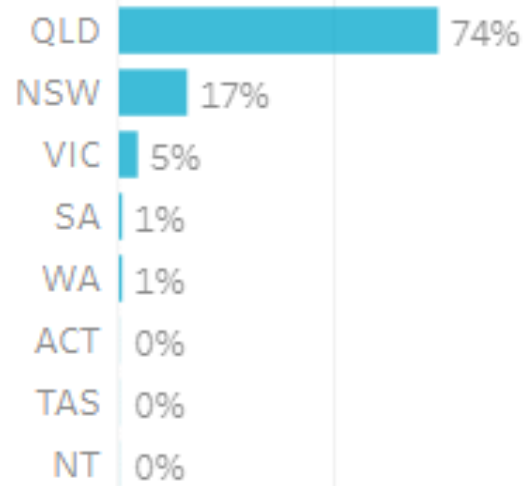




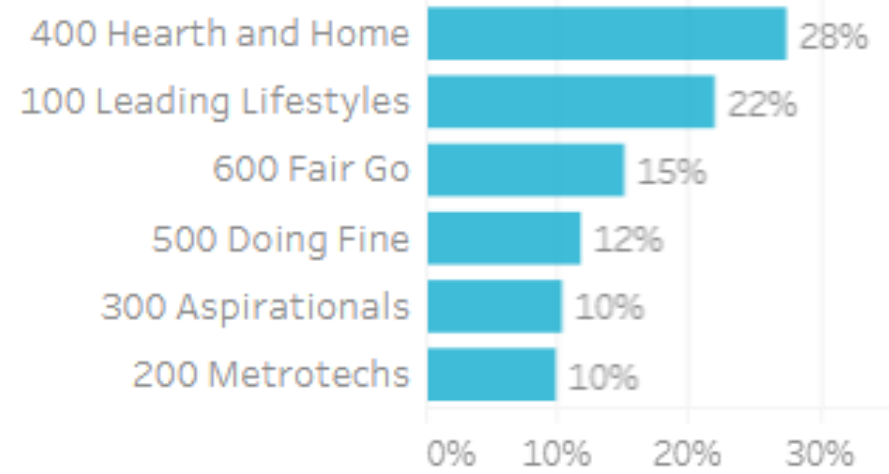
Southern Downs Insights and Data Report  
May 2023

