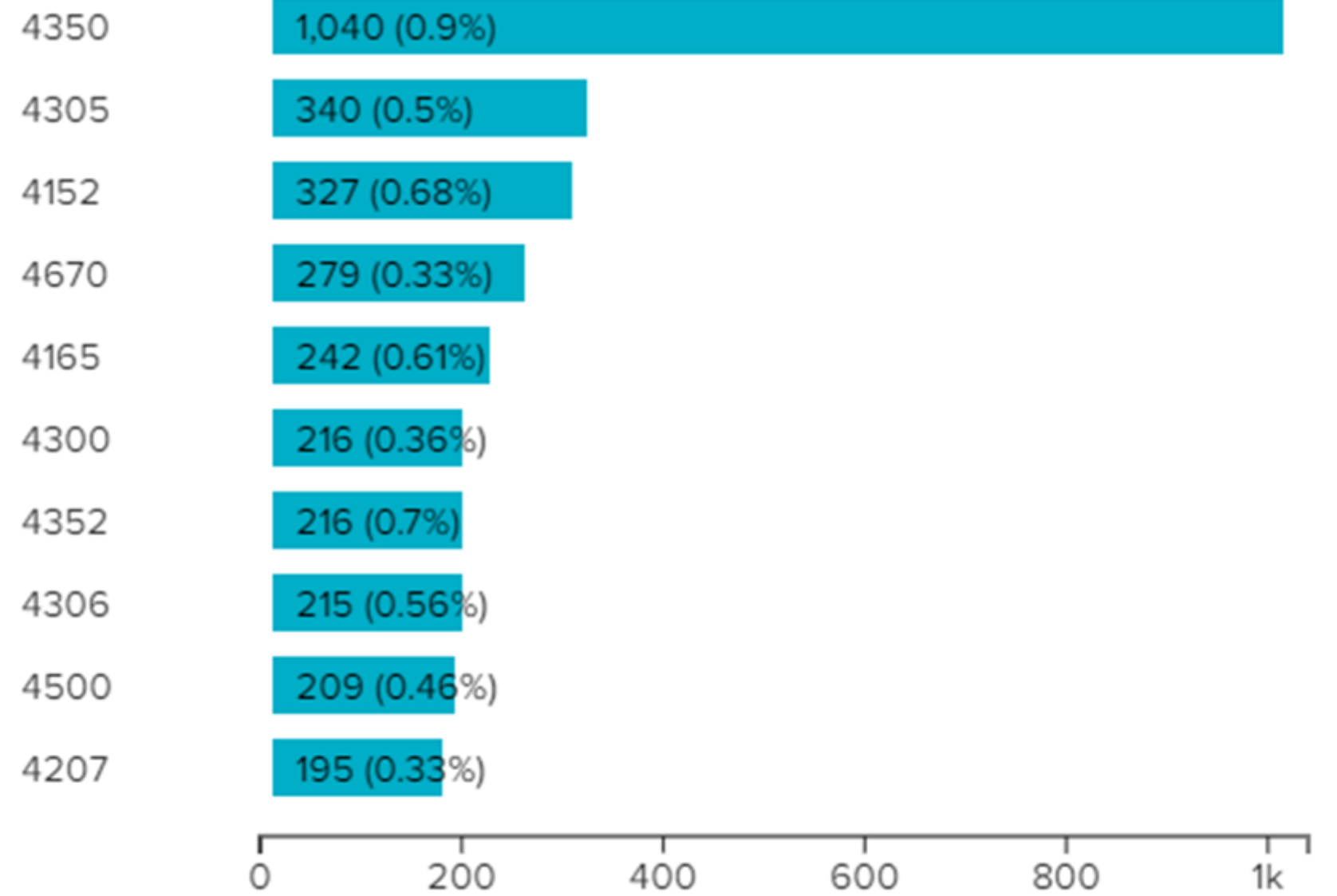
Leads to Operators

- Over 4.4K leads were directed to members during April 2023 from the SQC website. A lead includes an active click on a members listing which may include a call to action detail and/or a link to the website.
- Connect with us to get insights into the number of leads to your product and advice into how you can increase your leads.

Age Breakdown of Visitors



Postcode Breakdown of Visitors



Contact us

E-mail

admin@sqct.com.au

Website

www.southernqueenslandcountry.com.au

Phone

07 4632 1988

Address

10 Rens Street
Toowoomba QLD 4350

