

Western Downs Region MONTHLY DATA SNAPSHOT

November 2023



Top 5 Origin Postcodes (Visitors)

- 4350 (Toowoomba) 11.0%
- 2. 4352 (Highfields) - 2.2%
- 3. Unidentified - 1.5%
- 4305 (Ipswich) 1.4% 4.
- 5. 4300 (Springfield) - 1.2%

45.8K **Total Population** 457K **Total Visitors**

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

Day Trippers

Interstate 15%

\$144 **Spend Per Night Per Stay**

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

2.6 **Average Nights Per Stay**

Over Night Visitors 52%

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.

Intrastate 85%

6.6% Difference in visitors (November 2022 vs November 2023)

1. Top 3 Helix Personas

2.

401 - Home Improvers (6%)

- 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

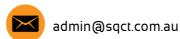
A 6.6% increase in visitors in November 2023 compared to November 2022 was recorded.

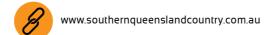
In Western Downs, visitors comprise 52% overnight guests and 48% day trippers. The overnight visitors typically stay for an average of 2.6 nights per visit, spending an average of \$144 per night during their stay.

Among visitors, 15% originate from Interstate, while 85% come from Intrastate. The predominant intrastate visitors hail from postcodes 4350 (Toowoomba), 4352 (Highfields), 4305 (Ipswich) and 4300 (Springfield). Notably, 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), 501 (Making Ends Meet), and 401 (Home Improvers). 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







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.