# Visitation Overview - May 2023

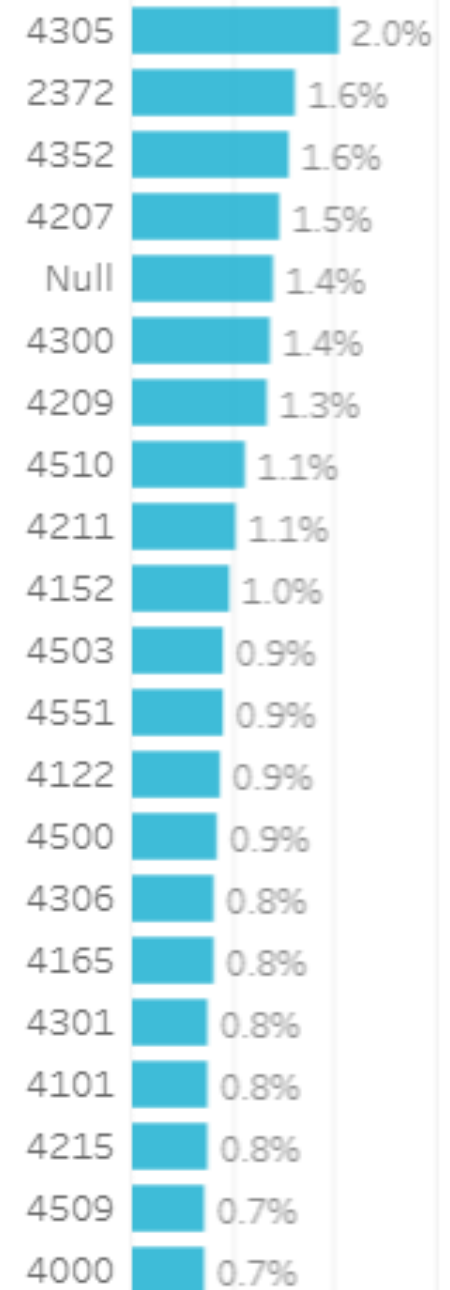
## Origin State



## Helix Community



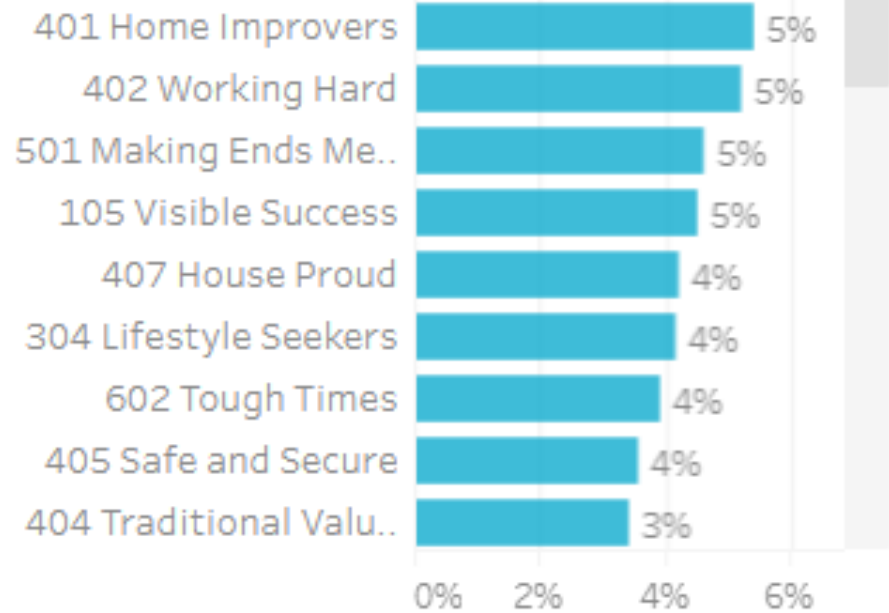
## Origin Postcode



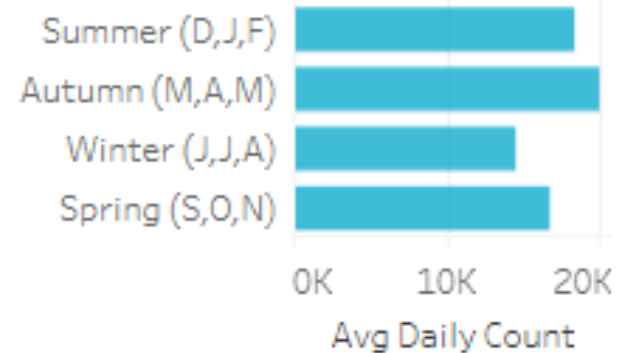
## Origin Category



## Helix Persona

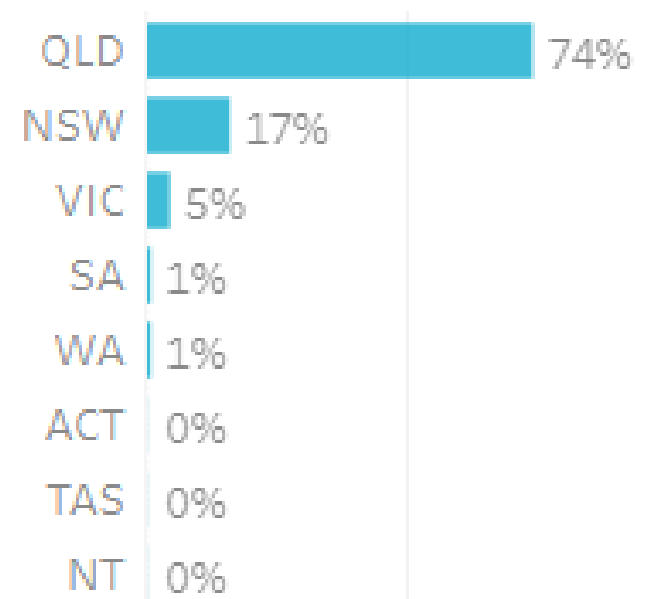


## Season

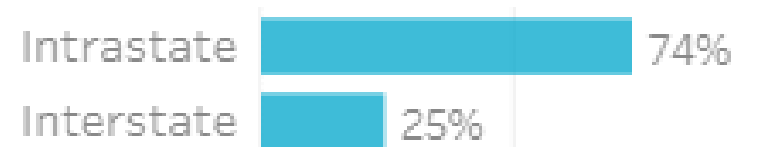


# Visitation Origins

## Origin State

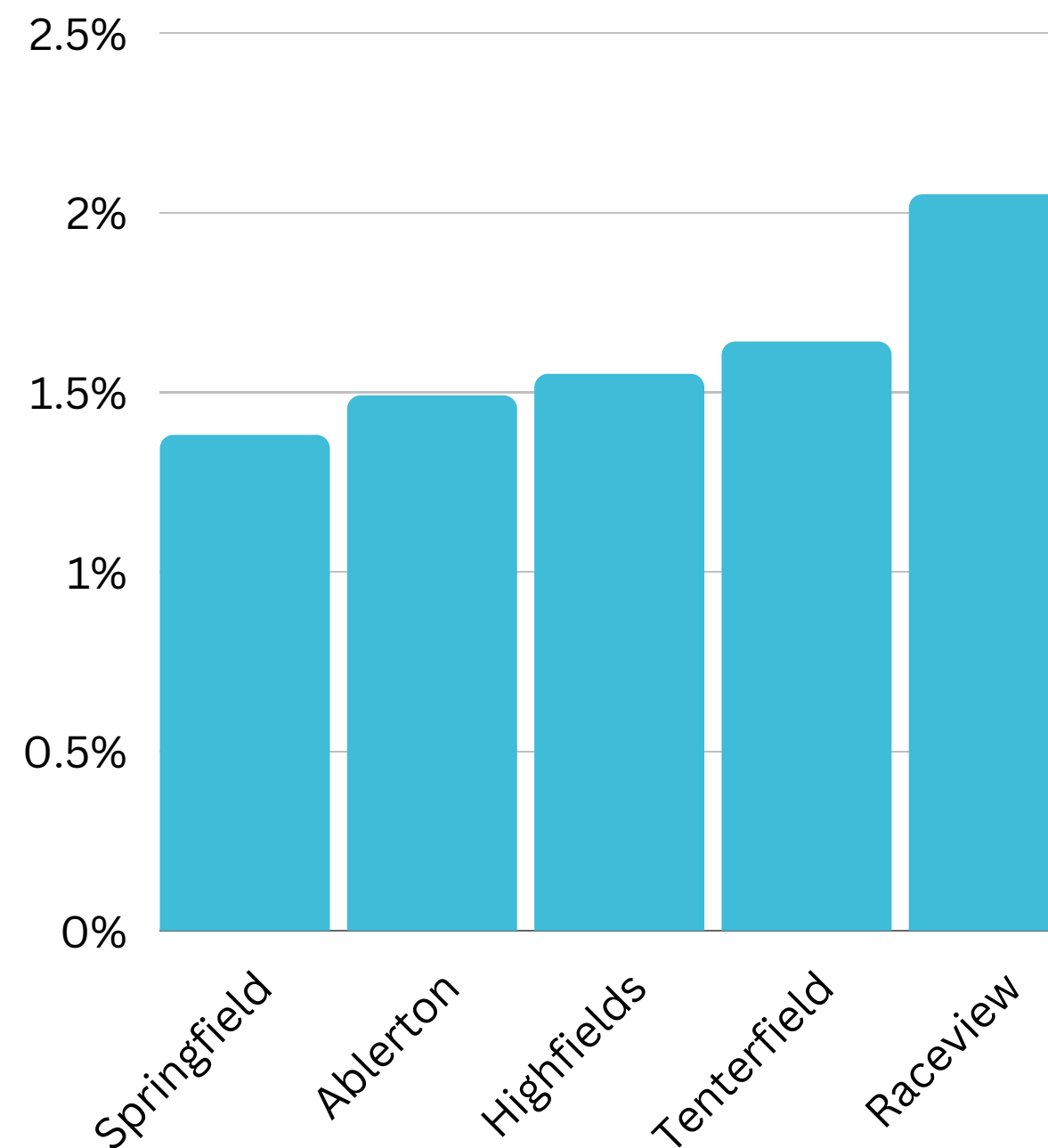


## Origin Category

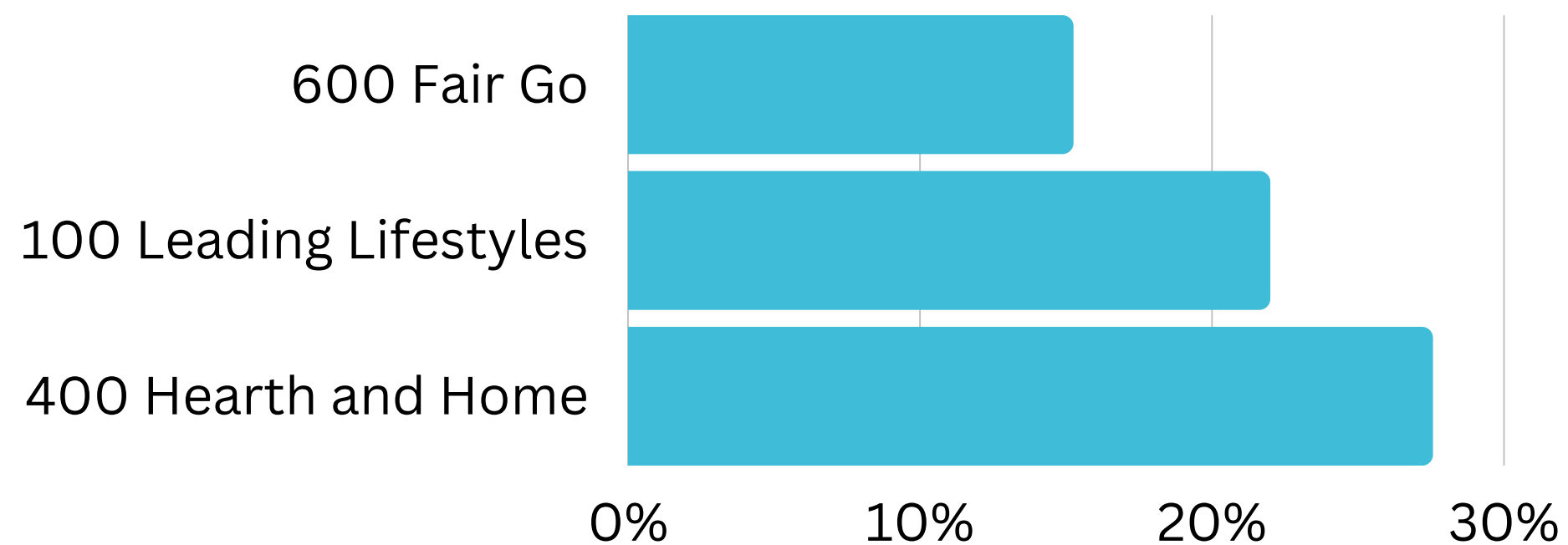


**74%** of visitors to the Southern Downs Region during May 2023 are intrastate. **25%** are interstate, with **67%** arriving from **New South Wales**

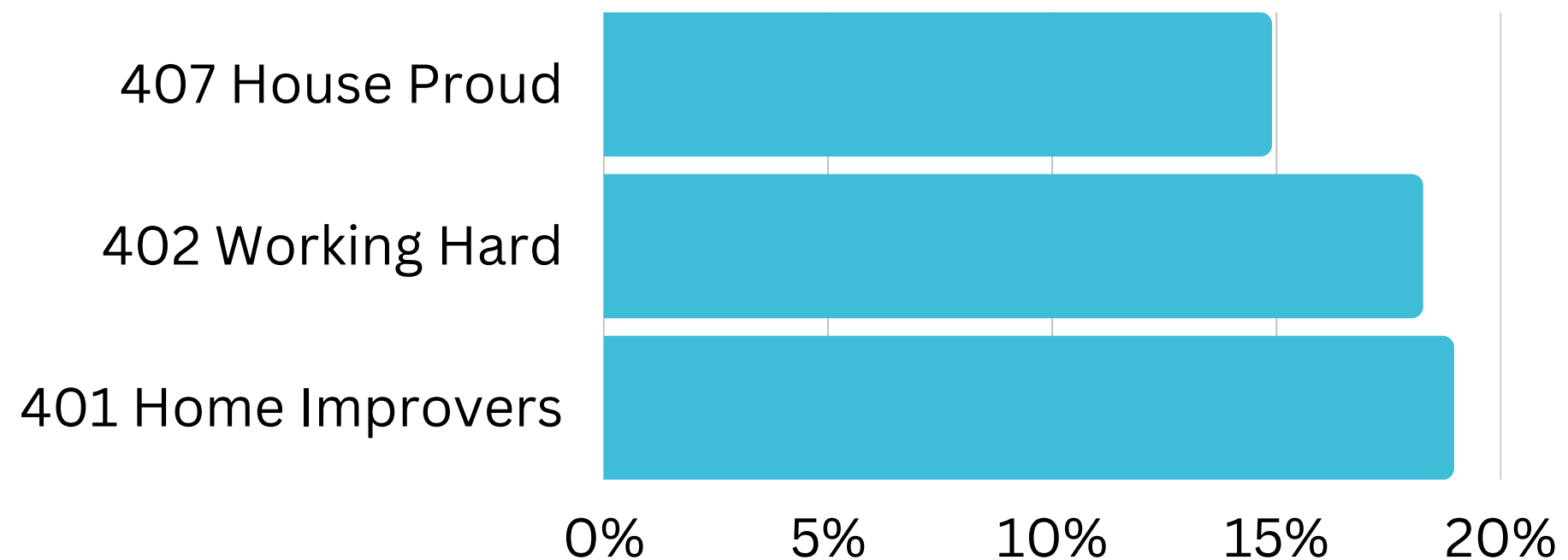
## Top 5 areas to the Southern Downs Region (May 2023)



# Top Helix Communities and Personas



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



Of that, **18%** are a **401 Home Improvers** Helix Persona and **17%** 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

# **SQCT Website Analytics**

# Top 2 Helix Personas for SQC Website Visitors

## 1 404 Traditional Values

Average age: 45 years

Average Household Income: \$86,000



You'll find most living in regional New South Wales in Newcastle, South Coastal area and the North Eastern part of the state, and on the Sunshine Coast in Queensland.

### Likes

- Food and Wine
- Domestic Holidays
- Commercial TV

## 2 304 Lifestyle Seekers

Average age: 38 years

Average Household Income: \$100,000



They are clustered most significantly in Melbourne and Brisbane, along with a significant proportion in outer urban areas of Queensland.

### Likes

- Domestic Holidays
- Sport Tourism
- Performing Arts

# Top 2 Helix Personas for SavourSQ Visitors

## 1 304 Lifestyle Seekers

Average age: 38 years

Average Household Income: \$100,000



They are clustered most significantly in Melbourne and Brisbane, along with a significant proportion in outer urban areas of Queensland.

### Likes

- Domestic Holidays
- Sport Tourism
- Performing Arts

## 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

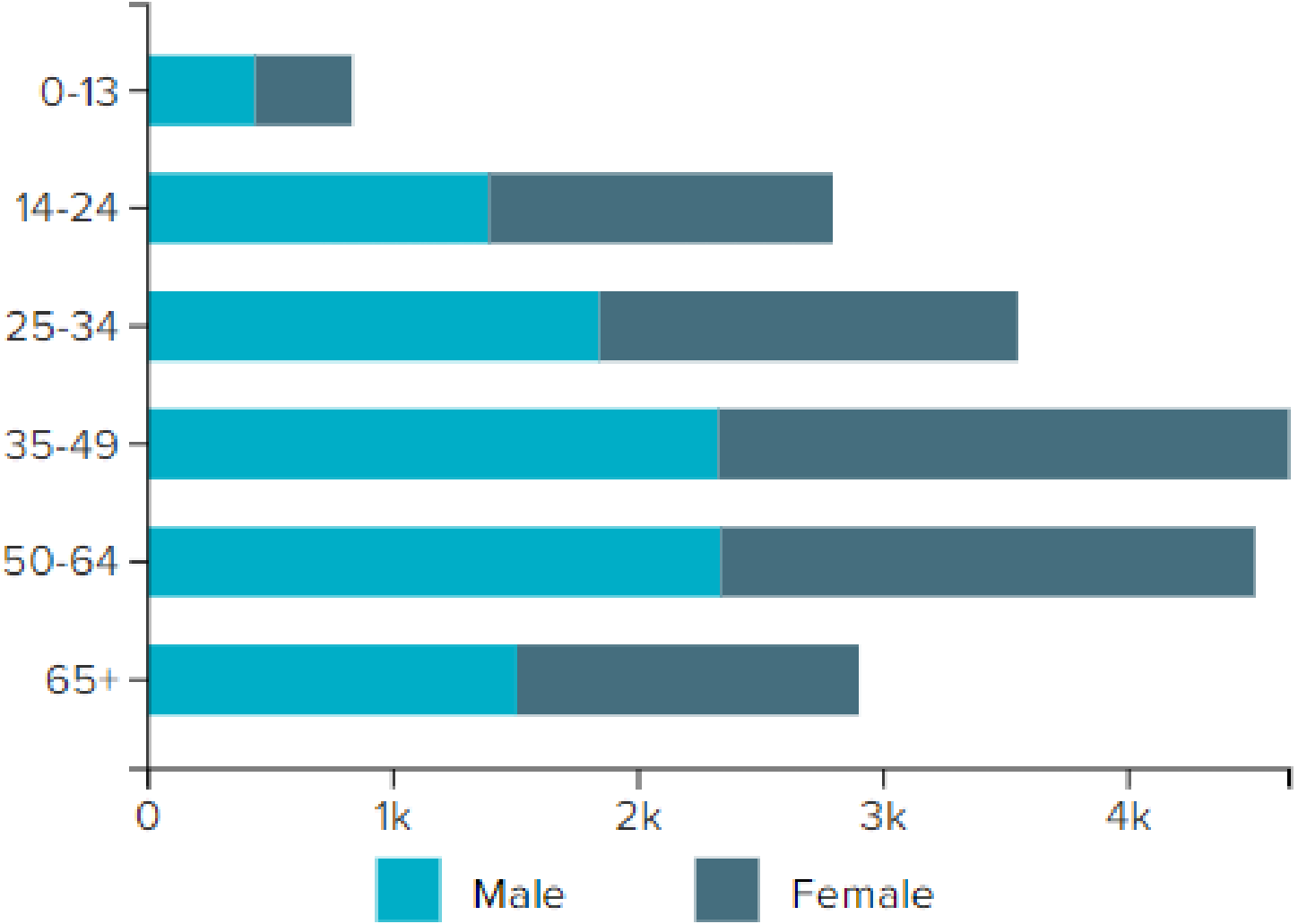


# SQC Website Visitation - May 2023

- 60K page views with 31K total users
- Highest recorded day was 10 May
- 4.7K leads to operators with 3.2K unique clicks



# Age Breakdown of Visitors to SQC.com



The average age of visitors to the SQC.com website is within the 35 - 49 age bracket. The lowest age bracket sits with 0-13yrs old.

# NVS Data - Year Ending March 2023

- Domestic OVE grew by 41.8 per cent over the year to a record \$1.3 billion, which is 52.9 per cent higher than 2019.
- The annual growth was because of both an increase in visitation (up 17.8 per cent to 2.7 million) and average spend per visitor (up 20.4 per cent to \$476). Visitation grew across purposes including visiting friends and relatives (up 28.6 per cent to 1.1 million), business (up 15.3 per cent to 530,000) and holiday (up 9.8 per cent to 937,000).
- By source market, interstate visitation reached a new record of 502,000 (up 110.5 per cent).
- Intrastate visitation was up 7.1 per cent over the year to 2.2 million.
- Visitation in the March quarter of 2023 was down 8.3 per cent and nights were down 4.9 per cent compared to the March quarter of 2022. Intrastate visitation was down 12.7 per cent compared to the March quarter of 2022.

# Contact us

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